

Summer 1999  
Delivery Schedule  
Inside!

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Now @  
arbitron.com!**

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for details.**

184 Philadelphia  
Spring 1999

# Radio Market Report



Accredited by  
Media  
Rating Council®

## Philadelphia

Includes Instant Qualitative Profile with  
Scarborough qualitative information

Spring 1999  
April 1 - June 23

**ARBITRON**

# More Ratings, Reports and Insights @ arbitron.com!

*Get Listener First Preference Reports, Format Trends  
and the Rating Point Planner Online*

We've expanded the Arbitron Web site once again to help you work faster and more effectively! In addition to the latest Arbitron news you've come to expect from [www.arbitron.com](http://www.arbitron.com), we've added three great new reports to our "Ratings, Reports & Studies" section. These reports will be updated with each survey.

## **First Preference (P1) Report**

Arbitron's new online First Preference Report offers an easy, efficient and useful way of tracking P1s, the core listeners who tune in to one particular station more than any other radio station. While this service replaces the traditional First Preference book, the online First Preference Report provides much more detailed information on the very important P1 audience. Some of the never-before-available features in this report include P1 Time Spent Listening (TSL) information and P1 national averages by format and demo. Plus, users can now compare P1 performance with same-format stations in their market or nationwide. The First Preference Report is available to all radio station and advertising agency clients. MaximiSer® and Media ProfessionalSM clients who are registered Arbitron Data ExpressSM users are automatically registered for online access to the First Preference Report.

## **American Radio Listening Trends**

This section provides a fascinating look at listening trends in the American radio audience. The reports examine what formats Americans listen to, where they listen from and what their demographic breakdown is. The information is based on compilations of top-line data from Arbitron's regular syndicated surveys of radio listeners and consumers and is updated on a continuing basis. Best of all, American Radio Listening Trends reports are available free to anyone visiting the Arbitron Web site.

## **Rating Point Planner**

The Radio Rating Point Planner (RRPP) provides media buyers with Metro AQH Rating averages. Buyers can view averages by rank groups (Top 1, Top 3, Top 5 and Top 10) or by a particular Metro. Information is also available on a variety of demos and dayparts for each of the Top 100 markets as well as some groupings of the Top 100 markets. This service is available to all full-service or regional advertiser and advertising agency clients. Detailed access information is available on the Arbitron Web site.

# Radio Market Report

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

## 1999-2000 Survey Schedule

**Spring 1999**  
April 1 - June 23

**Summer 1999**  
July 1 - September 22

**Fall 1999**  
September 23 - December 15

**Winter 2000**  
January 6 - March 29

**Spring 2000**  
March 30 - June 21



### 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 the audit.

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

### Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Spring 1999 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

### Warning

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

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

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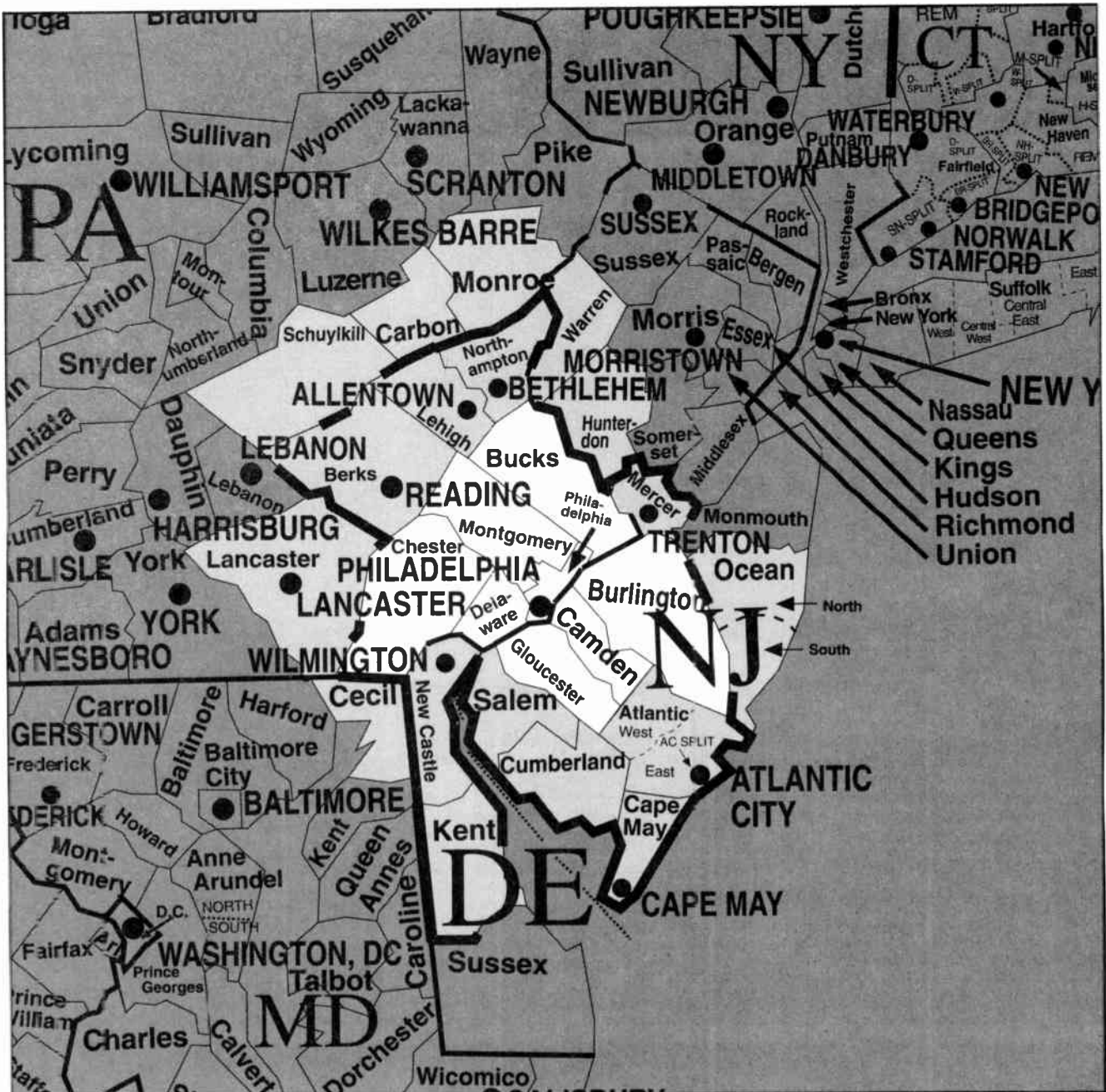
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**Please note**/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases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

# Philadelphia

and Philadelphia DMA®



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□ Metro    ■ TSA    ■ DMA®

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

**Metro Rank:** 5

**Market Surveyed:** Winter, Spring, Summer, Fall

### Station Subscribers to This Report\*

|         |         |         |         |         |         |
|---------|---------|---------|---------|---------|---------|
| KYW-AM  | WBEB-FM | WDAS-AM | WDAS-FM | WEMG-FM | WIOQ-FM |
| WIP-AM  | WJBR-FM | WJJZ-FM | WKKW-FM | WMGK-FM | WMMR-FM |
| WOGL-FM | WPEN-AM | WPHI-FM | WPHT-AM | WPLY-FM | WPST-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/<br>Split County | ST | HDA<br>Blk. / Hisp. | Estimated P12+ Population |     | In-Tab | Area        | County/<br>Split County | ST | HDA<br>Blk. / Hisp. |
|---------------------------|-------|--------|-------------------|-------------------------|----|---------------------|---------------------------|-----|--------|-------------|-------------------------|----|---------------------|
| 345,700                   | 392   | MTD    | BURLINGTON        | NJ                      | B  |                     | 116,100                   | 163 | TD     | CUMBERLAND  | NJ                      |    |                     |
| 412,800                   | 484   | MTD    | CAMDEN            | NJ                      | B  | H                   | 104,700                   | 86  | T      | HUNTERDON   | NJ                      |    |                     |
| 204,600                   | 257   | MTD    | GLOUCESTER        | NJ                      |    |                     | 280,500                   | 588 | TD     | MERCER      | NJ                      |    | B                   |
| 488,100                   | 556   | MTD    | BUCKS             | PA                      |    |                     | 348,700                   | 523 | T      | OCEAN NORTH | NJ                      |    |                     |
| 353,000                   | 417   | MTD    | CHESTER           | PA                      |    |                     | 81,500                    | 119 | T      | OCEAN SOUTH | NJ                      |    |                     |
| 455,700                   | 553   | MTD    | DELAWARE          | PA                      | B  |                     | 58,400                    | 133 | TD     | SALEM       | NJ                      |    |                     |
| 607,900                   | 713   | MTD    | MONTGOMERY        | PA                      |    |                     | 82,400                    | 274 | T      | WARREN      | NJ                      |    |                     |
| 1,198,100                 | 1,336 | MTD    | PHILADELPHIA      | PA                      | B  | H                   | 299,800                   | 450 | TD     | BERKS       | PA                      |    |                     |
| 102,700                   | 131   | TD     | KENT              | DE                      |    |                     | 50,400                    | 142 | T      | CARBON      | PA                      |    |                     |
| 401,100                   | 966   | TD     | NEW CASTLE        | DE                      | B  |                     | 373,600                   | 781 | T      | LANCASTER   | PA                      |    |                     |
| 67,000                    | 175   | T      | CECIL             | MD                      |    |                     | 251,000                   | 749 | TD     | LEHIGH      | PA                      |    |                     |
| 32,000                    | 143   | TD     | ATLANTIC AC-SPLIT | NJ                      |    |                     | 105,700                   | 198 | T      | MONROE      | PA                      |    |                     |
| 139,400                   | 637   | TD     | ATLANTIC EAST     | NJ                      | B  |                     | 218,200                   | 661 | TD     | NORTHAMPTON | PA                      |    |                     |
| 28,000                    | 109   | TD     | ATLANTIC WEST     | NJ                      |    |                     | 128,800                   | 126 | T      | SCHUYLKILL  | PA                      |    |                     |
| 83,800                    | 377   | TD     | CAPE MAY          | NJ                      |    |                     |                           |     |        |             |                         |    |                     |

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

HDA - High-Density Area  
(Black or Hispanic)

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

### High-Density Area

Black/Hispanic

| Combined | Total  |               | Ethnic |               |
|----------|--------|---------------|--------|---------------|
|          | In-Tab | Est. Pop. 12+ | In-Tab | Est. Pop. 12+ |
| HDBA     | 786    | 706,000       | 585    | 516,100       |
| HDHA     | 54     | 59,000        | 33     | 32,500        |

These population estimates are based on 1990 Census data, updated and projected to January 1, 1999, by Market Statistics, a division of Claritas, Inc.

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

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

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

**Population Estimates and In-Tab Diary Sample by Demographics**

|                      | Metro            |                  |               |                        |                      | TSA              |                  |               |                        |                      | DMA              |                  |               |                        |                      |
|----------------------|------------------|------------------|---------------|------------------------|----------------------|------------------|------------------|---------------|------------------------|----------------------|------------------|------------------|---------------|------------------------|----------------------|
|                      | Est. Pop.        | Est. Pop. % P12+ | In-Tab Sample | % Umwgt. In-Tab Sample | % Wgt. In-Tab Sample | Est. Pop.        | Est. Pop. % P12+ | In-Tab Sample | % Umwgt. In-Tab Sample | % Wgt. In-Tab Sample | Est. Pop.        | Est. Pop. % P12+ | In-Tab Sample | % Umwgt. In-Tab Sample | % Wgt. In-Tab Sample |
| <b>Men</b>           |                  |                  |               |                        |                      |                  |                  |               |                        |                      |                  |                  |               |                        |                      |
| 12-24                | 407,300          | 10.0             | 457           | 9.7                    | 10.0                 | 736,100          | 9.9              | 1,182         | 9.7                    | 9.9                  |                  |                  |               |                        |                      |
| 18-24                | 213,100          | 5.2              | 228           | 4.8                    | 5.2                  | 386,600          | 5.2              | 571           | 4.7                    | 5.2                  | 324,300          | 5.3              | 456           | 4.6                    | 5.3                  |
| 25-34                | 351,900          | 8.7              | 376           | 8.0                    | 8.7                  | 630,200          | 8.5              | 931           | 7.6                    | 8.5                  | 524,700          | 8.6              | 773           | 7.9                    | 8.6                  |
| 35-44                | 383,100          | 9.4              | 418           | 8.9                    | 9.4                  | 701,000          | 9.4              | 1,130         | 9.2                    | 9.4                  | 573,400          | 9.4              | 894           | 9.1                    | 9.4                  |
| 45-49                | 170,200          | 4.2              | 216           | 4.6                    | 4.2                  | 312,200          | 4.2              | 559           | 4.6                    | 4.2                  | 254,900          | 4.2              | 429           | 4.4                    | 4.2                  |
| 50-54                | 144,500          | 3.6              | 165           | 3.5                    | 3.6                  | 264,300          | 3.6              | 461           | 3.8                    | 3.6                  | 217,000          | 3.6              | 355           | 3.6                    | 3.6                  |
| 55-64                | 212,700          | 5.2              | 221           | 4.7                    | 5.2                  | 389,400          | 5.2              | 616           | 5.0                    | 5.2                  | 320,100          | 5.3              | 500           | 5.1                    | 5.3                  |
| 65+                  | 258,300          | 6.4              | 261           | 5.5                    | 6.4                  | 505,200          | 6.8              | 738           | 6.0                    | 6.8                  | 393,600          | 6.5              | 578           | 5.9                    | 6.5                  |
| 18+                  | 1,733,800        | 42.6             | 1,885         | 40.0                   | 42.6                 | 3,188,900        | 43.0             | 5,006         | 40.9                   | 43.0                 | 2,608,000        | 42.9             | 3,985         | 40.6                   | 42.9                 |
| <b>Women</b>         |                  |                  |               |                        |                      |                  |                  |               |                        |                      |                  |                  |               |                        |                      |
| 12-24                | 399,000          | 9.8              | 533           | 11.3                   | 9.8                  | 720,700          | 9.7              | 1,238         | 10.1                   | 9.7                  |                  |                  |               |                        |                      |
| 18-24                | 213,300          | 5.2              | 260           | 5.5                    | 5.2                  | 385,400          | 5.2              | 599           | 4.9                    | 5.2                  | 324,000          | 5.3              | 503           | 5.1                    | 5.3                  |
| 25-34                | 354,400          | 8.7              | 431           | 9.2                    | 8.7                  | 626,500          | 8.4              | 1,045         | 8.5                    | 8.4                  | 522,200          | 8.6              | 848           | 8.6                    | 8.6                  |
| 35-44                | 404,900          | 10.0             | 536           | 11.4                   | 10.0                 | 727,800          | 9.8              | 1,383         | 11.3                   | 9.8                  | 599,300          | 9.9              | 1,120         | 11.4                   | 9.9                  |
| 45-49                | 184,400          | 4.5              | 239           | 5.1                    | 4.5                  | 331,700          | 4.5              | 652           | 5.3                    | 4.5                  | 273,500          | 4.5              | 520           | 5.3                    | 4.5                  |
| 50-54                | 156,700          | 3.9              | 208           | 4.4                    | 3.9                  | 280,300          | 3.8              | 541           | 4.4                    | 3.8                  | 232,800          | 3.8              | 447           | 4.6                    | 3.8                  |
| 55-64                | 237,900          | 5.9              | 265           | 5.6                    | 5.9                  | 431,700          | 5.8              | 730           | 6.0                    | 5.8                  | 354,800          | 5.8              | 577           | 5.9                    | 5.8                  |
| 65+                  | 400,600          | 9.9              | 382           | 8.1                    | 9.9                  | 762,600          | 10.3             | 1,033         | 8.4                    | 10.3                 | 602,600          | 9.9              | 817           | 8.3                    | 9.9                  |
| 18+                  | 1,952,200        | 48.0             | 2,321         | 49.3                   | 48.0                 | 3,546,000        | 47.8             | 5,983         | 48.9                   | 47.8                 | 2,909,200        | 47.9             | 4,832         | 49.2                   | 47.9                 |
| <b>P18+</b>          | 3,686,000        | 90.7             | 4,206         | 89.3                   | 90.7                 | 6,734,900        | 90.8             | 10,989        | 89.8                   | 90.8                 | 5,517,200        | 90.8             | 8,817         | 89.8                   | 90.8                 |
| <b>Teens 12-17</b>   | 379,900          | 9.3              | 502           | 10.7                   | 9.3                  | 684,800          | 9.2              | 1,250         | 10.2                   | 9.2                  | 559,700          | 9.2              | 998           | 10.2                   | 9.2                  |
| <b>Black P12+</b>    | 766,600          | 18.9             | 889           | 18.9                   | 18.9                 |                  |                  |               |                        |                      |                  |                  |               |                        |                      |
| <b>Hispanic P12+</b> | 167,900          | 4.1              | 169           | 3.6                    | 4.1                  |                  |                  |               |                        |                      |                  |                  |               |                        |                      |
| <b>Total P12+</b>    | <b>4,065,900</b> |                  | <b>4,708</b>  |                        |                      | <b>7,419,700</b> |                  | <b>12,239</b> |                        |                      | <b>6,076,900</b> |                  | <b>9,815</b>  |                        |                      |

**Diary Placement/Return**

|                                         | Metro        | TSA    | DMA    |
|-----------------------------------------|--------------|--------|--------|
| LST - Est. Usable Households in Sample  | 2,898        | 8,194  | 6,544  |
| UNL - Est. Usable Households in Sample  | 3,028        | 7,910  | 6,589  |
| TOT - Est. Usable Households in Sample  | 5,926        | 16,104 | 13,133 |
| LST - Est. Persons in Usable Households | 6,545        | 18,563 | 14,793 |
| UNL - Est. Persons in Usable Households | 7,463        | 18,860 | 15,704 |
| TOT - Est. Persons in Usable Households | 14,008       | 37,423 | 30,497 |
| LST - Contacted Households              | 2,770        | 7,722  | 6,159  |
| UNL - Contacted Households              | 2,750        | 7,149  | 5,942  |
| TOT - Contacted Households              | 5,520        | 14,871 | 12,101 |
| LST - Households Accepting Diaries      | 1,954        | 5,294  | 4,222  |
| UNL - Households Accepting Diaries      | 2,052        | 5,131  | 4,263  |
| TOT - Households Accepting Diaries      | 4,006        | 10,425 | 8,485  |
| LST - Persons Sent Diaries              | 4,440        | 12,090 | 9,623  |
| UNL - Persons Sent Diaries              | 5,114        | 12,377 | 10,282 |
| TOT - Persons Sent Diaries              | 9,554        | 24,467 | 19,905 |
| LST - Diaries In-Tab                    | 2,220        | 6,245  | 4,897  |
| UNL - Diaries In-Tab                    | 2,488        | 5,994  | 4,918  |
| TOT - Diaries In-Tab                    | 4,708        | 12,239 | 9,815  |
| <b>Metro Sample Target</b>              | <b>4,630</b> |        |        |
| <b>Metro In-Tab/Target Index</b>        | <b>102</b>   |        |        |
| <b>Metro Response Rate %</b>            | <b>34</b>    |        |        |

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

LST - Listed UNL - Unlisted TOT - Total

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



# Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

[Stations listed alphabetically left to right.]

**(s) KYW-AM 1060**

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

**(s) WOAS-FM 105.3**

23 West City Line Ave  
Bala Cynwyd, PA 19004  
(610) 617-8500 Fax: (610) 617-8501  
Format: Urban Adult Contemporary  
Sales Rep: EASTMAN RADIO, INC  
Network: ABC  
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**

1 Bala Plz 2nd Fl Ste 243 W  
Bala Cynwyd, PA 19004  
(610) 667-8102 Fax: (610) 668-4657  
Format: Contemporary Hit Radio  
Sales Rep: EASTMAN RADIO, INC  
Network: IND  
City of Lic./Alt City ID: Philadelphia, PA  
County/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: 70's Oldies/Classic Hits  
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, CBS  
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, AMFM  
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**

440 Domino Ln  
Philadelphia, PA 19128  
(215) 508-1200 Fax: (215) 508-4444  
Format: New AC (NAC)/Smooth Jazz  
Sales Rep: CHRISTAL RADIO  
Network: AMFM  
City of Lic./Alt City ID: Philadelphia, PA  
County/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.

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## Network Affiliation Abbreviations

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

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

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

continued..

# Station Information *(continued)*

## For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

*[Stations listed alphabetically left to right.]*

(s) **WPHT-AM 1210**  
10 Monument Rd  
Bala Cynwyd, PA 19004  
(610) 668-5984 Fax: (610) 668-5888  
Format: Talk/Personality  
Sales Rep: INTEREP  
Network: CBS  
City of Lic./Alt City ID: Philadelphia, PA  
County/Split Co.: Philadelphia, PA  
Power Day/Night (watts): 50,000/50,000

(s) **WUSL-FM 98.9**  
440 Domino Ln  
Philadelphia, PA 19128  
(215) 483-8900 Fax: (215) 508-2933  
Format: Urban Contemporary  
Sales Rep: KATZ RADIO  
Network: AMFM  
City of Lic./Alt City ID: Philadelphia, PA  
County/Split Co.: Philadelphia, PA  
ERP (watts) / HAAT (meters): 18,000/253

**WWJZ-AM 640**  
50 Tensaw Dr  
Browns Mills, NJ 08015  
(609) 893-5253 Fax: (609) 893-3585  
Format: Nostalgia  
Sales Rep: N/A  
Network: USA  
City of Lic./Alt City ID: Mount Holly, NJ  
County/Split Co.: Burlington, NJ  
Power Day/Night (watts): 50,000/950

(s) **WYSP-FM 94.1**  
101 S Independence Mall East  
Philadelphia, PA 19106  
(215) 625-9460 Fax: (215) 625-6555  
Format: Album Oriented Rock  
Sales Rep: INTEREP  
Network: SOURCE, WESTWD  
City of Lic./Alt City ID: Philadelphia, PA  
County/Split Co.: Philadelphia, PA  
ERP (watts) / HAAT (meters): 16,000/274

### Outside Arbitron Radio Metro Area But Home to the DMA

**WAEB-AM 790**  
1541 Alta Dr Ste 400  
Whitehall, PA 18052  
(610) 434-1742 Fax: (610) 434-3808  
Format: News Talk Information  
Sales Rep: KATZ RADIO  
Network: WESTWD, CBS  
City of Lic./Alt City ID: Allentown, PA  
County/Split Co.: Lehigh, PA  
Power Day/Night (watts): 3,600/1,500

(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

**WWDB-AM 860** (simulcast w/WWDB-FM)\*  
166 E Levering Mill Rd  
Bala Cynwyd, PA 19004  
(610) 668-4400 Fax: (610) 668-4418  
Format: News Talk Information  
Sales Rep: D & R  
Network: ABC  
City of Lic./Alt City ID: Philadelphia, PA  
County/Split Co.: Philadelphia, PA  
Power Day/Night (watts): 10,000/NA

(s) **WXTU-FM 92.5**  
555 City Line Ave Ste 330  
Bala Cynwyd, PA 19004  
(610) 667-9000 Fax: (610) 667-5978  
Format: Country  
Sales Rep: D & R  
Network: IND  
City of Lic./Alt City ID: Philadelphia, PA  
County/Split Co.: Philadelphia, PA  
ERP (watts) / HAAT (meters): 15,500/274

(s) **WYXR-FM 104.5**  
One Bala 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

**WAEB-FM 104.1**  
1541 Alta Dr Ste 400  
Whitehall, PA 18052  
(215) 434-1742 Fax: (610) 434-6288  
Format: Contemporary Hit Radio  
Sales Rep: KATZ RADIO  
Network: IND  
City of Lic./Alt City ID: Allentown, PA  
County/Split Co.: Lehigh, PA  
ERP (watts) / HAAT (meters): 50,000/152

**WSSJ-AM 1310**  
1080 N Delaware Ave Ste 500  
Philadelphia, PA 19125  
(215) 426-1900 Fax: (215) 426-1550  
Format: Spanish Contemporary  
Sales Rep: CABALLERO SPANISH MEDIA, INC  
Network: WESTWD  
City of Lic./Alt City ID: Camden/Philadelphia, NJ  
County/Split Co.: Camden, NJ  
Power Day/Night (watts): 1,000/250

(s) **WWDB-FM 96.5** (simulcast w/WWDB-AM)\*  
166 E Levering Mill Rd  
Bala Cynwyd, PA 19004  
(610) 668-4400 Fax: (610) 668-4418  
Format: News Talk Information  
Sales Rep: D & R  
Network: ABC  
City of Lic./Alt City ID: Philadelphia, PA  
County/Split Co.: Philadelphia, PA  
ERP (watts) / HAAT (meters): 17,000/264

(s) **WXXM-FM 95.7**  
8200 Ridge Ave  
Philadelphia, PA 19128  
(215) 482-6000 Fax: (215) 482-3777  
Format: Modern Adult Contemporary  
Sales Rep: ALLIED RADIO PARTNERS  
Network: IND  
City of Lic./Alt City ID: Philadelphia, PA  
County/Split Co.: Philadelphia, PA  
ERP (watts) / HAAT (meters): 50,000/153

**WBNJ-FM 93.1** (simulcast w/WTTH-FM)‡  
2922 Atlantic Ave Ste 201  
Atlantic City, NJ 08401  
(609) 348-4040 Fax: (609) 348-1303  
Format: Urban Adult Contemporary  
Sales Rep: D & R  
Network: ABC  
City of Lic./Alt City ID: Wildwd Crest/Wildwd, NJ  
County/Split Co.: Cape May, NJ  
ERP (watts) / HAAT (meters): 3,300/89

*continued...*

(s) Station subscribers as of release to print  
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† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight  
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CBS: CBS Radio Networks  
CNN: Westwood One CNN Plus Radio Network  
ESPN: ESPN Radio Network  
JRN: Jones Radio Network  
SBUSA: Sports Byline USA  
SOURCE: Westwood One Source Radio Network  
SRN: Salem Radio Network

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

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



# Station Information *(continued)*

## For Stations Listed in This Report

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

[Stations listed alphabetically left to right.]

### WBYN-FM 107.5

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

### WEEU-AM 850

34 North Fourth St  
Reading, PA 19601  
(610) 376-7335 Fax: (610) 376-7756  
Format: News Talk Information  
Sales Rep: MCGAVREN GUILD  
Network: ABC, CBS, WESTWD  
City of Lic./Alt City ID: Reading, PA  
County/Split Co.: Berks, PA  
Power Day/Night (watts): 1,000/1,000

### (s) WJBR-FM 99.5

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

### WLEV-FM 100.7

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

### (s) 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

### WCTO-FM 96.1

P O Box 81  
Easton, PA 18044  
(610) 250-9600 Fax: (610) 250-9674  
Format: Country  
Sales Rep: MCGAVREN GUILD  
Network: IND  
City of Lic./Alt City ID: Easton/Allentown, PA  
County/Split Co.: Northampton, PA  
ERP (watts) / HAAT (meters): 50,000/152

### (s) WEMG-FM 104.9

1080 N Delaware Ave Ste500  
Philadelphia, PA 19125  
(215) 426-1900 Fax: (215) 426-1550  
Format: Spanish Tropical  
Sales Rep: CABALLERO SPANISH MEDIA, INC  
Network: IND  
City of Lic./Alt City ID: Egg Harbor, NJ  
County/Split Co.: Atlantic East, NJ  
ERP (watts) / HAAT (meters): 10,000/155

### WKAP-AM 1470

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

### WNJO-FM 94.5

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

### WPUR-FM 107.3

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

### WDSO-FM 92.9

5595 West Denny Rd  
Dover, DE 19904  
(302) 674-1410 Fax: (302) 674-5978  
Format: Country  
Sales Rep: KATZ RADIO  
Network: IND  
City of Lic./Alt City ID: <Smyrna/Wilmington>, DE  
County/Split Co.: Kent, DE  
ERP (watts) / HAAT (meters): 1,700/115

### WFPG-FM 96.9

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

### (s) WKXW-FM 101.5

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

### WODE-FM 99.9

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

### WRDX-FM 94.7

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

(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  
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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  
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WESTWD: Westwood One Radio Network  
1-ON-1: One-on-One Sports Radio Network

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*continued...*

# Station Information *(continued)*

For Stations Listed in This Report

*[Stations listed alphabetically left to right.]*

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

## WRFY-FM 102.5

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

## WZXL-FM 100.7

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

Outside Arbitron Radio Metro Area and the DMA

## WIOV-FM 105.1

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

## 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

## WZZO-FM 95.1

P O Box 9595  
Allentown, PA 18105  
(610) 434-1742 Fax: (610) 434-9511  
Format: Album Oriented Rock  
Sales Rep: KATZ RADIO  
Network: IND  
City of Lic./Alt City ID: Bethlehem/Allentown, PA  
County/Split Co.: Northampton, PA  
ERP (watts) / HAAT (meters): 30,000/192

## WTTH-FM 96.1

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

## WOR-AM 710

1440 Broadway  
New York, NY 10018  
(212) 642-4538 Fax: (212) 642-4486  
Format: News Talk Information  
Sales Rep: MCGAVREN GUILD  
Network: ABC, WESTWD  
City of Lic./Alt City ID: New York, NY  
County/Split Co.: New York, NY  
Power Day/Night (watts): 50,000/50,000

(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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## Network Affiliation Abbreviations

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ESPN: ESPN Radio Network  
JRN: Jones Radio Network  
SBUSA: Sports Byline USA  
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SRN: Salem Radio Network

TALKNT: Talknet  
TARN: Talk America Radio Network  
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UPI: United Press International Radio Network  
USA: USA Radio Network  
WESTWD: Westwood One Radio Network  
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*Notations*

# Metro Market Profile



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

## Household Data

|                                              | Metro Total | Metro % |                                           | Metro Total | Metro % |
|----------------------------------------------|-------------|---------|-------------------------------------------|-------------|---------|
| <b>Total Households</b>                      | 1,802,800   | 100.0   | <b>Seasonal Housing Units</b>             | 3,453       | .2      |
| <b>Households by Income</b>                  |             |         | <b>Education: Persons 25+</b>             |             |         |
| Under \$10,000                               | 148,551     | 8.2     | Elementary 0-8 grade                      | 245,079     | 7.7     |
| \$10,000-19,999                              | 184,668     | 10.3    | High school 1-3 yrs                       | 516,807     | 16.4    |
| \$20,000-29,999                              | 177,437     | 9.8     | High school grad                          | 1,042,876   | 32.9    |
| \$30,000-39,999                              | 169,645     | 9.4     | College 1-3 yrs                           | 641,096     | 20.2    |
| \$40,000-49,999                              | 163,686     | 9.1     | College 4+ yrs                            | 720,494     | 22.8    |
| \$50,000-74,999                              | 363,946     | 20.2    | <b>Colleges &amp; Universities</b>        |             |         |
| \$75,000-99,999                              | 246,602     | 13.7    | Total enrollment                          | 247,454     | 100.0   |
| \$100,000+                                   | 348,265     | 19.3    | Full-time enrollment                      | 138,901     | 56.1    |
| Median income: \$53,572                      |             |         | <b>Occupation</b>                         |             |         |
| <b>Value of Owner-Occupied Housing Units</b> |             |         | 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     | <b>Farm Population</b>                    |             |         |
| Median value: \$100,800                      |             |         |                                           | 10,441      |         |
| <b>Monthly Gross Rent</b>                    |             |         | <b>Transportation to Work</b>             |             |         |
| 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     | <b>Average Travel Time to Work (Min.)</b> |             |         |
| \$750+                                       | 76,408      | 4.3     |                                           | 25          |         |
| Median rent: \$516                           |             |         | <b>Car Ownership by Household</b>         |             |         |
| <b>Household Size</b>                        |             |         | 0 Cars                                    | 350,900     | 19.5    |
| 1 Person                                     | 465,800     | 25.8    | 1 Car                                     | 666,900     | 37.0    |
| 2 Persons                                    | 539,900     | 30.0    | 2 Cars                                    | 567,500     | 31.4    |
| 3-4 Persons                                  | 588,100     | 32.6    | 3+ Cars                                   | 217,500     | 12.1    |
| 5+ Persons                                   | 209,000     | 11.6    |                                           |             |         |

## Group Quarters Population Estimates

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

| Population Estimates | Military Housing | % Total Demographic | University Housing | % Total Demographic | Other Group Quarters | % Total Demographic |
|----------------------|------------------|---------------------|--------------------|---------------------|----------------------|---------------------|
| <b>Persons 12+</b>   | 1,400            | .0                  | 34,600             | .9                  | 83,900               | 2.1                 |
| <b>Teens 12-17</b>   | 0                | .0                  | 1,100              | .3                  | 3,000                | .8                  |
| <b>Men</b>           |                  |                     |                    |                     |                      |                     |
| 18-24                | 600              | .3                  | 13,400             | 6.3                 | 9,000                | 4.2                 |
| 25-34                | 400              | .1                  | 1,600              | .5                  | 8,700                | 2.5                 |
| 35-44                | 100              | .0                  | 400                | .1                  | 6,400                | 1.7                 |
| 45-49                | 0                | .0                  | 0                  | .0                  | 2,000                | 1.2                 |
| 50-54                | 0                | .0                  | 0                  | .0                  | 1,500                | 1.0                 |
| 55-64                | 0                | .0                  | 0                  | .0                  | 2,400                | 1.1                 |
| 65+                  | 0                | .0                  | 0                  | .0                  | 9,900                | 3.8                 |
| <b>Women</b>         |                  |                     |                    |                     |                      |                     |
| 18-24                | 200              | .1                  | 16,600             | 7.8                 | 2,600                | 1.2                 |
| 25-34                | 100              | .0                  | 600                | .2                  | 1,800                | .5                  |
| 35-44                | 0                | .0                  | 100                | .0                  | 1,700                | .4                  |
| 45-49                | 0                | .0                  | 100                | .1                  | 1,000                | .5                  |
| 50-54                | 0                | .0                  | 100                | .1                  | 900                  | .6                  |
| 55-64                | 0                | .0                  | 100                | .0                  | 1,900                | .8                  |
| 65+                  | 0                | .0                  | 500                | .1                  | 31,100               | 7.8                 |

## Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on 1990 Census data, updated and projected to 1/1/99 by Market Statistics.

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

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

## Area Lifestyle Profile

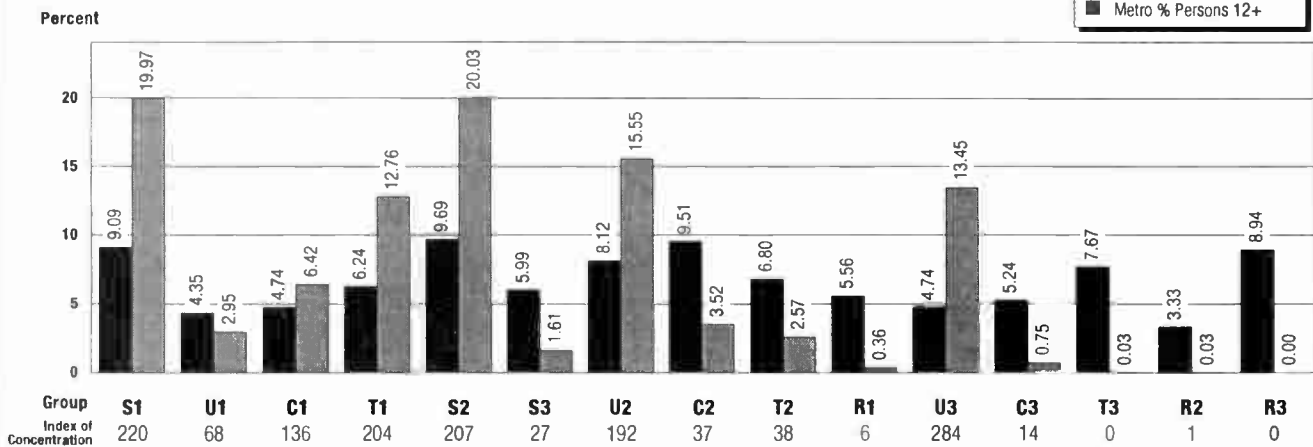
by PRIZM® Groups

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

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

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

with the national composition for each PRIZM group. An index of 100 indicates that the Metro has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page M8.)



## 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., cps. & 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 cps., remote older families

# Metro Market Profile *(continued)*

## Sales Data



Household Income, Total Retail Sales and 11 categories of store sales have been compiled by Market Statistics and furnished to Arbitron. These data are based on Sales and Marketing Management's 1998 publication of *Survey of Buying Power* (1/1/98 estimates) for the Metro.

### Metro Income\*

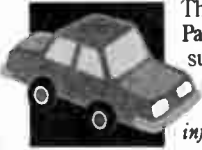
|                         |               |
|-------------------------|---------------|
| Total Income (\$000)    | \$128,111,606 |
| Median Household Income | \$53,572      |
| Income per Household    | \$71,063      |

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

### Metro Retail Sales Data (\$000)

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

## Car Registrations



The Metro Share of New Private Passenger Car Registrations\* is supplied by the Automotive Information Services Division of The Polk Company. (For more information on passenger car registrations, see Page M8.)

| Manufacturer               | %    |
|----------------------------|------|
| Chrysler Corporation       | 8.4  |
| Ford Motor Company         | 14.5 |
| General Motors Corporation | 23.9 |
| Honda                      | 12.6 |
| Mazda                      | 2.1  |
| Nissan                     | 5.1  |
| Toyota                     | 11.9 |
| Volkswagen/Audi            | 5.4  |
| Other                      | 16.1 |

\* Note: Figures are shown for October through December of the 1999 model year.

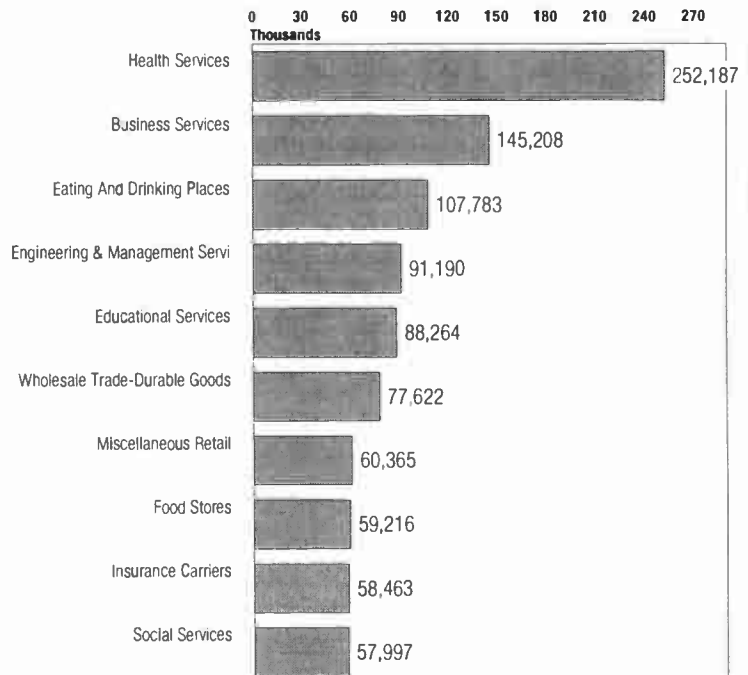
## Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1995 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

### Metro Employer Industries

**Total Employees**  
1,905,964

**Top 10 Total Employees**  
998,295  
52.4% of Total



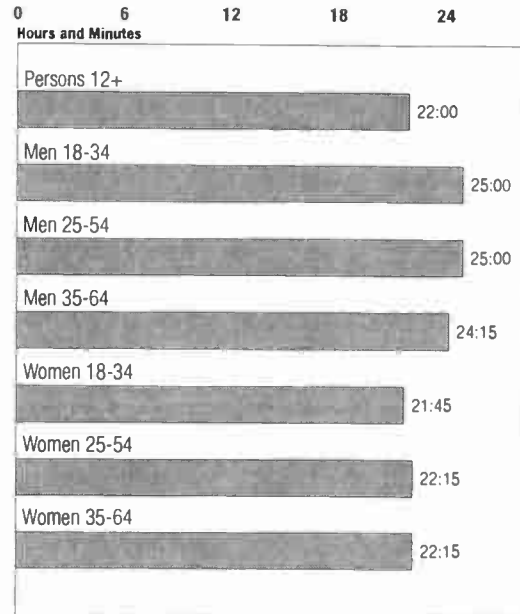
## Magazines

| Magazine    | Circulation | %    | Magazine    | Circulation | %   |
|-------------|-------------|------|-------------|-------------|-----|
| MODR MATUR  | 446,927     | 24.9 | YM          | 39,315      | 2.2 |
| TV GUIDE    | 333,362     | 18.5 | GLAMOUR     | 39,114      | 2.2 |
| RDRS DIGST  | 232,300     | 12.9 | PARENTS     | 36,816      | 2.0 |
| BTR HOME    | 124,470     | 6.9  | TEEN        | 36,615      | 2.0 |
| NAT GEO     | 116,224     | 6.5  | SP OP DGST  | 34,906      | 1.9 |
| FAMLY CRCL  | 98,257      | 5.5  | ROLLING STN | 33,805      | 1.9 |
| TIME        | 98,063      | 5.5  | NATL ENDR   | 32,983      | 1.8 |
| WOMANS DAY  | 89,426      | 5.0  | COOKING LT  | 32,496      | 1.8 |
| GD HSEKPNG  | 85,128      | 4.7  | MENS HLTH   | 31,557      | 1.8 |
| LS HOME JN  | 85,110      | 4.7  | GOLF DIGST  | 30,790      | 1.7 |
| MCCALLS     | 74,911      | 4.2  | LIFE        | 29,317      | 1.6 |
| PEOPLE      | 70,371      | 3.9  | CTRY LVNG   | 29,218      | 1.6 |
| NEWSWEEK    | 69,466      | 3.9  | ENTERTNMNT  | 28,066      | 1.6 |
| SPORTS ILS  | 67,601      | 3.8  | MADMOSELL   | 26,062      | 1.4 |
| PREVENTION  | 65,302      | 3.6  | KIPLINGERS  | 25,324      | 1.4 |
| EBONY       | 57,022      | 3.2  | BOYS LIFE   | 25,083      | 1.4 |
| PLAYBOY     | 52,835      | 2.9  | SELF        | 23,974      | 1.3 |
| REDBOOK     | 50,924      | 2.8  | VOGUE       | 23,921      | 1.3 |
| SEVENTEEN   | 50,375      | 2.8  | GOLF MGZNE  | 23,387      | 1.3 |
| MONEY       | 49,088      | 2.7  | POP SCIENC  | 22,835      | 1.3 |
| COSMOPLTAN  | 48,539      | 2.7  | POP MECHAN  | 22,638      | 1.3 |
| STAR        | 48,028      | 2.7  | FIELD STRM  | 18,983      | 1.1 |
| SMITHSONIAN | 47,249      | 2.6  | OUTDR LIFE  | 14,555      | 0.8 |
| MARTHA STW  | 45,581      | 2.5  | SOU LIVING  | -           | -   |
| US NWS&WR   | 41,886      | 2.3  | SUNSET      | -           | -   |

## Radio Time Spent Listening\*

Metro

Mon-Sun 6AM-MID

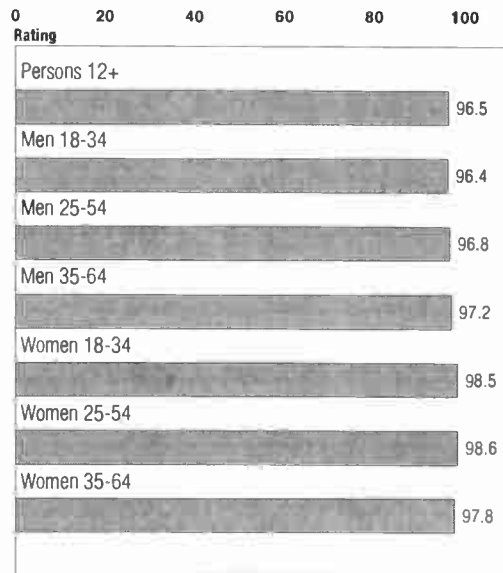


## Newspapers

| Paper                         | Circulation | %  |
|-------------------------------|-------------|----|
| PHILADELPHIA INQUIRER         | 398,373     | 22 |
| PHILADELPHIA DAILY NEWS       | 165,026     | 9  |
| CAMDEN COURIER POST           | 84,163      | 5  |
| BUCKS COUNTY COURIER TIMES    | 69,269      | 4  |
| DELAWARE COUNTY TIMES         | 50,035      | 3  |
| INTELLIGENCER RECORD          | 44,016      | 2  |
| BURLINGTON COUNTY TIMES       | 39,398      | 2  |
| WEST CHESTER DAILY LOCAL NEWS | 33,841      | 2  |
| USA TODAY                     | 30,569      | 2  |
| GLOUCESTER COUNTY TIMES       | 27,778      | 2  |
| NORRISTOWN TIMES HERALD       | 23,040      | 1  |
| POTTSTOWN MERCURY             | 21,993      | 1  |
| LANSDALE REPORTER             | 19,706      | 1  |
| TRENTONIAN                    | 13,437      | 1  |
| TRENTON TIMES                 | 11,251      | 1  |
| ALLEN TOWN MORNING CALL       | 8,129       | -  |
| PHOENIXVILLE, THE PHOENIX     | 4,637       | -  |
| WILMINGTON NEWS JOURNAL       | 4,288       | -  |
| PRESS OF ATLANTIC CITY        | 1,003       | -  |
| LANCASTER INTELLIGENCER-JRNL  | 927         | -  |
| DAILY JOURNAL                 | 865         | -  |
| SALEM, TODAY'S SUNBEAM        | 213         | -  |

## Radio 24-Hour Cume\*

Metro



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

\* Based on Arbitron's Spring 1999 radio survey.

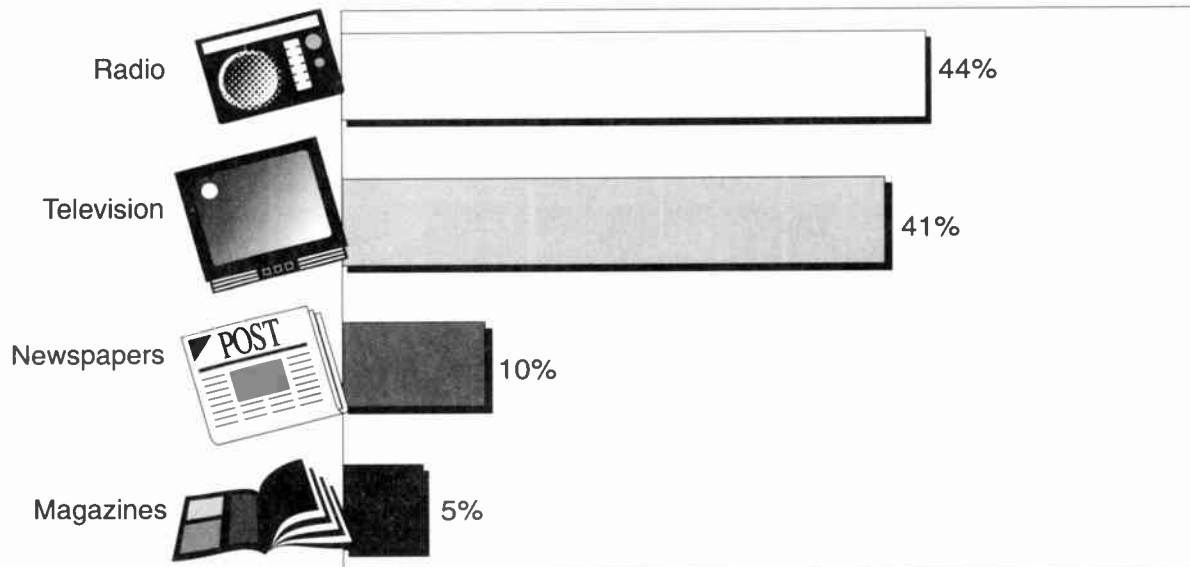
# Media Targeting 2000<sup>SM</sup>

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.



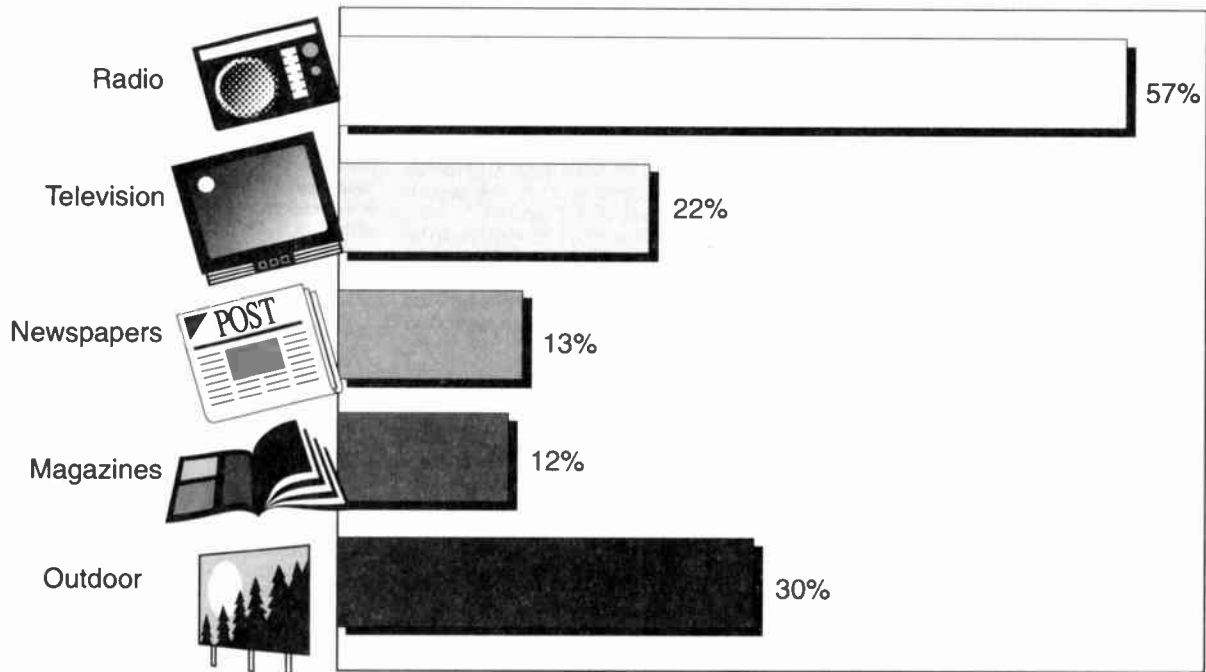
# Media Targeting 2000<sup>SM</sup>

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

## Rating Distortion Violations

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

estimates out of alphabetical sequence, below a special distinguishing line at the bottom of each applicable page in the market report (known as "below-the-line" listing).

## Rating Bias

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

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

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

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

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

## Rating Bias/Extemporaneous Comments Violations

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

## General Information

General information with respect to Rating Distortion and Rating Bias:

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

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

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

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

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

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

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

## Industry Statements

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

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

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

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

# Special Notices and Station Activities

## The Market

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

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

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

### Young Male Differential Survey Treatment (DST)/

In this market, Metro consenting Black households with a Male 18-34 year old receive higher diary premiums, additional follow-up calls, per-person follow-up premiums, and diaries are mailed in a special box mailer.

Metro consenting non-Black households with a Male 18-24 year old receive higher diary premiums, additional follow-up calls, household follow-up premiums, and diaries are mailed in a special box mailer.

Additionally, Metro consenting non-Black households with Male 25-34 year old receive additional follow-up calls, and diaries are mailed in a special box mailer.

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

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

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

## Radio Diary Expanded to Include Four New Questions/

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

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

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

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

## The Stations

### New Stations, Call Letter Changes And Trend Data/

| Current Call Letters | Former Call Letters | Prior Trend Data             | On-Air Date/ Date of Change |
|----------------------|---------------------|------------------------------|-----------------------------|
| WEMG-AM              | WURD-AM             | W199<br>FA98<br>SU98<br>SP98 | 06/21/99                    |
| WEMG-FM              | WRDR-FM             |                              | 05/15/99                    |
| WWDB-AM              | WTEL-AM             |                              | 10/06/98                    |

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

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

**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 |
|---------|------------------------------|---------|
| WRDX-FM | MO 05/10/99 10:24A to 10:55A | OFF     |
|         | TU 05/11/99 07:37A to 07:57A | OFF     |

## Simulcasting

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

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

| Simulcast Stations  | Mon-Sun 6A-Mid | Mon-Fri 6A-10A | Mon-Fri 10A-3P | Mon-Fri 3P-7P | Mon-Fri 7P-Mid | Wkd 6A-Mid | Wkd 10A-7P | Sat 6A-10A | Sat 10A-3P | Sat 3P-7P | Sat 7P-Mid | Sun 6A-10A | Sun 10A-3P | Sun 3P-7P | Sun 7P-Mid |
|---------------------|----------------|----------------|----------------|---------------|----------------|------------|------------|------------|------------|-----------|------------|------------|------------|-----------|------------|
| WBNJ-FM/<br>WTH-FM  | X              | X              | X              | X             | X              | X          | X          | X          | X          | X         | X          | X          | X          | X         | X          |
| WWDB-AM/<br>WWDB-FM |                |                |                |               |                | X          | X          | X          | X          | X         |            | X          | X          | X         |            |

# Target Listener Trends

| Persons 12+              |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |     |
|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|-----|
| Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>KYW -AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |     |
| SP '99                   | 405          | 10682      | 1.0        | 5.9                       | 1017         | 7563       | 2.5        | 10.0                      | 360          | 4297       | .9         | 3.7                      | 424          | 4983       | 1.0        | 5.2                      | 139          | 2126       | .3         | 4.2 |
| WI '99                   | 545          | 11790      | 1.3        | 7.8                       | 1372         | 8451       | 3.4        | 13.0                      | 500          | 5142       | 1.2        | 5.0                      | 516          | 5603       | 1.3        | 6.3                      | 165          | 2469       | .4         | 5.1 |
| FA '98                   | 444          | 10420      | 1.1        | 6.4                       | 1054         | 7222       | 2.6        | 10.4                      | 419          | 4202       | 1.0        | 4.4                      | 466          | 4963       | 1.1        | 5.7                      | 156          | 2314       | .4         | 4.5 |
| SU '98                   | 466          | 11395      | 1.1        | 6.4                       | 1157         | 7873       | 2.8        | 11.2                      | 393          | 4599       | 1.0        | 3.8                      | 455          | 5206       | 1.1        | 5.5                      | 181          | 2574       | .4         | 4.8 |
| 4-Book                   | 465          | 11072      | 1.1        | 6.6                       | 1150         | 7777       | 2.8        | 11.2                      | 418          | 4560       | 1.0        | 4.2                      | 465          | 5189       | 1.1        | 5.7                      | 160          | 2371       | .4         | 4.7 |
| SP '98                   | 520          | 11797      | 1.3        | 7.2                       | 1289         | 8111       | 3.2        | 12.2                      | 470          | 4914       | 1.2        | 4.7                      | 509          | 5491       | 1.2        | 6.0                      | 188          | 2663       | .5         | 5.1 |
| <b>WBEB-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |     |
| SP '99                   | 478          | 6970       | 1.2        | 7.0                       | 633          | 3793       | 1.6        | 6.2                       | 916          | 3690       | 2.3        | 9.5                      | 567          | 3750       | 1.4        | 7.0                      | 175          | 2035       | .4         | 5.3 |
| WI '99                   | 444          | 6502       | 1.1        | 6.3                       | 563          | 3288       | 1.4        | 5.3                       | 769          | 3305       | 1.9        | 7.8                      | 520          | 3406       | 1.3        | 6.3                      | 197          | 2022       | .5         | 6.0 |
| FA '98                   | 408          | 6243       | 1.0        | 5.9                       | 534          | 3351       | 1.3        | 5.3                       | 750          | 3202       | 1.8        | 7.9                      | 491          | 3446       | 1.2        | 6.0                      | 154          | 1854       | .4         | 4.4 |
| SU '98                   | 451          | 6390       | 1.1        | 6.2                       | 569          | 3347       | 1.4        | 5.5                       | 837          | 3586       | 2.1        | 8.2                      | 536          | 3530       | 1.3        | 6.5                      | 194          | 2067       | .5         | 5.2 |
| 4-Book                   | 445          | 6526       | 1.1        | 6.4                       | 575          | 3445       | 1.4        | 5.6                       | 818          | 3446       | 2.0        | 8.4                      | 529          | 3533       | 1.3        | 6.5                      | 180          | 1995       | .5         | 5.2 |
| SP '98                   | 520          | 6934       | 1.3        | 7.2                       | 671          | 3695       | 1.6        | 6.4                       | 965          | 3642       | 2.4        | 9.7                      | 633          | 4185       | 1.6        | 7.5                      | 198          | 2221       | .5         | 5.4 |
| <b>WDAS-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |     |
| SP '99                   | 89           | 1213       | .2         | 1.3                       | 162          | 595        | .4         | 1.6                       | 81           | 498        | .2         | .8                       | 60           | 358        | .1         | .7                       | 32           | 219        | .1         | 1.0 |
| WI '99                   | 76           | 1099       | .2         | 1.1                       | 127          | 537        | .3         | 1.2                       | 69           | 385        | .2         | .7                       | 70           | 314        | .2         | .9                       | 25           | 236        | .1         | .8  |
| FA '98                   | 80           | 1055       | .2         | 1.2                       | 150          | 545        | .4         | 1.5                       | 72           | 415        | .2         | .8                       | 53           | 345        | .1         | .6                       | 21           | 149        | .1         | .6  |
| SU '98                   | 73           | 944        | .2         | 1.0                       | 142          | 528        | .3         | 1.4                       | 78           | 404        | .2         | .8                       | 44           | 242        | .1         | .5                       | 18           | 179        | .1         | .5  |
| 4-Book                   | 80           | 1078       | .2         | 1.2                       | 145          | 551        | .4         | 1.4                       | 75           | 426        | .2         | .8                       | 57           | 315        | .1         | .7                       | 24           | 196        | .1         | .7  |
| SP '98                   | 85           | 1254       | .2         | 1.2                       | 162          | 595        | .4         | 1.5                       | 69           | 380        | .2         | .7                       | 60           | 397        | .1         | .7                       | 17           | 186        | .1         | .5  |
| <b>WDAS-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |     |
| SP '99                   | 381          | 4394       | .9         | 5.5                       | 551          | 2628       | 1.4        | 5.4                       | 438          | 2127       | 1.1        | 4.5                      | 427          | 2367       | 1.1        | 5.2                      | 281          | 1725       | .7         | 8.6 |
| WI '99                   | 410          | 4122       | 1.0        | 5.8                       | 561          | 2356       | 1.4        | 5.3                       | 518          | 2139       | 1.3        | 5.2                      | 448          | 2370       | 1.1        | 5.5                      | 304          | 1762       | .7         | 9.3 |
| FA '98                   | 411          | 4336       | 1.0        | 5.9                       | 562          | 2590       | 1.4        | 5.6                       | 478          | 2122       | 1.2        | 5.0                      | 455          | 2394       | 1.1        | 5.5                      | 307          | 1967       | .8         | 8.9 |
| SU '98                   | 422          | 4465       | 1.0        | 5.8                       | 565          | 2397       | 1.4        | 5.5                       | 533          | 2331       | 1.3        | 5.2                      | 458          | 2408       | 1.1        | 5.5                      | 321          | 1928       | .8         | 8.6 |
| 4-Book                   | 406          | 4329       | 1.0        | 5.8                       | 560          | 2493       | 1.4        | 5.5                       | 492          | 2180       | 1.2        | 5.0                      | 447          | 2385       | 1.1        | 5.4                      | 303          | 1846       | .8         | 8.9 |
| SP '98                   | 445          | 4537       | 1.1        | 6.2                       | 607          | 2502       | 1.5        | 5.8                       | 513          | 2296       | 1.3        | 5.2                      | 469          | 2567       | 1.2        | 5.6                      | 355          | 2164       | .9         | 9.7 |
| <b>+WEMG-AM</b>          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |     |
| <b>WURD-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |     |
| SP '99                   | 36           | 389        | .1         | .5                        | 55           | 226        | .1         | .5                        | 49           | 203        | .1         | .5                       | 42           | 279        | .1         | .5                       | 15           | 134        | .1         | .5  |
| WI '99                   | 24           | 242        | .1         | .3                        | 34           | 131        | .1         | .3                        | 34           | 108        | .1         | .3                       | 32           | 158        | .1         | .4                       | 10           | 94         | .1         | .3  |
| FA '98                   | 35           | 333        | .1         | .5                        | 37           | 200        | .1         | .4                        | 53           | 180        | .1         | .6                       | 45           | 219        | .1         | .5                       | 14           | 86         | .1         | .4  |
| SU '98                   | 34           | 378        | .1         | .5                        | 33           | 204        | .1         | .3                        | 37           | 225        | .1         | .4                       | 43           | 232        | .1         | .5                       | 15           | 104        | .1         | .4  |
| 4-Book                   | 32           | 336        | .1         | .5                        | 40           | 190        | .1         | .4                        | 43           | 179        | .1         | .5                       | 41           | 222        | .1         | .5                       | 14           | 105        | .1         | .4  |
| SP '98                   | 45           | 436        | .1         | .6                        | 56           | 251        | .1         | .5                        | 81           | 289        | .2         | .8                       | 47           | 292        | .1         | .6                       | 8            | 117        | .1         | .2  |
| <b>WFIL-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |     |
| SP '99                   | 32           | 580        | .1         | .5                        | 62           | 343        | .2         | .6                        | 49           | 281        | .1         | .5                       | 40           | 200        | .1         | .5                       | 13           | 146        | .1         | .4  |
| WI '99                   | 24           | 592        | .1         | .3                        | 50           | 300        | .1         | .5                        | 25           | 236        | .1         | .3                       | 26           | 224        | .1         | .3                       | 14           | 172        | .1         | .4  |
| FA '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **  |
| SU '98                   | 28           | 606        | .1         | .4                        | 69           | 334        | .2         | .7                        | 17           | 185        | .2         | .7                       | 45           | 249        | .1         | .5                       | 13           | 143        | .1         | .3  |
| 4-Book                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **  |
| SP '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **  |
| <b>WHAT-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |     |
| SP '99                   | 69           | 654        | .2         | 1.0                       | 96           | 356        | .2         | .9                        | 89           | 373        | .2         | .9                       | 73           | 260        | .2         | .9                       | 29           | 93         | .1         | .9  |
| WI '99                   | 109          | 981        | .3         | 1.6                       | 162          | 522        | .4         | 1.5                       | 165          | 599        | .4         | 1.7                      | 94           | 425        | .2         | 1.1                      | 51           | 221        | .1         | 1.6 |
| FA '98                   | 54           | 703        | .1         | .8                        | 89           | 343        | .2         | .9                        | 63           | 295        | .2         | .7                       | 53           | 229        | .1         | .6                       | 18           | 105        | .1         | .5  |
| SU '98                   | 90           | 884        | .2         | 1.2                       | 150          | 501        | .4         | 1.5                       | 135          | 535        | .3         | 1.3                      | 76           | 327        | .2         | .9                       | 42           | 185        | .1         | 1.1 |
| 4-Book                   | 81           | 806        | .2         | 1.2                       | 124          | 431        | .3         | 1.2                       | 113          | 451        | .3         | 1.2                      | 74           | 310        | .2         | .9                       | 35           | 151        | .1         | 1.0 |
| SP '98                   | 80           | 921        | .2         | 1.1                       | 125          | 446        | .3         | 1.2                       | 114          | 472        | .3         | 1.2                      | 61           | 244        | .1         | .7                       | 24           | 160        | .1         | .7  |
| <b>W100-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |     |
| SP '99                   | 318          | 7351       | .8         | 4.6                       | 358          | 3391       | .9         | 3.5                       | 428          | 3296       | 1.1        | 4.4                      | 431          | 4496       | 1.1        | 5.3                      | 196          | 2684       | .5         | 6.0 |
| WI '99                   | 263          | 6064       | .6         | 3.7                       | 320          | 2701       | .8         | 3.0                       | 357          | 2933       | .9         | 3.6                      | 359          | 3375       | .9         | 4.4                      | 157          | 2346       | .4         | 4.8 |
| FA '98                   | 287          | 5998       | .7         | 4.1                       | 354          | 2818       | .9         | 3.5                       | 397          | 2848       | 1.0        | 4.2                      | 394          | 3529       | 1.0        | 4.8                      | 166          | 2181       | .4         | 4.8 |
| SU '98                   | 288          | 6133       | .7         | 4.0                       | 309          | 2492       | .8         | 3.0                       | 424          | 3336       | 1.0        | 4.1                      | 363          | 3520       | .9         | 4.4                      | 172          | 2236       | .4         | 4.6 |
| 4-Book                   | 289          | 6387       | .7         | 4.1                       | 335          | 2851       | .9         | 3.3                       | 402          | 3103       | 1.0        | 4.1                      | 387          | 3730       | 1.0        | 4.7                      | 173          | 2362       | .4         | 5.1 |
| SP '98                   | 280          | 5992       | .7         | 3.9                       | 272          | 2617       | .7         | 2.6                       | 393          | 2831       | 1.0        | 4.0                      | 353          | 3275       | .9         | 4.2                      | 187          | 2102       | .5         | 5.1 |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 12+

Target Listener Trends - Persons 12+

|                | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 208                      | 3802         | .5         | 3.0        | 404                       | 2088         | 1.0        | 4.0        | 269                       | 1634         | .7         | 2.8        | 265                      | 2177         | .7         | 3.3        | 103                      | 1183         | .3         | 3.1        |
| WI '99         | 248                      | 4520         | .6         | 3.5        | 391                       | 2271         | 1.0        | 3.7        | 361                       | 2115         | .9         | 3.6        | 330                      | 2530         | .8         | 4.0        | 115                      | 1393         | .3         | 3.5        |
| FA '98         | 204                      | 3875         | .5         | 2.9        | 352                       | 2125         | .9         | 3.5        | 270                       | 1523         | .7         | 2.8        | 293                      | 2252         | .7         | 3.6        | 89                       | 1253         | .2         | 2.6        |
| SU '98         | 194                      | 3232         | .5         | 2.7        | 378                       | 1847         | .9         | 3.7        | 263                       | 1537         | .6         | 2.6        | 271                      | 1899         | .7         | 3.3        | 70                       | 935          | .2         | 1.9        |
| <b>4-Book</b>  | <b>214</b>               | <b>3857</b>  | <b>.5</b>  | <b>3.0</b> | <b>381</b>                | <b>2083</b>  | <b>1.0</b> | <b>3.7</b> | <b>291</b>                | <b>1727</b>  | <b>.7</b>  | <b>3.0</b> | <b>290</b>               | <b>2215</b>  | <b>.7</b>  | <b>3.6</b> | <b>94</b>                | <b>1191</b>  | <b>.3</b>  | <b>2.8</b> |
| SP '98         | 187                      | 3540         | .5         | 2.6        | 384                       | 2133         | .9         | 3.6        | 244                       | 1551         | .6         | 2.5        | 242                      | 1913         | .6         | 2.9        | 82                       | 1073         | .2         | 2.2        |
| <b>WJZ-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 368                      | 4578         | .9         | 5.4        | 413                       | 2176         | 1.0        | 4.1        | 614                       | 2427         | 1.5        | 6.3        | 469                      | 2672         | 1.2        | 5.8        | 159                      | 1419         | .4         | 4.9        |
| WI '99         | 342                      | 4504         | .8         | 4.9        | 352                       | 2020         | .9         | 3.3        | 558                       | 2325         | 1.4        | 5.6        | 458                      | 2596         | 1.1        | 5.6        | 163                      | 1437         | .4         | 5.0        |
| FA '98         | 295                      | 4502         | .7         | 4.2        | 289                       | 1907         | .7         | 2.9        | 473                       | 2162         | 1.2        | 5.0        | 401                      | 2462         | 1.0        | 4.9        | 149                      | 1434         | .4         | 4.3        |
| SU '98         | 300                      | 4419         | .7         | 4.1        | 270                       | 1913         | .7         | 2.6        | 485                       | 2227         | 1.2        | 4.7        | 381                      | 2591         | .9         | 4.6        | 172                      | 1436         | .4         | 4.6        |
| <b>4-Book</b>  | <b>326</b>               | <b>4501</b>  | <b>.8</b>  | <b>4.7</b> | <b>331</b>                | <b>2004</b>  | <b>.8</b>  | <b>3.2</b> | <b>533</b>                | <b>2285</b>  | <b>1.3</b> | <b>5.4</b> | <b>427</b>               | <b>2580</b>  | <b>1.1</b> | <b>5.2</b> | <b>161</b>               | <b>1432</b>  | <b>.4</b>  | <b>4.7</b> |
| SP '98         | 326                      | 4665         | .8         | 4.5        | 320                       | 1960         | .8         | 3.0        | 519                       | 2202         | 1.3        | 5.2        | 404                      | 2601         | 1.0        | 4.8        | 174                      | 1783         | .4         | 4.7        |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 259                      | 4632         | .6         | 3.8        | 311                       | 2032         | .8         | 3.1        | 479                       | 2253         | 1.2        | 5.0        | 336                      | 2622         | .8         | 4.1        | 85                       | 1309         | .2         | 2.6        |
| WI '99         | 227                      | 4638         | .6         | 3.2        | 247                       | 2059         | .6         | 2.3        | 416                       | 2335         | 1.0        | 4.2        | 308                      | 2850         | .8         | 3.8        | 75                       | 1220         | .2         | 2.3        |
| FA '98         | 273                      | 4757         | .7         | 3.9        | 325                       | 2288         | .8         | 3.2        | 504                       | 2353         | 1.2        | 5.3        | 384                      | 2860         | .9         | 4.7        | 92                       | 1219         | .2         | 2.7        |
| SU '98         | 298                      | 4922         | .7         | 4.1        | 302                       | 2204         | .7         | 2.9        | 557                       | 2688         | 1.4        | 5.4        | 382                      | 3085         | .9         | 4.6        | 120                      | 1387         | .3         | 3.2        |
| <b>4-Book</b>  | <b>264</b>               | <b>4737</b>  | <b>.7</b>  | <b>3.8</b> | <b>296</b>                | <b>2146</b>  | <b>.7</b>  | <b>2.9</b> | <b>489</b>                | <b>2407</b>  | <b>1.2</b> | <b>5.0</b> | <b>353</b>               | <b>2854</b>  | <b>.9</b>  | <b>4.3</b> | <b>93</b>                | <b>1284</b>  | <b>.2</b>  | <b>2.7</b> |
| SP '98         | 299                      | 5006         | .7         | 4.1        | 331                       | 2240         | .8         | 3.1        | 526                       | 2512         | 1.3        | 5.3        | 391                      | 2961         | 1.0        | 4.6        | 120                      | 1386         | .3         | 3.3        |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 235                      | 4613         | .6         | 3.4        | 334                       | 2139         | .8         | 3.3        | 437                       | 2182         | 1.1        | 4.5        | 279                      | 2498         | .7         | 3.4        | 73                       | 1087         | .2         | 2.2        |
| WI '99         | 209                      | 4260         | .5         | 3.0        | 310                       | 1949         | .8         | 2.9        | 346                       | 1959         | .9         | 3.5        | 262                      | 2292         | .6         | 3.2        | 72                       | 1071         | .2         | 2.2        |
| FA '98         | 248                      | 4592         | .6         | 3.6        | 316                       | 2023         | .8         | 3.1        | 460                       | 2134         | 1.1        | 4.8        | 333                      | 2792         | .8         | 4.1        | 85                       | 1174         | .2         | 2.5        |
| SU '98         | 258                      | 4991         | .6         | 3.6        | 306                       | 2016         | .8         | 3.0        | 441                       | 2325         | 1.1        | 4.3        | 326                      | 2732         | .8         | 3.9        | 120                      | 1675         | .3         | 3.2        |
| <b>4-Book</b>  | <b>238</b>               | <b>4614</b>  | <b>.6</b>  | <b>3.4</b> | <b>317</b>                | <b>2032</b>  | <b>.8</b>  | <b>3.1</b> | <b>421</b>                | <b>2150</b>  | <b>1.1</b> | <b>4.3</b> | <b>300</b>               | <b>2579</b>  | <b>.7</b>  | <b>3.7</b> | <b>88</b>                | <b>1252</b>  | <b>.2</b>  | <b>2.5</b> |
| SP '98         | 216                      | 4624         | .5         | 3.0        | 318                       | 1930         | .8         | 3.0        | 328                       | 2044         | .8         | 3.3        | 259                      | 2612         | .6         | 3.1        | 85                       | 1163         | .2         | 2.3        |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | * 24                     | 329          | .1         | .3         | 16                        | 118          |            | .2         | 27                        | 181          | .1         | .3         | * 26                     | 115          | .1         | .3         |                          |              |            |            |
| WI '99         | 29                       | 328          | .1         | .4         | 26                        | 129          | .1         | .2         | 37                        | 228          | .1         | .4         | 25                       | 110          | .1         | .3         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 40                       | 476          | .1         | .6         | 41                        | 199          | .1         | .4         | 54                        | 298          | .1         | .5         | 25                       | 179          | .1         | .3         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WOGL-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 299                      | 5854         | .7         | 4.4        | 356                       | 2490         | .9         | 3.5        | 483                       | 2843         | 1.2        | 5.0        | 344                      | 2973         | .8         | 4.2        | 101                      | 1520         | .2         | 3.1        |
| WI '99         | 331                      | 5580         | .8         | 4.7        | 408                       | 2570         | 1.0        | 3.9        | 512                       | 2478         | 1.3        | 5.2        | 390                      | 2967         | 1.0        | 4.8        | 123                      | 1386         | .3         | 3.8        |
| FA '98         | 382                      | 6442         | .9         | 5.5        | 460                       | 2974         | 1.1        | 4.6        | 602                       | 3172         | 1.5        | 6.3        | 403                      | 3391         | 1.0        | 4.9        | 153                      | 1748         | .4         | 4.4        |
| SU '98         | 355                      | 6270         | .9         | 4.9        | 466                       | 2830         | 1.1        | 4.5        | 529                       | 3035         | 1.3        | 5.2        | 417                      | 3216         | 1.0        | 5.0        | 122                      | 1658         | .3         | 3.3        |
| <b>4-Book</b>  | <b>342</b>               | <b>6037</b>  | <b>.8</b>  | <b>4.9</b> | <b>423</b>                | <b>2716</b>  | <b>1.0</b> | <b>4.1</b> | <b>532</b>                | <b>2882</b>  | <b>1.3</b> | <b>5.4</b> | <b>389</b>               | <b>3137</b>  | <b>1.0</b> | <b>4.7</b> | <b>125</b>               | <b>1578</b>  | <b>.3</b>  | <b>3.7</b> |
| SP '98         | 356                      | 6040         | .9         | 4.9        | 455                       | 2807         | 1.1        | 4.3        | 572                       | 2856         | 1.4        | 5.8        | 438                      | 3261         | 1.1        | 5.2        | 134                      | 1703         | .3         | 3.6        |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 276                      | 3084         | .7         | 4.0        | 376                       | 1708         | .9         | 3.7        | 411                       | 1980         | 1.0        | 4.2        | 301                      | 1613         | .7         | 3.7        | 107                      | 707          | .3         | 3.3        |
| WI '99         | 251                      | 2915         | .6         | 3.6        | 349                       | 1518         | .9         | 3.3        | 409                       | 1941         | 1.0        | 4.1        | 295                      | 1635         | .7         | 3.6        | 57                       | 668          | .1         | 1.7        |
| FA '98         | 280                      | 2810         | .7         | 4.0        | 410                       | 1688         | 1.0        | 4.1        | 421                       | 1886         | 1.0        | 4.4        | 301                      | 1712         | .7         | 3.7        | 92                       | 686          | .2         | 2.7        |
| SU '98         | 242                      | 2864         | .6         | 3.3        | 371                       | 1586         | .9         | 3.6        | 373                       | 1866         | .9         | 3.6        | 244                      | 1514         | .6         | 2.9        | 95                       | 761          | .2         | 2.5        |
| <b>4-Book</b>  | <b>262</b>               | <b>2918</b>  | <b>.7</b>  | <b>3.7</b> | <b>377</b>                | <b>1625</b>  | <b>.9</b>  | <b>3.7</b> | <b>404</b>                | <b>1918</b>  | <b>1.0</b> | <b>4.1</b> | <b>285</b>               | <b>1619</b>  | <b>.7</b>  | <b>3.5</b> | <b>88</b>                | <b>706</b>   | <b>.2</b>  | <b>2.6</b> |
| SP '98         | 295                      | 3213         | .7         | 4.1        | 420                       | 1749         | 1.0        | 4.0        | 437                       | 2206         | 1.1        | 4.4        | 334                      | 2010         | .8         | 4.0        | 111                      | 897          | .3         | 3.0        |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 204                      | 4388         | .5         | 3.0        | 198                       | 1993         | .5         | 1.9        | 207                       | 2014         | .5         | 2.1        | 296                      | 2645         | .7         | 3.6        | 171                      | 1923         | .4         | 5.2        |
| WI '99         | 210                      | 4064         | .5         | 3.0        | 214                       | 1870         | .5         | 2.0        | 197                       | 1814         | .5         | 2.0        | 281                      | 2420         | .7         | 3.4        | 212                      | 2034         | .5         | 6.5        |
| FA '98         | 228                      | 4035         | .6         | 3.3        | 225                       | 1808         | .6         | 2.2        | 198                       | 1848         | .5         | 2.1        | 325                      | 2495         | .8         | 4.0        | 230                      | 1972         | .6         | 6.6        |
| SU '98         | 225                      | 3963         | .6         | 3.1        | 186                       | 1647         | .5         | 1.8        | 274                       | 2325         | .7         | 2.7        | 306                      | 2546         | .8         | 3.7        | 218                      | 2016         | .5         | 5.8        |
| <b>4-Book</b>  | <b>217</b>               | <b>4113</b>  | <b>.6</b>  | <b>3.1</b> | <b>206</b>                | <b>1830</b>  | <b>.5</b>  | <b>2.0</b> | <b>219</b>                | <b>2000</b>  | <b>.6</b>  | <b>2.2</b> | <b>302</b>               | <b>2527</b>  | <b>.8</b>  | <b>3.7</b> | <b>208</b>               | <b>1986</b>  | <b>.5</b>  | <b>6.0</b> |
| SP '98         | 246                      | 4154         | .6         | 3.4        | 246                       | 1955         | .6         | 2.3        | 229                       | 2174         | .6         | 2.3        | 327                      | 2794         | .8         | 3.9        | 257                      | 2089         | .6         | 7.0        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Persons 12+              |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |             |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr |            |
| <b>WPHT-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 76           | 1933        | .2         | 1.1                       | 118          | 548         | .3         | 1.2                       | 64           | 490         | .2         | .7                       | 90           | 725         | .2         | 1.1                      | 84           | 742         | .2         | 2.6        |
| WI '99                   | 76           | 1745        | .2         | 1.1                       | 145          | 773         | .4         | 1.4                       | 105          | 701         | .3         | 1.1                      | 85           | 603         | .2         | 1.0                      | 44           | 316         | .1         | 1.3        |
| FA '98                   | 70           | 1485        | .2         | 1.0                       | 129          | 575         | .3         | 1.3                       | 76           | 482         | .2         | .8                       | 68           | 501         | .2         | .8                       | 32           | 287         | .1         | .9         |
| SU '98                   | 95           | 2268        | .2         | 1.3                       | 163          | 727         | .4         | 1.6                       | 72           | 604         | .2         | .7                       | 95           | 749         | .2         | 1.1                      | 93           | 876         | .2         | 2.5        |
| <b>4-Book</b>            | <b>79</b>    | <b>1858</b> | <b>.2</b>  | <b>1.1</b>                | <b>139</b>   | <b>656</b>  | <b>.4</b>  | <b>1.4</b>                | <b>79</b>    | <b>569</b>  | <b>.2</b>  | <b>.8</b>                | <b>85</b>    | <b>645</b>  | <b>.2</b>  | <b>1.0</b>               | <b>63</b>    | <b>555</b>  | <b>.2</b>  | <b>1.8</b> |
| SP '98                   | 86           | 2266        | .2         | 1.2                       | 116          | 630         | .3         | 1.1                       | 70           | 603         | .2         | .7                       | 66           | 596         | .2         | .8                       | 138          | 1018        | .3         | 3.8        |
| <b>WPLY-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 216          | 5243        | .5         | 3.1                       | 261          | 2210        | .6         | 2.6                       | 299          | 2382        | .7         | 3.1                      | 307          | 3347        | .8         | 3.8                      | 127          | 1912        | .3         | 3.9        |
| WI '99                   | 176          | 4490        | .4         | 2.5                       | 212          | 2078        | .5         | 2.0                       | 237          | 1925        | .6         | 2.4                      | 262          | 2817        | .6         | 3.2                      | 93           | 1617        | .2         | 2.8        |
| FA '98                   | 143          | 4441        | .4         | 2.1                       | 158          | 1925        | .4         | 1.6                       | 160          | 1708        | .4         | 1.7                      | 227          | 2734        | .6         | 2.8                      | 87           | 1657        | .2         | 2.5        |
| SU '98                   | 164          | 4806        | .4         | 2.3                       | 181          | 1970        | .4         | 1.8                       | 202          | 2199        | .5         | 2.0                      | 223          | 2548        | .5         | 2.7                      | 105          | 1590        | .3         | 2.8        |
| <b>4-Book</b>            | <b>175</b>   | <b>4745</b> | <b>.4</b>  | <b>2.5</b>                | <b>203</b>   | <b>2046</b> | <b>.5</b>  | <b>2.0</b>                | <b>225</b>   | <b>2054</b> | <b>.6</b>  | <b>2.3</b>               | <b>255</b>   | <b>2862</b> | <b>.6</b>  | <b>3.1</b>               | <b>103</b>   | <b>1694</b> | <b>.3</b>  | <b>3.0</b> |
| SP '98                   | 164          | 4965        | .4         | 2.3                       | 216          | 2241        | .5         | 2.0                       | 219          | 2169        | .5         | 2.2                      | 240          | 2829        | .6         | 2.9                      | 89           | 1628        | .2         | 2.4        |
| <b>WSSJ-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 25           | 206         | .1         | .4                        | 28           | 101         | .1         | .3                        | 27           | 145         | .1         | .3                       | 29           | 131         | .1         | .4                       | 14           | 90          |            | .4         |
| WI '99                   | 26           | 205         | .1         | .4                        | 20           | 104         |            | .2                        | 26           | 104         | .1         | .3                       | 35           | 110         | .1         | .4                       | 11           | 48          |            | .3         |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **         |
| SU '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **         |
| <b>WUSL-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 319          | 5505        | .8         | 4.6                       | 354          | 2706        | .9         | 3.5                       | 324          | 2657        | .8         | 3.3                      | 421          | 3228        | 1.0        | 5.2                      | 291          | 2461        | .7         | 8.9        |
| WI '99                   | 353          | 5657        | .9         | 5.0                       | 454          | 2812        | 1.1        | 4.3                       | 336          | 2622        | .8         | 3.4                      | 427          | 3169        | 1.1        | 5.2                      | 313          | 2454        | .8         | 9.6        |
| FA '98                   | 369          | 5941        | .9         | 5.3                       | 440          | 2915        | 1.1        | 4.4                       | 366          | 2653        | .9         | 3.9                      | 472          | 3271        | 1.2        | 5.7                      | 334          | 2659        | .8         | 9.6        |
| SU '98                   | 338          | 5641        | .8         | 4.7                       | 343          | 2501        | .8         | 3.3                       | 391          | 2960        | 1.0        | 3.8                      | 401          | 3179        | 1.0        | 4.8                      | 294          | 2598        | .7         | 7.9        |
| <b>4-Book</b>            | <b>345</b>   | <b>5686</b> | <b>.9</b>  | <b>4.9</b>                | <b>398</b>   | <b>2734</b> | <b>1.0</b> | <b>3.9</b>                | <b>354</b>   | <b>2723</b> | <b>.9</b>  | <b>3.6</b>               | <b>430</b>   | <b>3212</b> | <b>1.1</b> | <b>5.2</b>               | <b>308</b>   | <b>2543</b> | <b>.8</b>  | <b>9.0</b> |
| SP '98                   | 367          | 5705        | .9         | 5.1                       | 426          | 2837        | 1.0        | 4.0                       | 377          | 2756        | .9         | 3.8                      | 449          | 3372        | 1.1        | 5.3                      | 294          | 2308        | .7         | 8.0        |
| <b>+WWDB-AM</b>          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | * 29         | 483         | .1         | .4                        | 35           | 214         | .1         | .3                        | 55           | 330         | .1         | .6                       | * 11         | 128         |            | .1                       | **           | **          | **         | **         |
| WI '99                   | 43           | 607         | .1         | .6                        | 45           | 249         | .1         | .4                        | 76           | 450         | .2         | .8                       | 17           | 116         |            | .2                       | **           | **          | **         | **         |
| FA '98                   | 39           | 492         | .1         | .6                        | 35           | 182         | .1         | .3                        | 59           | 287         | .1         | .6                       | 34           | 126         | .1         | .4                       | **           | **          | **         | **         |
| SU '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **         |
| <b>WWDB-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 230          | 3656        | .6         | 3.3                       | 274          | 1525        | .7         | 2.7                       | 409          | 1888        | 1.0        | 4.2                      | 140          | 1227        | .3         | 1.7                      | 148          | 1025        | .4         | 4.5        |
| WI '99                   | 326          | 4310        | .8         | 4.6                       | 412          | 1949        | 1.0        | 3.9                       | 559          | 2467        | 1.4        | 5.6                      | 242          | 1577        | .6         | 3.0                      | 203          | 1206        | .5         | 6.2        |
| FA '98                   | 309          | 4379        | .8         | 4.4                       | 417          | 2096        | 1.0        | 4.1                       | 503          | 2319        | 1.2        | 5.3                      | 229          | 1721        | .6         | 2.8                      | 221          | 1235        | .5         | 6.4        |
| SU '98                   | 365          | 4683        | .9         | 5.0                       | 433          | 2189        | 1.1        | 4.2                       | 617          | 2518        | 1.5        | 6.0                      | 347          | 1952        | .9         | 4.2                      | 209          | 1350        | .5         | 5.6        |
| <b>4-Book</b>            | <b>308</b>   | <b>4257</b> | <b>.8</b>  | <b>4.3</b>                | <b>384</b>   | <b>1940</b> | <b>1.0</b> | <b>3.7</b>                | <b>522</b>   | <b>2298</b> | <b>1.3</b> | <b>5.3</b>               | <b>240</b>   | <b>1619</b> | <b>.6</b>  | <b>2.9</b>               | <b>195</b>   | <b>1204</b> | <b>.5</b>  | <b>5.7</b> |
| SP '98                   | 286          | 4012        | .7         | 4.0                       | 330          | 1622        | .8         | 3.1                       | 484          | 2225        | 1.2        | 4.9                      | 284          | 1635        | .7         | 3.4                      | 155          | 1050        | .4         | 4.2        |
| <b>WWJZ-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 43           | 491         | .1         | .6                        | 62           | 275         | .2         | .6                        | 63           | 334         | .2         | .7                       | 57           | 275         | .1         | .7                       | 4            | 112         |            | .1         |
| WI '99                   | 26           | 524         | .1         | .4                        | 24           | 193         | .1         | .2                        | 46           | 273         | .1         | .5                       | 26           | 234         | .1         | .3                       | 6            | 52          |            | .2         |
| FA '98                   | 25           | 469         | .1         | .4                        | 25           | 226         | .1         | .2                        | 43           | 319         | .1         | .5                       | 23           | 203         | .1         | .3                       | 7            | 56          |            | .2         |
| SU '98                   | 48           | 593         | .1         | .7                        | 49           | 247         | .1         | .5                        | 64           | 360         | .2         | .6                       | 49           | 262         | .1         | .6                       | 32           | 213         | .1         | .9         |
| <b>4-Book</b>            | <b>36</b>    | <b>519</b>  | <b>.1</b>  | <b>.5</b>                 | <b>40</b>    | <b>235</b>  | <b>.1</b>  | <b>.4</b>                 | <b>54</b>    | <b>322</b>  | <b>.2</b>  | <b>.6</b>                | <b>39</b>    | <b>244</b>  | <b>.1</b>  | <b>.5</b>                | <b>12</b>    | <b>108</b>  |            | <b>.4</b>  |
| SP '98                   | 25           | 351         | .1         | .3                        | 32           | 156         | .1         | .3                        | 36           | 237         | .1         | .4                       | 29           | 220         | .1         | .3                       | 3            | 55          |            | .1         |
| <b>WXTU-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 238          | 3397        | .6         | 3.5                       | 355          | 1997        | .9         | 3.5                       | 345          | 1765        | .8         | 3.6                      | 298          | 2134        | .7         | 3.7                      | 88           | 1116        | .2         | 2.7        |
| WI '99                   | 241          | 3265        | .6         | 3.4                       | 314          | 1729        | .8         | 3.0                       | 363          | 1667        | .9         | 3.7                      | 301          | 2029        | .7         | 3.7                      | 90           | 1076        | .2         | 2.8        |
| FA '98                   | 295          | 3984        | .7         | 4.2                       | 425          | 2378        | 1.0        | 4.2                       | 389          | 2123        | 1.0        | 4.1                      | 358          | 2517        | .9         | 4.4                      | 124          | 1224        | .3         | 3.6        |
| SU '98                   | 340          | 4319        | .8         | 4.7                       | 444          | 2555        | 1.1        | 4.3                       | 503          | 2561        | 1.2        | 4.9                      | 393          | 2755        | 1.0        | 4.8                      | 136          | 1502        | .3         | 3.6        |
| <b>4-Book</b>            | <b>279</b>   | <b>3741</b> | <b>.7</b>  | <b>4.0</b>                | <b>385</b>   | <b>2165</b> | <b>1.0</b> | <b>3.8</b>                | <b>400</b>   | <b>2029</b> | <b>1.0</b> | <b>4.1</b>               | <b>338</b>   | <b>2359</b> | <b>.8</b>  | <b>4.2</b>               | <b>110</b>   | <b>1230</b> | <b>.3</b>  | <b>3.2</b> |
| SP '98                   | 311          | 3839        | .8         | 4.3                       | 397          | 2196        | 1.0        | 3.8                       | 464          | 2222        | 1.1        | 4.7                      | 418          | 2422        | 1.0        | 5.0                      | 109          | 1199        | .3         | 3.0        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 12+

|                | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXXM-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 152                      | 3963         | .4         | 2.2        | 203                       | 1718         | .5         | 2.0         | 217                       | 1477         | .5         | 2.2        | 206                      | 2283         | .5         | 2.5        | 75                       | 1163         | .2         | 2.3        |
| WI '99         | 157                      | 4427         | .4         | 2.2        | 230                       | 2133         | .6         | 2.2         | 213                       | 1706         | .5         | 2.1        | 217                      | 2632         | .5         | 2.6        | 69                       | 1524         | .2         | 2.1        |
| FA '98         | 145                      | 4011         | .4         | 2.1        | 169                       | 1931         | .4         | 1.7         | 193                       | 1655         | .5         | 2.0        | 224                      | 2456         | .6         | 2.7        | 85                       | 1433         | .2         | 2.5        |
| SU '98         | 169                      | 4468         | .4         | 2.3        | 179                       | 1923         | .4         | 1.7         | 226                       | 2008         | .6         | 2.2        | 236                      | 2635         | .6         | 2.9        | 102                      | 1599         | .3         | 2.7        |
| <b>4-Book</b>  | <b>156</b>               | <b>4217</b>  | <b>.4</b>  | <b>2.2</b> | <b>195</b>                | <b>1926</b>  | <b>.5</b>  | <b>1.9</b>  | <b>212</b>                | <b>1712</b>  | <b>.5</b>  | <b>2.1</b> | <b>221</b>               | <b>2502</b>  | <b>.6</b>  | <b>2.7</b> | <b>83</b>                | <b>1430</b>  | <b>.2</b>  | <b>2.4</b> |
| SP '98         | 157                      | 4285         | .4         | 2.2        | 202                       | 1966         | .5         | 1.9         | 217                       | 1914         | .5         | 2.2        | 195                      | 2430         | .5         | 2.3        | 71                       | 1449         | .2         | 1.9        |
| <b>WYSP-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 414                      | 6320         | 1.0        | 6.0        | 1184                      | 4411         | 2.9        | 11.7        | 500                       | 2920         | 1.2        | 5.2        | 350                      | 2707         | .9         | 4.3        | 127                      | 1429         | .3         | 3.9        |
| WI '99         | 412                      | 6416         | 1.0        | 5.9        | 1288                      | 4612         | 3.2        | 12.2        | 493                       | 3197         | 1.2        | 5.0        | 322                      | 2661         | .8         | 3.9        | 101                      | 1182         | .2         | 3.1        |
| FA '98         | 392                      | 6926         | 1.0        | 5.6        | 1162                      | 4379         | 2.9        | 11.5        | 460                       | 2817         | 1.1        | 4.8        | 268                      | 2194         | .7         | 3.3        | 99                       | 1233         | .2         | 2.9        |
| SU '98         | 393                      | 6814         | 1.0        | 5.4        | 1235                      | 4670         | 3.0        | 12.0        | 455                       | 3097         | 1.1        | 4.4        | 265                      | 2373         | .7         | 3.2        | 125                      | 1532         | .3         | 3.3        |
| <b>4-Book</b>  | <b>403</b>               | <b>6619</b>  | <b>1.0</b> | <b>5.7</b> | <b>1217</b>               | <b>4518</b>  | <b>3.0</b> | <b>11.9</b> | <b>477</b>                | <b>3008</b>  | <b>1.2</b> | <b>4.9</b> | <b>301</b>               | <b>2484</b>  | <b>.8</b>  | <b>3.7</b> | <b>113</b>               | <b>1344</b>  | <b>.3</b>  | <b>3.3</b> |
| SP '98         | 369                      | 6666         | .9         | 5.1        | 1081                      | 4376         | 2.7        | 10.2        | 488                       | 3179         | 1.2        | 4.9        | 281                      | 2621         | .7         | 3.3        | 89                       | 1362         | .2         | 2.4        |
| <b>WYXR-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 185                      | 4338         | .5         | 2.7        | 258                       | 2060         | .6         | 2.5         | 279                       | 1756         | .7         | 2.9        | 235                      | 2314         | .6         | 2.9        | 84                       | 1185         | .2         | 2.6        |
| WI '99         | 221                      | 4816         | .5         | 3.1        | 315                       | 2280         | .8         | 3.0         | 356                       | 2042         | .9         | 3.6        | 259                      | 2387         | .6         | 3.2        | 104                      | 1318         | .3         | 3.2        |
| FA '98         | 217                      | 4846         | .5         | 3.1        | 302                       | 2378         | .7         | 3.0         | 294                       | 2052         | .7         | 3.1        | 248                      | 2443         | .6         | 3.0        | 140                      | 1609         | .3         | 4.0        |
| SU '98         | 223                      | 4583         | .5         | 3.1        | 274                       | 1952         | .7         | 2.7         | 353                       | 2011         | .9         | 3.4        | 272                      | 2374         | .7         | 3.3        | 109                      | 1577         | .3         | 2.9        |
| <b>4-Book</b>  | <b>212</b>               | <b>4646</b>  | <b>.5</b>  | <b>3.0</b> | <b>287</b>                | <b>2168</b>  | <b>.7</b>  | <b>2.8</b>  | <b>321</b>                | <b>1965</b>  | <b>.8</b>  | <b>3.3</b> | <b>254</b>               | <b>2380</b>  | <b>.6</b>  | <b>3.1</b> | <b>109</b>               | <b>1422</b>  | <b>.3</b>  | <b>3.2</b> |
| SP '98         | 237                      | 5028         | .6         | 3.3        | 260                       | 2045         | .6         | 2.5         | 324                       | 1980         | .8         | 3.3        | 315                      | 2788         | .8         | 3.7        | 162                      | 1791         | .4         | 4.4        |
| <b>WBYN-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 21                       | 376          | .1         | .3         | 36                        | 229          | .1         | .4          | 27                        | 177          | .1         | .3         | 17                       | 145          | .2         | .2         | 14                       | 161          | .1         | .4         |
| WI '99         | 22                       | 433          | .1         | .3         | 42                        | 258          | .1         | .4          | 21                        | 186          | .1         | .2         | 20                       | 188          | .2         | .2         | 12                       | 127          | .1         | .4         |
| FA '98         | 22                       | 387          | .1         | .3         | 31                        | 192          | .1         | .3          | 23                        | 142          | .1         | .2         | 27                       | 212          | .1         | .3         | 16                       | 150          | .1         | .5         |
| SU '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 42                       | 836          | .1         | .6         | 55                        | 325          | .1         | .5          | 70                        | 413          | .2         | .7         | 49                       | 409          | .1         | .6         | 23                       | 242          | .1         | .7         |
| WI '99         | 40                       | 927          | .1         | .6         | 61                        | 376          | .2         | .6          | 76                        | 364          | .2         | .8         | 43                       | 411          | .1         | .5         | 12                       | 204          | .1         | .4         |
| FA '98         | 41                       | 995          | .1         | .6         | 45                        | 401          | .1         | .4          | 75                        | 450          | .2         | .8         | 62                       | 564          | .2         | .8         | 15                       | 269          | .1         | .4         |
| SU '98         | 39                       | 713          | .1         | .5         | 44                        | 297          | .1         | .4          | 74                        | 308          | .2         | .7         | 50                       | 302          | .1         | .6         | 27                       | 214          | .1         | .7         |
| <b>4-Book</b>  | <b>41</b>                | <b>868</b>   | <b>.1</b>  | <b>.6</b>  | <b>51</b>                 | <b>350</b>   | <b>.1</b>  | <b>.5</b>   | <b>74</b>                 | <b>384</b>   | <b>.2</b>  | <b>.8</b>  | <b>51</b>                | <b>422</b>   | <b>.1</b>  | <b>.6</b>  | <b>19</b>                | <b>232</b>   | <b>.1</b>  | <b>.6</b>  |
| SP '98         | 37                       | 750          | .1         | .5         | 54                        | 295          | .1         | .5          | 55                        | 291          | .1         | .6         | 39                       | 363          | .1         | .5         | 23                       | 248          | .1         | .6         |
| <b>WKXW-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 71                       | 1355         | .2         | 1.0        | 92                        | 640          | .2         | .9          | 112                       | 597          | .3         | 1.2        | 109                      | 740          | .3         | 1.3        | 23                       | 294          | .1         | .7         |
| WI '99         | 78                       | 1536         | .2         | 1.1        | 139                       | 856          | .3         | 1.3         | 128                       | 718          | .3         | 1.3        | 113                      | 979          | .3         | 1.4        | 19                       | 377          | .1         | .6         |
| FA '98         | 89                       | 1707         | .2         | 1.3        | 106                       | 667          | .3         | 1.0         | 162                       | 858          | .4         | 1.7        | 133                      | 865          | .3         | 1.6        | 43                       | 464          | .1         | 1.2        |
| SU '98         | 65                       | 1507         | .2         | .9         | 85                        | 686          | .2         | .8          | 113                       | 696          | .3         | 1.1        | 105                      | 910          | .3         | 1.3        | 25                       | 328          | .1         | .7         |
| <b>4-Book</b>  | <b>76</b>                | <b>1526</b>  | <b>.2</b>  | <b>1.1</b> | <b>106</b>                | <b>712</b>   | <b>.3</b>  | <b>1.0</b>  | <b>129</b>                | <b>717</b>   | <b>.3</b>  | <b>1.3</b> | <b>115</b>               | <b>874</b>   | <b>.3</b>  | <b>1.4</b> | <b>28</b>                | <b>366</b>   | <b>.1</b>  | <b>.8</b>  |
| SP '98         | 67                       | 1302         | .2         | .9         | 106                       | 648          | .3         | 1.0         | 119                       | 578          | .3         | 1.2        | 105                      | 721          | .3         | 1.2        | 17                       | 269          | .1         | .5         |
| <b>WLEV-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 30                       | 459          | .1         | .4         | 39                        | 203          | .1         | .4          | 54                        | 167          | .1         | .6         | 42                       | 287          | .1         | .5         | 8                        | 140          | .1         | .2         |
| WI '99         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 22                       | 353          | .1         | .3         | 24                        | 193          | .1         | .2          | 31                        | 124          | .1         | .3         | 28                       | 164          | .1         | .3         | 7                        | 112          | .1         | .2         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | 21                       | 367          | .1         | .3         | 21                        | 136          | .1         | .2          | 40                        | 141          | .1         | .4         | 29                       | 189          | .1         | .3         | 3                        | 50           | .1         | .1         |
| <b>WNJO-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 55                       | 1099         | .1         | .8         | 58                        | 449          | .1         | .6          | 101                       | 500          | .2         | 1.0        | 81                       | 609          | .2         | 1.0        | 11                       | 256          | .1         | .3         |
| WI '99         | 64                       | 1184         | .2         | .9         | 61                        | 460          | .2         | .6          | 113                       | 596          | .3         | 1.1        | 76                       | 618          | .2         | .9         | 21                       | 289          | .1         | .6         |
| FA '98         | 45                       | 989          | .1         | .6         | 44                        | 449          | .1         | .4          | 87                        | 449          | .2         | .9         | 60                       | 470          | .1         | .7         | 14                       | 225          | .1         | .4         |
| SU '98         | 75                       | 1138         | .2         | 1.0        | 99                        | 504          | .2         | 1.0         | 121                       | 558          | .3         | 1.2        | 79                       | 596          | .2         | 1.0        | 36                       | 347          | .1         | 1.0        |
| <b>4-Book</b>  | <b>60</b>                | <b>1103</b>  | <b>.2</b>  | <b>.8</b>  | <b>66</b>                 | <b>466</b>   | <b>.2</b>  | <b>.7</b>   | <b>106</b>                | <b>526</b>   | <b>.3</b>  | <b>1.1</b> | <b>74</b>                | <b>573</b>   | <b>.2</b>  | <b>.9</b>  | <b>21</b>                | <b>279</b>   | <b>.1</b>  | <b>.6</b>  |
| SP '98         | 50                       | 1144         | .1         | .7         | 50                        | 444          | .1         | .5          | 72                        | 564          | .2         | .7         | 56                       | 574          | .1         | .7         | 24                       | 341          | .1         | .7         |

Target Listener Trends - Persons 12+

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Persons 12+              |              |              |             |                           |              |              |             |                           |              |              |             |                          |              |              |             |                          |              |              |            |            |
|--------------------------|--------------|--------------|-------------|---------------------------|--------------|--------------|-------------|---------------------------|--------------|--------------|-------------|--------------------------|--------------|--------------|-------------|--------------------------|--------------|--------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |              |             | Monday-Friday<br>6AM-10AM |              |              |             | Monday-Friday<br>10AM-3PM |              |              |             | Monday-Friday<br>3PM-7PM |              |              |             | Monday-Friday<br>7PM-MID |              |              |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg   | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg   | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg   | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg   | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg   | AQH<br>Shr |            |
| <b>WPST-FM</b>           |              |              |             |                           |              |              |             |                           |              |              |             |                          |              |              |             |                          |              |              |            |            |
| SP '99                   | 97           | 3362         | .2          | 1.4                       | 123          | 1333         | .3          | 1.2                       | 121          | 1255         | .3          | 1.3                      | 137          | 1850         | .3          | 1.7                      | 54           | 1071         | .1         | 1.6        |
| WI '99                   | 88           | 3295         | .2          | 1.3                       | 105          | 1380         | .3          | 1.0                       | 109          | 1192         | .3          | 1.1                      | 123          | 1883         | .3          | 1.5                      | 59           | 1088         | .1         | 1.8        |
| FA '98                   | 95           | 3109         | .2          | 1.4                       | 116          | 1294         | .3          | 1.1                       | 100          | 1141         | .2          | 1.1                      | 134          | 1633         | .3          | 1.6                      | 59           | 926          | .1         | 1.7        |
| SU '98                   | 106          | 3323         | .3          | 1.5                       | 115          | 1191         | .3          | 1.1                       | 140          | 1489         | .3          | 1.4                      | 144          | 1861         | .4          | 1.7                      | 76           | 1221         | .2         | 2.0        |
| <b>4-Book</b>            | <b>97</b>    | <b>3272</b>  | <b>.2</b>   | <b>1.4</b>                | <b>115</b>   | <b>1300</b>  | <b>.3</b>   | <b>1.1</b>                | <b>118</b>   | <b>1269</b>  | <b>.3</b>   | <b>1.2</b>               | <b>135</b>   | <b>1807</b>  | <b>.3</b>   | <b>1.6</b>               | <b>62</b>    | <b>1077</b>  | <b>.1</b>  | <b>1.8</b> |
| SP '98                   | 95           | 3004         | .2          | 1.3                       | 122          | 1321         | .3          | 1.2                       | 117          | 1240         | .3          | 1.2                      | 137          | 1510         | .3          | 1.6                      | 63           | 1087         | .2         | 1.7        |
| <b>TOTALS</b>            |              |              |             |                           |              |              |             |                           |              |              |             |                          |              |              |             |                          |              |              |            |            |
| SP '99                   | 6868         | 39201        | 16.9        |                           | 10157        | 33901        | 25.0        |                           | 9673         | 30112        | 23.8        |                          | 8147         | 32982        | 20.0        |                          | 3276         | 22286        | 8.1        |            |
| WI '99                   | 7020         | 39162        | 17.3        |                           | 10564        | 34351        | 26.0        |                           | 9920         | 30066        | 24.4        |                          | 8196         | 32892        | 20.2        |                          | 3267         | 22210        | 8.0        |            |
| FA '98                   | 6945         | 39022        | 17.1        |                           | 10109        | 34087        | 24.9        |                           | 9493         | 29653        | 23.3        |                          | 8220         | 32770        | 20.2        |                          | 3466         | 22301        | 8.5        |            |
| SU '98                   | 7244         | 39194        | 17.8        |                           | 10316        | 33798        | 25.3        |                           | 10234        | 31398        | 25.1        |                          | 8273         | 33257        | 20.3        |                          | 3738         | 23780        | 9.2        |            |
| <b>4-Book</b>            | <b>7019</b>  | <b>39145</b> | <b>17.3</b> |                           | <b>10287</b> | <b>34034</b> | <b>25.3</b> |                           | <b>9830</b>  | <b>30307</b> | <b>24.2</b> |                          | <b>8209</b>  | <b>32975</b> | <b>20.2</b> |                          | <b>3437</b>  | <b>22644</b> | <b>8.5</b> |            |
| SP '98                   | 7219         | 39136        | 17.7        |                           | 10556        | 34241        | 25.9        |                           | 9912         | 30305        | 24.3        |                          | 8415         | 33429        | 20.7        |                          | 3676         | 23413        | 9.0        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Target Listener Estimates - Persons 12+

| Persons 12+              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>KYV -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 582          | 9850       | 1.4        | 6.2                | 272          | 5476       | .7         | 5.6                  | 684          | 2791       | 1.7        | 13.0                 | 282          | 1503       | .7         | 3.5                 | 178          | 945        | .4         | 3.3 |
| 4-Book                   | 658          | 10132      | 1.6        | 7.0                | 329          | 6018       | .8         | 6.6                  | 765          | 3116       | 1.9        | 14.4                 | 363          | 1732       | .9         | 4.4                 | 227          | 1087       | .6         | 4.0 |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 722          | 5742       | 1.8        | 7.7                | 248          | 3349       | .6         | 5.1                  | 242          | 939        | .6         | 4.6                  | 486          | 1381       | 1.2        | 6.0                 | 275          | 988        | .7         | 5.0 |
| 4-Book                   | 654          | 5427       | 1.6        | 6.9                | 253          | 3099       | .6         | 5.0                  | 256          | 885        | .6         | 4.8                  | 475          | 1326       | 1.2        | 5.8                 | 289          | 931        | .7         | 5.0 |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 100          | 809        | .2         | 1.1                | 109          | 992        | .3         | 2.3                  | 91           | 205        | .2         | 1.7                  | 59           | 155        | .1         | .7                  | 29           | 82         | .1         | .5  |
| 4-Book                   | 91           | 736        | .2         | 1.0                | 97           | 839        | .3         | 2.0                  | 70           | 152        | .2         | 1.3                  | 61           | 145        | .1         | .8                  | 43           | 93         | .1         | .8  |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 469          | 3609       | 1.2        | 5.0                | 293          | 2637       | .7         | 6.1                  | 326          | 810        | .8         | 6.2                  | 353          | 1010       | .9         | 4.4                 | 318          | 765        | .8         | 5.8 |
| 4-Book                   | 499          | 3627       | 1.3        | 5.3                | 310          | 2597       | .8         | 6.2                  | 291          | 746        | .7         | 5.5                  | 405          | 1046       | 1.0        | 5.0                 | 364          | 840        | .9         | 6.3 |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 49           | 333        | .1         | .5                 | 27           | 208        | .1         | .6                   | 30           | 63         | .1         | .6                   | 49           | 94         | .1         | .6                  | 39           | 78         | .1         | .7  |
| 4-Book                   | 42           | 296        | .1         | .5                 | 29           | 213        | .1         | .6                   | 28           | 68         | .1         | .5                   | 51           | 110        | .1         | .6                  | 46           | 96         | .1         | .8  |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 50           | 514        | .1         | .5                 | 13           | 165        | .3         | .3                   | 7            | 25         | .1         | .1                   | 14           | 38         | .2         | .2                  | 19           | 39         | .3         | .3  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 86           | 535        | .2         | .9                 | 66           | 420        | .2         | 1.4                  | 79           | 134        | .2         | 1.5                  | 96           | 149        | .2         | 1.2                 | 71           | 102        | .2         | 1.3 |
| 4-Book                   | 104          | 635        | .3         | 1.1                | 70           | 526        | .2         | 1.4                  | 80           | 175        | .2         | 1.5                  | 106          | 195        | .3         | 1.3                 | 67           | 121        | .2         | 1.2 |
| <b>WIOO-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 407          | 6330       | 1.0        | 4.4                | 240          | 3976       | .6         | 5.0                  | 144          | 671        | .4         | 2.7                  | 462          | 1719       | 1.1        | 5.7                 | 313          | 1324       | .8         | 5.7 |
| 4-Book                   | 377          | 5470       | .9         | 4.0                | 212          | 3536       | .5         | 4.2                  | 151          | 645        | .4         | 2.8                  | 387          | 1564       | 1.0        | 4.8                 | 270          | 1126       | .7         | 4.7 |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 310          | 3214       | .8         | 3.3                | 98           | 1617       | .2         | 2.0                  | 130          | 452        | .3         | 2.5                  | 223          | 687        | .5         | 2.8                 | 116          | 457        | .3         | 2.1 |
| 4-Book                   | 319          | 3291       | .8         | 3.4                | 107          | 1768       | .3         | 2.2                  | 142          | 491        | .3         | 2.7                  | 202          | 721        | .5         | 2.5                 | 111          | 442        | .3         | 1.9 |
| <b>WJZZ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 508          | 3680       | 1.2        | 5.4                | 262          | 2477       | .6         | 5.4                  | 303          | 735        | .7         | 5.8                  | 439          | 1128       | 1.1        | 5.4                 | 340          | 841        | .8         | 6.2 |
| 4-Book                   | 438          | 3615       | 1.1        | 4.6                | 240          | 2507       | .6         | 4.8                  | 216          | 644        | .5         | 4.1                  | 409          | 1042       | 1.0        | 5.0                 | 350          | 923        | .9         | 6.1 |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 383          | 3843       | .9         | 4.1                | 156          | 2366       | .4         | 3.2                  | 142          | 561        | .3         | 2.7                  | 350          | 1189       | .9         | 4.3                 | 221          | 769        | .5         | 4.0 |
| 4-Book                   | 388          | 4012       | .9         | 4.1                | 161          | 2377       | .4         | 3.2                  | 133          | 517        | .3         | 2.5                  | 335          | 1133       | .8         | 4.1                 | 249          | 825        | .6         | 4.3 |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 357          | 3860       | .9         | 3.8                | 129          | 2358       | .3         | 2.7                  | 133          | 502        | .3         | 2.5                  | 304          | 1059       | .7         | 3.8                 | 176          | 773        | .4         | 3.2 |
| 4-Book                   | 352          | 3823       | .9         | 3.7                | 136          | 2251       | .3         | 2.7                  | 127          | 526        | .3         | 2.4                  | 287          | 995        | .7         | 3.5                 | 193          | 727        | .5         | 3.3 |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 23         | 260        | .1         | .2                 | * 28         | 242        | .1         | .6                   | 22           | 80         | .1         | .4                   | 56           | 162        | .1         | .7                  | * 32         | 69         | .1         | .6  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WUGL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 401          | 4589       | 1.0        | 4.3                | 252          | 3497       | .6         | 5.2                  | 243          | 861        | .6         | 4.6                  | 459          | 1538       | 1.1        | 5.7                 | 306          | 960        | .8         | 5.6 |
| 4-Book                   | 454          | 4741       | 1.1        | 4.8                | 289          | 3501       | .7         | 5.8                  | 251          | 826        | .6         | 4.7                  | 505          | 1509       | 1.3        | 6.2                 | 344          | 1053       | .9         | 6.0 |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 366          | 2576       | .9         | 3.9                | 230          | 2096       | .6         | 4.8                  | 374          | 886        | .9         | 7.1                  | 453          | 1019       | 1.1        | 5.6                 | 310          | 784        | .8         | 5.7 |
| 4-Book                   | 359          | 2518       | .9         | 3.8                | 209          | 1964       | .5         | 4.2                  | 323          | 851        | .8         | 6.1                  | 439          | 1041       | 1.1        | 5.4                 | 253          | 668        | .6         | 4.4 |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 231          | 3765       | .6         | 2.5                | 176          | 2440       | .4         | 3.6                  | 135          | 547        | .3         | 2.6                  | 301          | 1031       | .7         | 3.7                 | 198          | 741        | .5         | 3.6 |
| 4-Book                   | 240          | 3522       | .6         | 2.6                | 179          | 2344       | .4         | 3.6                  | 111          | 432        | .3         | 2.1                  | 301          | 1014       | .7         | 3.7                 | 248          | 810        | .6         | 4.3 |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 89           | 1154       | .2         | 1.0                | 46           | 784        | .1         | 1.0                  | 30           | 99         | .1         | .6                   | 28           | 123        | .1         | .3                  | 40           | 138        | .1         | .7  |
| 4-Book                   | 99           | 1238       | .3         | 1.1                | 55           | 816        | .2         | 1.1                  | 41           | 135        | .1         | .8                   | 58           | 163        | .2         | .7                  | 38           | 126        | .1         | .7  |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| Persons 12+              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>WPLY-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 290          | 4652       | .7         | 3.1                | 143          | 2594       | .4         | 3.0                  | 76           | 399        | .2         | 1.4                  | 260          | 1127       | .6         | 3.2                 | 181          | 799        | .4         | 3.3 |
| 4-Book                   | 227          | 4018       | .6         | 2.4                | 129          | 2499       | .3         | 2.6                  | 81           | 387        | .2         | 1.5                  | 245          | 1101       | .6         | 3.0                 | 167          | 767        | .4         | 2.9 |
| <b>WSSJ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 28           | 184        | .1         | .3                 | 27           | 126        | .1         | .6                   | 22           | 37         | .1         | .4                   | 55           | 75         | .1         | .7                  | 34           | 46         | .1         | .6  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WUSL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 363          | 4716       | .9         | 3.9                | 260          | 3286       | .6         | 5.4                  | 165          | 582        | .4         | 3.1                  | 451          | 1375       | 1.1        | 5.6                 | 364          | 1107       | .9         | 6.7 |
| 4-Book                   | 391          | 4738       | 1.0        | 4.1                | 286          | 3394       | .7         | 5.7                  | 200          | 645        | .5         | 3.8                  | 427          | 1368       | 1.1        | 5.3                 | 387          | 1122       | 1.0        | 6.8 |
| <b>+WWDB-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 36         | 437        | .1         | .4                 | * 11         | 134        | .2         | .2                   | 8            | 37         | .2         | .2                   | 27           | 63         | .1         | .3                  | * 3          | 20         | .1         | .1  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WWDB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 285          | 2777       | .7         | 3.0                | 188          | 1999       | .5         | 3.9                  | 244          | 641        | .6         | 4.6                  | 193          | 577        | .5         | 2.4                 | 69           | 234        | .2         | 1.3 |
| 4-Book                   | 393          | 3337       | 1.0        | 4.1                | 231          | 2339       | .6         | 4.6                  | 324          | 838        | .8         | 6.1                  | 252          | 725        | .6         | 3.1                 | 124          | 343        | .3         | 2.1 |
| <b>WWJZ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 61           | 436        | .2         | .7                 | 36           | 278        | .1         | .7                   | 40           | 115        | .1         | .8                   | 66           | 172        | .2         | .8                  | 44           | 115        | .1         | .8  |
| 4-Book                   | 45           | 415        | .1         | .5                 | 35           | 331        | .1         | .7                   | 38           | 115        | .1         | .7                   | 57           | 164        | .2         | .7                  | 28           | 89         | .1         | .5  |
| <b>WXTU-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 334          | 2937       | .8         | 3.6                | 170          | 1943       | .4         | 3.5                  | 202          | 690        | .5         | 3.8                  | 312          | 920        | .8         | 3.9                 | 220          | 725        | .5         | 4.0 |
| 4-Book                   | 376          | 3241       | .9         | 4.0                | 221          | 2343       | .6         | 4.4                  | 253          | 804        | .6         | 4.8                  | 395          | 1162       | 1.0        | 4.8                 | 262          | 853        | .6         | 4.5 |
| <b>WXXM-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 209          | 3275       | .5         | 2.2                | 102          | 1894       | .3         | 2.1                  | 94           | 442        | .2         | 1.8                  | 187          | 726        | .5         | 2.3                 | 118          | 549        | .3         | 2.2 |
| 4-Book                   | 209          | 3511       | .5         | 2.2                | 110          | 2155       | .3         | 2.2                  | 80           | 389        | .2         | 1.5                  | 207          | 914        | .5         | 2.5                 | 139          | 633        | .4         | 2.4 |
| <b>WYSP-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 664          | 5758       | 1.6        | 7.1                | 163          | 2407       | .4         | 3.4                  | 201          | 564        | .5         | 3.8                  | 252          | 937        | .6         | 3.1                 | 174          | 770        | .4         | 3.2 |
| 4-Book                   | 651          | 5858       | 1.6        | 6.9                | 157          | 2471       | .4         | 3.1                  | 147          | 482        | .4         | 2.8                  | 265          | 950        | .7         | 3.2                 | 166          | 659        | .4         | 2.9 |
| <b>WYXR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 259          | 3512       | .6         | 2.8                | 123          | 1942       | .3         | 2.5                  | 96           | 381        | .2         | 1.8                  | 182          | 676        | .4         | 2.2                 | 189          | 578        | .5         | 3.5 |
| 4-Book                   | 290          | 3676       | .7         | 3.1                | 142          | 2269       | .4         | 2.8                  | 127          | 464        | .3         | 2.4                  | 250          | 894        | .6         | 3.0                 | 197          | 647        | .5         | 3.4 |
| <b>WBYN-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 27           | 315        | .1         | .3                 | 16           | 232        | .3         | .3                   | 11           | 79         | .2         | .2                   | 24           | 106        | .1         | .3                  | 12           | 39         | .2         | .2  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WJBR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 59           | 644        | .1         | .6                 | 26           | 337        | .1         | .5                   | 25           | 71         | .1         | .5                   | 62           | 191        | .2         | .8                  | 35           | 95         | .1         | .6  |
| 4-Book                   | 60           | 675        | .2         | .6                 | 21           | 359        | .1         | .4                   | 20           | 78         | .1         | .4                   | 47           | 155        | .1         | .6                  | 35           | 112        | .1         | .6  |
| <b>WKXW-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 105          | 1105       | .3         | 1.1                | 41           | 555        | .1         | .8                   | 40           | 175        | .1         | .8                   | 85           | 221        | .2         | 1.1                 | 52           | 132        | .1         | 1.0 |
| 4-Book                   | 118          | 1308       | .3         | 1.3                | 33           | 525        | .1         | .7                   | 41           | 159        | .1         | .8                   | 54           | 198        | .1         | .7                  | 34           | 120        | .1         | .6  |
| <b>WLEV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 46           | 402        | .1         | .5                 | 18           | 218        | .4         | .4                   | 25           | 57         | .1         | .5                   | 35           | 91         | .1         | .4                  | 16           | 49         | .3         | .3  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WNJO-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 82           | 850        | .2         | .9                 | 36           | 559        | .1         | .7                   | 21           | 87         | .1         | .4                   | 72           | 238        | .2         | .9                  | 36           | 147        | .1         | .7  |
| 4-Book                   | 84           | 868        | .2         | .9                 | 43           | 570        | .1         | .9                   | 34           | 110        | .1         | .6                   | 92           | 293        | .3         | 1.1                 | 53           | 192        | .1         | .9  |
| <b>WPST-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 127          | 2806       | .3         | 1.4                | 74           | 1737       | .2         | 1.5                  | 43           | 242        | .1         | .8                   | 139          | 631        | .3         | 1.7                 | 69           | 417        | .2         | 1.3 |
| 4-Book                   | 122          | 2673       | .3         | 1.3                | 75           | 1673       | .2         | 1.5                  | 47           | 248        | .1         | .9                   | 130          | 609        | .3         | 1.6                 | 103          | 490        | .3         | 1.8 |
| <b>TOTALS</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 9353         | 38421      | 23.0       |                    | 4835         | 32474      | 11.9       |                      | 5262         | 14489      | 12.9       |                      | 8091         | 20322      | 19.9       |                     | 5462         | 14499      | 13.4       |     |
| 4-Book                   | 9475         | 38485      | 23.3       |                    | 5017         | 32793      | 12.3       |                      | 5321         | 14843      | 13.1       |                      | 8189         | 20410      | 20.1       |                     | 5760         | 15006      | 14.2       |     |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 12+

Target Listener Estimates - Persons 12+

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 105                 | 561          | .3         | 3.3        | 511                | 2117         | 1.3        | 12.7       | 219                | 1065         | .5         | 3.8        | 163               | 705          | .4         | 4.1        | 122               | 705          | .3         | 4.6        |
| 4-Book          | 122                 | 689          | .3         | 3.6        | 644                | 2526         | 1.6        | 14.9       | 283                | 1435         | .7         | 4.7        | 196               | 861          | .5         | 4.6        | 134               | 774          | .3         | 5.0        |
| <b>WBEB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 137                 | 565          | .3         | 4.3        | 178                | 638          | .4         | 4.4        | 317                | 1161         | .8         | 5.5        | 226               | 807          | .6         | 5.7        | 110               | 534          | .3         | 4.1        |
| 4-Book          | 146                 | 606          | .4         | 4.3        | 177                | 655          | .4         | 4.1        | 318                | 1057         | .8         | 5.3        | 220               | 727          | .6         | 5.1        | 128               | 544          | .3         | 4.7        |
| <b>WDAS-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 11                  | 45           | .3         |            | 370                | 697          | .9         | 9.2        | 235                | 640          | .6         | 4.1        | 60                | 160          | .1         | 1.5        | 37                | 72           | .1         | 1.4        |
| 4-Book          | 27                  | 56           | .1         | .8         | 291                | 601          | .7         | 6.8        | 197                | 515          | .5         | 3.3        | 73                | 176          | .2         | 1.7        | 32                | 79           | .1         | 1.2        |
| <b>WDAS-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 237                 | 582          | .6         | 7.4        | 198                | 493          | .5         | 4.9        | 274                | 804          | .7         | 4.7        | 263               | 635          | .6         | 6.6        | 359               | 704          | .9         | 13.5       |
| 4-Book          | 241                 | 623          | .6         | 7.2        | 199                | 502          | .5         | 4.6        | 271                | 755          | .7         | 4.5        | 268               | 631          | .7         | 6.3        | 414               | 761          | 1.1        | 15.2       |
| <b>+WEMG-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WURD-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 12                  | 38           | .4         |            | 13                 | 31           | .3         |            | 30                 | 61           | .1         | .5         | 39                | 54           | .1         | 1.0        | 5                 | 25           | .2         |            |
| 4-Book          | 14                  | 42           | .4         |            | 16                 | 50           | .4         |            | 31                 | 75           | .1         | .5         | 34                | 71           | .1         | .8         | 9                 | 25           | .3         |            |
| <b>WFIL-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 4                   | 30           | .1         |            | 22                 | 71           | .1         | .5         | 22                 | 57           | .1         | .4         | 8                 | 35           | .2         |            | 9                 | 37           | .3         |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WHAT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 27                  | 55           | .1         | .8         | 91                 | 189          | .2         | 2.3        | 99                 | 245          | .2         | 1.7        | 41                | 85           | .1         | 1.0        | 29                | 62           | .1         | 1.1        |
| 4-Book          | 33                  | 77           | .1         | 1.0        | 117                | 246          | .3         | 2.7        | 91                 | 242          | .2         | 1.5        | 44                | 103          | .1         | 1.1        | 24                | 56           | .1         | .9         |
| <b>WIOD-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 210                 | 1000         | .5         | 6.6        | 114                | 550          | .3         | 2.8        | 267                | 1283         | .7         | 4.6        | 233               | 994          | .6         | 5.8        | 145               | 719          | .4         | 5.5        |
| 4-Book          | 196                 | 877          | .5         | 5.9        | 104                | 474          | .3         | 2.4        | 252                | 1121         | .6         | 4.2        | 198               | 836          | .5         | 4.6        | 109               | 500          | .3         | 4.1        |
| <b>WIP -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 59                  | 294          | .1         | 1.8        | 69                 | 269          | .2         | 1.7        | 78                 | 353          | .2         | 1.3        | 45                | 192          | .1         | 1.1        | 57                | 262          | .1         | 2.1        |
| 4-Book          | 54                  | 272          | .2         | 1.6        | 80                 | 296          | .2         | 1.9        | 105                | 433          | .3         | 1.7        | 106               | 401          | .3         | 2.4        | 59                | 285          | .2         | 2.2        |
| <b>WJJZ-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 153                 | 543          | .4         | 4.8        | 181                | 518          | .4         | 4.5        | 305                | 768          | .8         | 5.3        | 249               | 568          | .6         | 6.2        | 132               | 371          | .3         | 5.0        |
| 4-Book          | 186                 | 613          | .5         | 5.6        | 155                | 479          | .4         | 3.6        | 256                | 728          | .6         | 4.3        | 225               | 553          | .5         | 5.2        | 120               | 397          | .3         | 4.5        |
| <b>WMGK-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 72                  | 395          | .2         | 2.2        | 52                 | 255          | .1         | 1.3        | 196                | 781          | .5         | 3.4        | 147               | 490          | .4         | 3.7        | 56                | 258          | .1         | 2.1        |
| 4-Book          | 97                  | 456          | .2         | 2.8        | 57                 | 277          | .1         | 1.3        | 196                | 752          | .5         | 3.3        | 153               | 493          | .4         | 3.6        | 56                | 263          | .1         | 2.0        |
| <b>WMMR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 65                  | 412          | .2         | 2.0        | 39                 | 173          | .1         | 1.0        | 121                | 583          | .3         | 2.1        | 112               | 512          | .3         | 2.8        | 71                | 346          | .2         | 2.7        |
| 4-Book          | 80                  | 416          | .2         | 2.4        | 59                 | 235          | .2         | 1.4        | 143                | 609          | .4         | 2.4        | 131               | 503          | .3         | 3.0        | 57                | 274          | .2         | 2.1        |
| <b>WNAP-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 19                 | 51           | .5         |            | 15                 | 52           | .3         |            | * 20              | 40           | .5         |            |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WUGL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 153                 | 607          | .4         | 4.8        | 282                | 832          | .7         | 7.0        | 251                | 967          | .6         | 4.3        | 142               | 572          | .3         | 3.6        | 171               | 593          | .4         | 6.4        |
| 4-Book          | 175                 | 627          | .4         | 5.2        | 313                | 872          | .8         | 7.3        | 326                | 1093         | .8         | 5.4        | 241               | 726          | .6         | 5.6        | 159               | 526          | .4         | 5.9        |
| <b>WPEN-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 171                 | 458          | .4         | 5.3        | 105                | 352          | .3         | 2.6        | 181                | 548          | .4         | 3.1        | 122               | 370          | .3         | 3.1        | 124               | 396          | .3         | 4.7        |
| 4-Book          | 100                 | 344          | .3         | 3.0        | 118                | 408          | .3         | 2.8        | 212                | 663          | .5         | 3.5        | 138               | 387          | .3         | 3.2        | 90                | 284          | .2         | 3.3        |
| <b>WPHI-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 203                 | 717          | .5         | 6.3        | 86                 | 260          | .2         | 2.1        | 196                | 657          | .5         | 3.4        | 142               | 496          | .3         | 3.6        | 122               | 415          | .3         | 4.6        |
| 4-Book          | 214                 | 764          | .5         | 6.4        | 72                 | 252          | .2         | 1.7        | 172                | 615          | .4         | 2.9        | 163               | 558          | .4         | 3.8        | 130               | 440          | .3         | 4.9        |
| <b>WPHT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 55                  | 154          | .1         | 1.7        | 73                 | 189          | .2         | 1.8        | 58                 | 261          | .1         | 1.0        | 57                | 191          | .1         | 1.4        | 30                | 103          | .1         | 1.1        |
| 4-Book          | 40                  | 142          | .1         | 1.2        | 95                 | 260          | .3         | 2.2        | 74                 | 279          | .2         | 1.2        | 61                | 203          | .2         | 1.4        | 36                | 124          | .1         | 1.3        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

|          |  | Persons 12+         |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
|----------|--|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|--|
|          |  | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |  |
|          |  | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |  |
| WPLY-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 114                 | 501          | .3         | 3.6        | 66                 | 315          | .2         | 1.6        | 194                | 970          | .5         | 3.4        | 149               | 664          | .4         | 3.7        | 82                | 446          | .2         | 3.1        |  |
| 4-Book   |  | 107                 | 565          | .3         | 3.2        | 61                 | 324          | .2         | 1.4        | 161                | 788          | .4         | 2.7        | 129               | 571          | .3         | 3.0        | 64                | 376          | .2         | 2.4        |  |
| WSSJ-AM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 25                  | 57           | .1         | .8         | 14                 | 22           | .3         | .3         | 25                 | 42           | .1         | .4         | 29                | 53           | .1         | .7         | 7                 | 12           | .3         | .3         |  |
| 4-Book   |  | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |  |
| WUSL-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 287                 | 970          | .7         | 9.0        | 181                | 615          | .4         | 4.5        | 280                | 1014         | .7         | 4.8        | 193               | 659          | .5         | 4.8        | 132               | 435          | .3         | 5.0        |  |
| 4-Book   |  | 311                 | 957          | .8         | 9.3        | 220                | 697          | .5         | 5.1        | 333                | 1138         | .8         | 5.5        | 229               | 747          | .6         | 5.3        | 162               | 544          | .4         | 6.0        |  |
| +WWDB-AM |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  |                     |              |            |            | 16                 | 28           | .4         | .4         | 5                  | 22           | .1         | .1         | * 4               | 14           | .1         | .1         |                   |              |            |            |  |
| 4-Book   |  | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |  |
| WWDB-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 97                  | 357          | .2         | 3.0        | 190                | 719          | .5         | 4.7        | 536                | 1015         | 1.3        | 9.3        | 54                | 153          | .1         | 1.4        | 83                | 279          | .2         | 3.1        |  |
| 4-Book   |  | 140                 | 498          | .3         | 4.1        | 254                | 813          | .7         | 5.9        | 521                | 1057         | 1.3        | 8.7        | 85                | 244          | .2         | 2.0        | 125               | 394          | .3         | 4.6        |  |
| WWJZ-AM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 2                   | 10           | .1         | .1         | 43                 | 107          | .1         | 1.1        | 68                 | 155          | .2         | 1.2        | 25                | 65           | .1         | .6         | 3                 | 19           | .1         | .1         |  |
| 4-Book   |  | 8                   | 35           | .3         | .3         | 52                 | 148          | .1         | 1.2        | 58                 | 173          | .1         | 1.0        | 25                | 74           | .1         | .6         | 13                | 35           | .4         | .4         |  |
| WXTU-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 67                  | 257          | .2         | 2.1        | 113                | 486          | .3         | 2.8        | 231                | 654          | .6         | 4.0        | 150               | 427          | .4         | 3.8        | 69                | 274          | .2         | 2.6        |  |
| 4-Book   |  | 113                 | 434          | .3         | 3.3        | 168                | 544          | .4         | 3.9        | 299                | 930          | .7         | 5.0        | 204               | 655          | .5         | 4.7        | 78                | 317          | .2         | 2.8        |  |
| WXXM-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 59                  | 305          | .1         | 1.8        | 39                 | 213          | .1         | 1.0        | 113                | 533          | .3         | 2.0        | 129               | 477          | .3         | 3.2        | 71                | 296          | .2         | 2.7        |  |
| 4-Book   |  | 76                  | 418          | .2         | 2.3        | 42                 | 224          | .1         | 1.0        | 140                | 675          | .4         | 2.3        | 112               | 503          | .3         | 2.6        | 68                | 374          | .2         | 2.5        |  |
| WYSP-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 136                 | 458          | .3         | 4.2        | 80                 | 277          | .2         | 2.0        | 212                | 729          | .5         | 3.7        | 142               | 519          | .3         | 3.6        | 94                | 372          | .2         | 3.5        |  |
| 4-Book   |  | 108                 | 425          | .3         | 3.3        | 57                 | 211          | .2         | 1.3        | 235                | 889          | .6         | 3.9        | 182               | 650          | .5         | 4.2        | 82                | 326          | .2         | 3.0        |  |
| WYXR-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 109                 | 378          | .3         | 3.4        | 63                 | 226          | .2         | 1.6        | 144                | 617          | .4         | 2.5        | 127               | 409          | .3         | 3.2        | 68                | 270          | .2         | 2.6        |  |
| 4-Book   |  | 111                 | 447          | .3         | 3.4        | 84                 | 325          | .2         | 2.0        | 160                | 669          | .4         | 2.7        | 121               | 483          | .3         | 2.8        | 75                | 299          | .2         | 2.8        |  |
| VBYN-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 1                   | 9            | .3         | .3         | 20                 | 82           | .5         | .5         | 34                 | 117          | .1         | .6         | 17                | 52           | .4         | .4         | 9                 | 52           | .3         | .3         |  |
| 4-Book   |  | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |  |
| WJBR-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 17                  | 66           | .5         | .5         | 13                 | 48           | .3         | .3         | 26                 | 103          | .1         | .4         | 13                | 91           | .3         | .3         | 11                | 56           | .4         | .4         |  |
| 4-Book   |  | 11                  | 50           | .3         | .3         | 9                  | 54           | .2         | .2         | 24                 | 97           | .1         | .4         | 12                | 56           | .3         | .3         | 5                 | 31           | .2         | .2         |  |
| WKXW-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 13                  | 70           | .4         | .4         | 32                 | 124          | .1         | .8         | 64                 | 158          | .2         | 1.1        | 37                | 118          | .1         | .9         | 6                 | 57           | .2         | .2         |  |
| 4-Book   |  | 18                  | 80           | .5         | .5         | 25                 | 94           | .1         | .6         | 46                 | 138          | .1         | .8         | 29                | 81           | .1         | .7         | 17                | 67           | .1         | .6         |  |
| WLEV-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 3                   | 17           | .1         | .1         | 8                  | 48           | .2         | .2         | 30                 | 55           | .1         | .5         | 19                | 78           | .5         | .5         | 11                | 33           | .4         | .4         |  |
| 4-Book   |  | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |  |
| WNJO-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 20                  | 121          | .6         | .6         | 24                 | 87           | .1         | .6         | 58                 | 207          | .1         | 1.0        | 50                | 126          | .1         | 1.3        | 6                 | 47           | .2         | .2         |  |
| 4-Book   |  | 21                  | 106          | .6         | .6         | 26                 | 85           | .1         | .6         | 60                 | 188          | .1         | 1.0        | 45                | 139          | .1         | 1.1        | 13                | 71           | .5         | .5         |  |
| WPST-FM  |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 69                  | 374          | .2         | 2.2        | 30                 | 196          | .1         | .7         | 102                | 538          | .3         | 1.8        | 86                | 390          | .2         | 2.2        | 39                | 205          | .1         | 1.5        |  |
| 4-Book   |  | 64                  | 375          | .2         | 1.9        | 31                 | 189          | .1         | .7         | 89                 | 495          | .2         | 1.5        | 83                | 362          | .2         | 1.9        | 43                | 225          | .1         | 1.6        |  |
| TOTALS   |  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |  |
| SP '99   |  | 3203                | 10105        | 7.9        | 7.9        | 4023               | 11689        | 9.9        | 9.9        | 5785               | 16066        | 14.2       | 14.2       | 4000              | 10920        | 9.8        | 9.8        | 2655              | 8250         | 6.5        | 6.5        |  |
| 4-Book   |  | 3360                | 10510        | 8.3        | 8.3        | 4301               | 12327        | 10.6       | 10.6       | 6006               | 16597        | 14.8       | 14.8       | 4312              | 11703        | 10.6       | 10.6       | 2712              | 8371         | 6.7        | 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 12-24

Target Listener Trends - Persons 12-24

|                 | Monday-Sunday<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |             | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99          | 14                       | 641          | .2         | 1.3         | 35                        | 388          | .4         | 2.7        | 12                        | 130          | .1         | 1.0        | 16                       | 208          | .2         | 1.1         | 3                        | 104          |            | .3          |
| WI '99          | 15                       | 679          | .2         | 1.3         | 38                        | 416          | .5         | 2.8        | 13                        | 142          | .2         | 1.1        | 15                       | 176          | .2         | 1.0         | 8                        | 127          | .1         | .8          |
| FA '98          | 9                        | 562          | .1         | .8          | 37                        | 381          | .5         | 2.7        | 4                         | 88           |            | .4         | 3                        | 90           |            | .2          | 1                        | 35           |            | .1          |
| SU '98          | 13                       | 687          | .2         | 1.0         | 33                        | 332          | .4         | 2.6        | 7                         | 122          | .1         | .4         | 10                       | 148          | .1         | .6          | 7                        | 122          | .1         | .7          |
| <b>4-Book</b>   | <b>13</b>                | <b>642</b>   | <b>.2</b>  | <b>1.1</b>  | <b>36</b>                 | <b>379</b>   | <b>.5</b>  | <b>2.7</b> | <b>9</b>                  | <b>121</b>   | <b>.1</b>  | <b>.7</b>  | <b>11</b>                | <b>156</b>   | <b>.1</b>  | <b>.7</b>   | <b>5</b>                 | <b>97</b>    | <b>.1</b>  | <b>.5</b>   |
| SP '98          | 16                       | 773          | .2         | 1.3         | 43                        | 510          | .5         | 3.2        | 9                         | 179          | .1         | .7         | 14                       | 237          | .2         | .9          | 4                        | 138          |            | .4          |
| <b>WBEB-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99          | 53                       | 1128         | .7         | 4.8         | 54                        | 477          | .7         | 4.1        | 102                       | 445          | 1.3        | 8.3        | 82                       | 531          | 1.0        | 5.5         | 27                       | 425          | .3         | 2.9         |
| WI '99          | 48                       | 1043         | .6         | 4.3         | 43                        | 387          | .5         | 3.1        | 75                        | 355          | .9         | 6.5        | 54                       | 418          | .7         | 3.7         | 36                       | 417          | .4         | 3.7         |
| FA '98          | 42                       | 965          | .5         | 3.7         | 43                        | 393          | .5         | 3.2        | 61                        | 393          | .8         | 5.4        | 55                       | 402          | .7         | 3.5         | 37                       | 448          | .5         | 3.5         |
| SU '98          | 43                       | 986          | .5         | 3.4         | 36                        | 343          | .4         | 2.8        | 76                        | 415          | .9         | 4.6        | 45                       | 442          | .6         | 2.9         | 35                       | 390          | .4         | 3.5         |
| <b>4-Book</b>   | <b>47</b>                | <b>1031</b>  | <b>.6</b>  | <b>4.1</b>  | <b>44</b>                 | <b>400</b>   | <b>.5</b>  | <b>3.3</b> | <b>79</b>                 | <b>402</b>   | <b>1.0</b> | <b>6.2</b> | <b>59</b>                | <b>448</b>   | <b>.8</b>  | <b>3.9</b>  | <b>34</b>                | <b>420</b>   | <b>.4</b>  | <b>3.4</b>  |
| 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         |
| <b>WDAS-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99          | 2                        | 75           |            | .2          | 1                         | 16           |            | .1         | 3                         | 20           |            | .2         |                          | 9            |            |             | 1                        | 5            |            | .1          |
| WI '99          | 4                        | 140          |            | .4          | 6                         | 80           |            | .4         | 3                         | 27           |            | .3         | 3                        | 29           |            | .2          | 6                        | 52           |            | .6          |
| FA '98          | 5                        | 128          | .1         | .4          | 12                        | 59           | .1         | .9         | 4                         | 27           |            | .4         | 4                        | 33           |            | .3          |                          |              |            |             |
| SU '98          | 1                        | 40           |            | .1          | 1                         | 28           |            | .1         |                           | 5            |            |            |                          |              |            |             |                          | 5            |            |             |
| <b>4-Book</b>   | <b>3</b>                 | <b>96</b>    |            | <b>.3</b>   | <b>5</b>                  | <b>46</b>    |            | <b>.4</b>  | <b>3</b>                  | <b>20</b>    |            | <b>.2</b>  | <b>2</b>                 | <b>18</b>    |            | <b>.1</b>   | <b>2</b>                 | <b>16</b>    |            | <b>.2</b>   |
| SP '98          | 4                        | 168          |            | .3          | 5                         | 55           | .1         | .4         | 3                         | 37           |            | .2         | 5                        | 65           | .1         | .3          | 2                        | 19           |            | .2          |
| <b>WDAS-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99          | 45                       | 741          | .6         | 4.0         | 48                        | 303          | .6         | 3.7        | 45                        | 259          | .6         | 3.6        | 53                       | 283          | .7         | 3.6         | 43                       | 290          | .5         | 4.7         |
| WI '99          | 32                       | 710          | .4         | 2.9         | 33                        | 279          | .4         | 2.4        | 26                        | 223          | .3         | 2.3        | 36                       | 264          | .4         | 2.5         | 38                       | 373          | .5         | 3.9         |
| FA '98          | 53                       | 871          | .7         | 4.6         | 55                        | 401          | .7         | 4.1        | 52                        | 327          | .6         | 4.6        | 58                       | 364          | .7         | 3.7         | 59                       | 436          | .7         | 5.6         |
| SU '98          | 35                       | 687          | .4         | 2.8         | 36                        | 237          | .4         | 2.8        | 47                        | 285          | .6         | 2.8        | 41                       | 278          | .5         | 2.6         | 43                       | 287          | .5         | 4.3         |
| <b>4-Book</b>   | <b>41</b>                | <b>752</b>   | <b>.5</b>  | <b>3.6</b>  | <b>43</b>                 | <b>305</b>   | <b>.5</b>  | <b>3.3</b> | <b>43</b>                 | <b>274</b>   | <b>.5</b>  | <b>3.3</b> | <b>47</b>                | <b>297</b>   | <b>.6</b>  | <b>3.1</b>  | <b>46</b>                | <b>347</b>   | <b>.6</b>  | <b>4.6</b>  |
| 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         |
| <b>+WEMG-AM</b> |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99          | 4                        | 86           |            | .4          | 3                         | 22           |            | .2         | 3                         | 32           |            | .2         | 4                        | 44           |            | .3          | 4                        | 45           |            | .4          |
| WI '99          | 4                        | 51           |            | .4          | 6                         | 27           | .1         | .4         | 7                         | 9            | .1         | .6         | 4                        | 36           |            | .3          | 1                        | 14           |            | .1          |
| FA '98          | 10                       | 103          | .1         | .9          | 8                         | 39           | .1         | .6         | 14                        | 71           | .2         | 1.2        | 19                       | 58           | .2         | 1.2         | 5                        | 31           | .1         | .5          |
| SU '98          | 4                        | 42           |            | .3          | 9                         | 33           | .1         | .7         | 3                         | 27           |            | .2         | 3                        | 27           |            | .2          |                          |              |            |             |
| <b>4-Book</b>   | <b>6</b>                 | <b>71</b>    |            | <b>.5</b>   | <b>7</b>                  | <b>30</b>    |            | <b>.5</b>  | <b>7</b>                  | <b>35</b>    |            | <b>.6</b>  | <b>8</b>                 | <b>41</b>    |            | <b>.5</b>   | <b>3</b>                 | <b>23</b>    |            | <b>.3</b>   |
| SP '98          | 3                        | 75           |            | .3          | 4                         | 17           |            | .3         | 4                         | 37           |            | .3         | 4                        | 43           |            | .3          | 1                        | 26           |            | .1          |
| <b>WFIL-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99          |                          | 23           |            |             |                           | 5            |            |            |                           |              |            |            |                          |              |            |             |                          | 1            |            | .1          |
| WI '99          |                          | 9            |            |             |                           |              |            |            |                           | 9            |            |            |                          |              |            |             |                          |              |            |             |
| FA '98          | **                       | **           | **         | **          | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **          | **                       | **           | **         | **          |
| SU '98          |                          | 18           |            |             |                           |              |            |            | 1                         | 14           |            | .1         | 1                        | 5            |            | .1          |                          | 5            |            |             |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **          | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **          | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99          |                          | 29           |            |             |                           | 5            |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| WI '99          |                          | 13           |            |             |                           |              |            |            |                           | 6            |            |            |                          | 7            |            |             |                          |              |            |             |
| FA '98          |                          | 4            |            |             |                           | 4            |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SU '98          | 1                        | 55           |            | .1          |                           | 11           |            |            |                           | 11           |            |            |                          |              |            |             |                          |              |            |             |
| <b>4-Book</b>   |                          | <b>25</b>    |            |             |                           | <b>5</b>     |            |            |                           | <b>4</b>     |            |            |                          | <b>2</b>     |            |             |                          |              |            |             |
| SP '98          |                          | 14           |            |             |                           | 11           |            |            |                           |              |            |            |                          | 6            |            |             |                          |              |            |             |
| <b>WIOD-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99          | 127                      | 3226         | 1.6        | 11.4        | 136                       | 1420         | 1.7        | 10.4       | 121                       | 1376         | 1.5        | 9.8        | 180                      | 2129         | 2.2        | 12.1        | 120                      | 1481         | 1.5        | 13.0        |
| WI '99          | 130                      | 2788         | 1.6        | 11.7        | 150                       | 1348         | 1.9        | 10.9       | 117                       | 1098         | 1.5        | 10.2       | 187                      | 1687         | 2.3        | 12.9        | 118                      | 1442         | 1.5        | 12.2        |
| FA '98          | 97                       | 2495         | 1.2        | 8.4         | 95                        | 1233         | 1.2        | 7.1        | 70                        | 1015         | .9         | 6.2        | 148                      | 1514         | 1.8        | 9.5         | 95                       | 1248         | 1.2        | 9.1         |
| SU '98          | 140                      | 2853         | 1.7        | 11.2        | 128                       | 1159         | 1.6        | 9.9        | 198                       | 1670         | 2.4        | 11.9       | 198                      | 1688         | 2.4        | 12.7        | 100                      | 1238         | 1.2        | 9.9         |
| <b>4-Book</b>   | <b>124</b>               | <b>2841</b>  | <b>1.5</b> | <b>10.7</b> | <b>127</b>                | <b>1290</b>  | <b>1.6</b> | <b>9.6</b> | <b>127</b>                | <b>1290</b>  | <b>1.6</b> | <b>9.5</b> | <b>178</b>               | <b>1755</b>  | <b>2.2</b> | <b>11.8</b> | <b>108</b>               | <b>1352</b>  | <b>1.4</b> | <b>11.1</b> |
| 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         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |             | Monday-Friday<br>7PM-MID |              |            |             |
|----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>WIP -AM</b> |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99         | 13                       | 346          | .2         | 1.2         | 16                        | 153          | .2         | 1.2        | 18                        | 71           | .2         | 1.5        | 12                       | 110          | .1         | .8          | 11                       | 134          | .1         | 1.2         |
| WI '99         | 18                       | 485          | .2         | 1.6         | 23                        | 210          | .3         | 1.7        | 21                        | 133          | .3         | 1.8        | 19                       | 194          | .2         | 1.3         | 21                       | 202          | .3         | 2.2         |
| FA '98         | 15                       | 412          | .2         | 1.3         | 21                        | 189          | .3         | 1.6        | 18                        | 126          | .2         | 1.6        | 22                       | 165          | .3         | 1.4         | 11                       | 137          | .1         | 1.0         |
| SU '98         | 11                       | 287          | .1         | .9          | 19                        | 124          | .2         | 1.5        | 15                        | 127          | .2         | .9         | 18                       | 145          | .2         | 1.2         | 8                        | 106          | .1         | .8          |
| <b>4-Book</b>  | <b>14</b>                | <b>383</b>   | <b>.2</b>  | <b>1.3</b>  | <b>20</b>                 | <b>169</b>   | <b>.3</b>  | <b>1.5</b> | <b>18</b>                 | <b>114</b>   | <b>.2</b>  | <b>1.5</b> | <b>18</b>                | <b>154</b>   | <b>.2</b>  | <b>1.2</b>  | <b>13</b>                | <b>145</b>   | <b>.2</b>  | <b>1.3</b>  |
| 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         |
| <b>WJZ-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99         | 11                       | 316          | .1         | 1.0         | 8                         | 73           | .1         | .6         | 19                        | 114          | .2         | 1.5        | 10                       | 132          | .1         | .7          | 6                        | 69           | .1         | .6          |
| WI '99         | 16                       | 303          | .2         | 1.4         | 19                        | 138          | .2         | 1.4        | 23                        | 139          | .3         | 2.0        | 20                       | 100          | .2         | 1.4         | 9                        | 114          | .1         | .9          |
| FA '98         | 20                       | 380          | .2         | 1.7         | 18                        | 132          | .2         | 1.3        | 29                        | 134          | .4         | 2.6        | 33                       | 164          | .4         | 2.1         | 14                       | 111          | .2         | 1.3         |
| SU '98         | 12                       | 219          | .1         | 1.0         | 5                         | 61           | .1         | .4         | 25                        | 92           | .3         | 1.5        | 12                       | 83           | .1         | .8          | 2                        | 46           | .1         | .2          |
| <b>4-Book</b>  | <b>15</b>                | <b>305</b>   | <b>.2</b>  | <b>1.3</b>  | <b>13</b>                 | <b>101</b>   | <b>.2</b>  | <b>.9</b>  | <b>24</b>                 | <b>120</b>   | <b>.3</b>  | <b>1.9</b> | <b>19</b>                | <b>120</b>   | <b>.2</b>  | <b>1.3</b>  | <b>8</b>                 | <b>85</b>    | <b>.1</b>  | <b>.8</b>   |
| 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         |
| <b>WMGK-FM</b> |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99         | 23                       | 683          | .3         | 2.1         | 19                        | 202          | .2         | 1.5        | 32                        | 222          | .4         | 2.6        | 41                       | 344          | .5         | 2.8         | 17                       | 173          | .2         | 1.8         |
| WI '99         | 22                       | 753          | .3         | 2.0         | 20                        | 297          | .2         | 1.5        | 38                        | 291          | .5         | 3.3        | 36                       | 434          | .4         | 2.5         | 13                       | 228          | .2         | 1.3         |
| FA '98         | 39                       | 895          | .5         | 3.4         | 40                        | 398          | .5         | 3.0        | 66                        | 361          | .8         | 5.8        | 63                       | 434          | .8         | 4.0         | 19                       | 290          | .2         | 1.8         |
| SU '98         | 43                       | 942          | .5         | 3.4         | 30                        | 279          | .4         | 2.3        | 75                        | 478          | .9         | 4.5        | 55                       | 494          | .7         | 3.5         | 23                       | 340          | .3         | 2.3         |
| <b>4-Book</b>  | <b>32</b>                | <b>818</b>   | <b>.4</b>  | <b>2.7</b>  | <b>27</b>                 | <b>294</b>   | <b>.3</b>  | <b>2.1</b> | <b>53</b>                 | <b>338</b>   | <b>.7</b>  | <b>4.1</b> | <b>49</b>                | <b>427</b>   | <b>.6</b>  | <b>3.2</b>  | <b>18</b>                | <b>258</b>   | <b>.2</b>  | <b>1.8</b>  |
| 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         |
| <b>WMMR-FM</b> |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99         | 39                       | 1065         | .5         | 3.5         | 39                        | 333          | .5         | 3.0        | 67                        | 487          | .8         | 5.4        | 45                       | 495          | .6         | 3.0         | 28                       | 381          | .3         | 3.0         |
| WI '99         | 35                       | 1078         | .4         | 3.1         | 48                        | 393          | .6         | 3.5        | 51                        | 377          | .6         | 4.4        | 46                       | 548          | .6         | 3.2         | 17                       | 338          | .2         | 1.8         |
| FA '98         | 40                       | 948          | .5         | 3.5         | 31                        | 284          | .4         | 2.3        | 68                        | 363          | .8         | 6.0        | 67                       | 586          | .8         | 4.3         | 24                       | 316          | .3         | 2.3         |
| SU '98         | 58                       | 1309         | .7         | 4.6         | 52                        | 366          | .6         | 4.0        | 110                       | 665          | 1.4        | 6.6        | 77                       | 733          | 1.0        | 5.0         | 34                       | 554          | .4         | 3.4         |
| <b>4-Book</b>  | <b>43</b>                | <b>1100</b>  | <b>.5</b>  | <b>3.7</b>  | <b>43</b>                 | <b>344</b>   | <b>.5</b>  | <b>3.2</b> | <b>74</b>                 | <b>473</b>   | <b>.9</b>  | <b>5.6</b> | <b>59</b>                | <b>591</b>   | <b>.8</b>  | <b>3.9</b>  | <b>26</b>                | <b>397</b>   | <b>.3</b>  | <b>2.6</b>  |
| 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         |
| <b>WNAP-AM</b> |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99         | *                        | 3            |            |             |                           | 3            |            |            |                           | 3            |            |            | *                        |              |            |             |                          |              |            |             |
| WI '99         |                          | 14           |            |             |                           | 3            |            |            |                           | 7            |            |            |                          |              |            |             | **                       | **           | **         | **          |
| FA '98         | **                       | **           | **         | **          | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **          | **                       | **           | **         | **          |
| SU '98         | 3                        | 46           |            | .2          | 3                         | 14           |            | .2         | 3                         | 30           |            | .2         | 1                        | 7            |            | .1          | **                       | **           | **         | **          |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98         | **                       | **           | **         | **          | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **          | **                       | **           | **         | **          |
| <b>WGL-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99         | 29                       | 681          | .4         | 2.6         | 31                        | 225          | .4         | 2.4        | 53                        | 293          | .7         | 4.3        | 32                       | 233          | .4         | 2.2         | 12                       | 178          | .1         | 1.3         |
| WI '99         | 22                       | 445          | .3         | 2.0         | 34                        | 172          | .4         | 2.5        | 45                        | 150          | .6         | 3.9        | 27                       | 174          | .3         | 1.9         | 7                        | 140          | .1         | .7          |
| FA '98         | 24                       | 702          | .3         | 2.1         | 20                        | 289          | .2         | 1.5        | 29                        | 245          | .4         | 2.6        | 34                       | 316          | .4         | 2.2         | 17                       | 137          | .2         | 1.6         |
| SU '98         | 32                       | 753          | .4         | 2.6         | 24                        | 213          | .3         | 1.9        | 57                        | 368          | .7         | 3.4        | 50                       | 371          | .6         | 3.2         | 13                       | 206          | .2         | 1.3         |
| <b>4-Book</b>  | <b>27</b>                | <b>645</b>   | <b>.4</b>  | <b>2.3</b>  | <b>27</b>                 | <b>225</b>   | <b>.3</b>  | <b>2.1</b> | <b>46</b>                 | <b>264</b>   | <b>.6</b>  | <b>3.6</b> | <b>36</b>                | <b>274</b>   | <b>.4</b>  | <b>2.4</b>  | <b>12</b>                | <b>165</b>   | <b>.2</b>  | <b>1.2</b>  |
| 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          |
| <b>WPEN-AM</b> |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99         | 1                        | 36           |            | .1          |                           |              |            |            |                           | 19           |            |            |                          |              |            |             | 1                        | 17           |            | .1          |
| WI '99         | 2                        | 21           |            | .2          | 2                         | 21           |            | .1         | 4                         | 9            |            | .3         | 3                        | 9            |            | .2          |                          | 5            |            |             |
| FA '98         |                          | 37           |            |             |                           | 9            |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SU '98         |                          | 26           |            |             |                           |              |            |            |                           | 9            |            |            |                          |              |            |             |                          |              |            |             |
| <b>4-Book</b>  | <b>1</b>                 | <b>30</b>    |            | <b>.1</b>   | <b>1</b>                  | <b>8</b>     |            |            | <b>1</b>                  | <b>9</b>     |            | <b>.1</b>  | <b>1</b>                 | <b>2</b>     |            | <b>.1</b>   |                          | <b>6</b>     |            |             |
| SP '98         |                          | 21           |            |             |                           |              |            |            |                           | 9            |            |            |                          | 11           |            |             |                          | 11           |            |             |
| <b>WPHI-FM</b> |                          |              |            |             |                           |              |            |            |                           |              |            |            |                          |              |            |             |                          |              |            |             |
| SP '99         | 133                      | 2646         | 1.6        | 12.0        | 129                       | 1281         | 1.6        | 9.9        | 131                       | 1257         | 1.6        | 10.6       | 188                      | 1650         | 2.3        | 12.6        | 114                      | 1399         | 1.4        | 12.3        |
| WI '99         | 135                      | 2601         | 1.7        | 12.1        | 130                       | 1267         | 1.6        | 9.5        | 104                       | 1134         | 1.3        | 9.1        | 184                      | 1626         | 2.3        | 12.7        | 147                      | 1461         | 1.8        | 15.2        |
| FA '98         | 150                      | 2477         | 1.9        | 13.1        | 139                       | 1213         | 1.7        | 10.3       | 102                       | 1183         | 1.3        | 9.0        | 226                      | 1629         | 2.8        | 14.5        | 172                      | 1366         | 2.1        | 16.4        |
| SU '98         | 153                      | 2642         | 1.9        | 12.2        | 125                       | 1134         | 1.5        | 9.7        | 179                       | 1637         | 2.2        | 10.7       | 213                      | 1754         | 2.6        | 13.7        | 157                      | 1477         | 1.9        | 15.6        |
| <b>4-Book</b>  | <b>143</b>               | <b>2592</b>  | <b>1.8</b> | <b>12.4</b> | <b>131</b>                | <b>1224</b>  | <b>1.6</b> | <b>9.9</b> | <b>129</b>                | <b>1303</b>  | <b>1.6</b> | <b>9.9</b> | <b>203</b>               | <b>1665</b>  | <b>2.5</b> | <b>13.4</b> | <b>148</b>               | <b>1426</b>  | <b>1.8</b> | <b>14.9</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Persons 12-24

|                 |     | Persons 12-24            |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
|-----------------|-----|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--|
|                 |     | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |  |
|                 |     | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |  |
| <b>WPHT-AM</b>  |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 1   | 42                       | .1           |            | 1          | 5                         | .1           |            |            | 4                         | 10           | .3         |            | 2                        | 15           | .1         |            | 1                        | 28           | .1         |            |  |
| WI '99          | 1   | 19                       | .1           |            | 3          | 10                        | .2           |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| FA '98          | 4   | 57                       | .3           |            | 11         | 32                        | .1           | .8         |            |                           |              |            |            | 1                        | 14           | .1         |            | 7                        | 11           | .1         | .7         |  |
| SU '98          | 2   | 64                       | .2           |            |            |                           |              |            |            | 4                         | 6            | .2         |            | 2                        | 20           | .1         |            | 3                        | 43           | .3         |            |  |
| 4-Book          | 2   | 46                       | .2           |            | 4          | 12                        | .3           |            |            | 2                         | 4            | .1         |            | 1                        | 15           | .1         |            | 3                        | 21           | .3         |            |  |
| SP '98          | 1   | 89                       | .1           |            | 1          | 23                        | .1           |            |            |                           | 9            |            |            |                          | 8            |            |            | 3                        | 42           | .3         |            |  |
| <b>WPLY-FM</b>  |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 95  | 2382                     | 1.2          | 8.5        | 100        | 984                       | 1.2          | 7.7        | 104        | 1090                      | 1.3          | 8.4        | 143        | 1547                     | 1.8          | 9.6        | 86         | 1217                     | 1.1          | 9.3        |            |  |
| WI '99          | 77  | 2101                     | 1.0          | 6.9        | 85         | 1032                      | 1.1          | 6.2        | 84         | 954                       | 1.0          | 7.3        | 113        | 1293                     | 1.4          | 7.8        | 63         | 995                      | .8           | 6.5        |            |  |
| FA '98          | 68  | 2119                     | .8           | 5.9        | 75         | 909                       | .9           | 5.6        | 57         | 813                       | .7           | 5.0        | 108        | 1306                     | 1.3          | 6.9        | 57         | 1013                     | .7           | 5.4        |            |  |
| 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        |            |  |
| 4-Book          | 81  | 2235                     | 1.0          | 7.0        | 84         | 974                       | 1.0          | 6.4        | 87         | 1046                      | 1.1          | 6.7        | 118        | 1355                     | 1.5          | 7.8        | 70         | 1046                     | .9           | 7.1        |            |  |
| 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        |            |  |
| <b>WSSJ-AM</b>  |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          |     | 30                       |              |            | 1          | 10                        | .1           |            |            | 10                        |              |            |            | 9                        |              |            |            |                          | 9            |            |            |  |
| WI '99          | 1   | 26                       | .1           |            | 3          | 18                        | .2           |            | 1          | 13                        | .1           |            |            |                          |              |            |            |                          |              |            |            |  |
| FA '98          | **  | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| SU '98          | **  | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| 4-Book          | **  | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| SP '98          | **  | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| <b>WUSL-FM</b>  |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 177 | 2965                     | 2.2          | 15.9       | 176        | 1504                      | 2.2          | 13.5       | 154        | 1436                      | 1.9          | 12.5       | 243        | 1840                     | 3.0          | 16.3       | 190        | 1537                     | 2.4          | 20.6       |            |  |
| WI '99          | 182 | 3038                     | 2.3          | 16.4       | 214        | 1577                      | 2.7          | 15.6       | 121        | 1267                      | 1.5          | 10.5       | 239        | 1876                     | 3.0          | 16.5       | 204        | 1605                     | 2.5          | 21.1       |            |  |
| FA '98          | 181 | 3122                     | 2.2          | 15.8       | 211        | 1625                      | 2.6          | 15.7       | 127        | 1380                      | 1.6          | 11.2       | 236        | 1892                     | 2.9          | 15.1       | 212        | 1727                     | 2.6          | 20.2       |            |  |
| 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       |            |  |
| 4-Book          | 182 | 3012                     | 2.3          | 15.8       | 189        | 1500                      | 2.4          | 14.2       | 152        | 1447                      | 1.9          | 11.6       | 240        | 1866                     | 3.0          | 15.9       | 200        | 1620                     | 2.5          | 20.3       |            |  |
| 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       |            |  |
| <b>+WVDB-AM</b> |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | *   | 10                       |              |            |            |                           |              |            |            |                           |              |            | *          |                          |              |            |            |                          |              |            |            |  |
| WI '99          |     | 6                        |              |            |            |                           |              |            |            | 6                         |              |            |            | 1                        | 6            | .1         |            | **                       | **           | **         | **         |  |
| FA '98          | 2   | 10                       | .2           |            |            |                           |              |            | 4          | 10                        | .4           |            |            |                          |              |            |            | **                       | **           | **         | **         |  |
| SU '98          | **  | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| 4-Book          | **  | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| SP '98          | **  | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| <b>WVDB-FM</b>  |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 5   | 191                      | .1           | .4         | 3          | 40                        | .2           |            | 12         | 111                       | .1           | 1.0        | 7          | 63                       | .1           | .5         | 2          | 44                       | .2           |            |            |  |
| WI '99          | 5   | 104                      | .1           | .4         | 2          | 29                        | .1           |            | 10         | 61                        | .1           | .9         | 7          | 46                       | .1           | .5         | 3          | 20                       | .3           |            |            |  |
| FA '98          | 3   | 133                      | .3           |            | 1          | 30                        | .1           |            | 3          | 58                        | .3           |            | 2          | 10                       | .1           |            | 5          | 47                       | .1           | .5         |            |  |
| SU '98          | 7   | 130                      | .1           | .6         | 9          | 55                        | .1           | .7         | 6          | 50                        | .1           | .4         | 4          | 39                       | .3           |            | 11         | 31                       | .1           | 1.1        |            |  |
| 4-Book          | 5   | 140                      | .1           | .4         | 4          | 39                        | .3           |            | 8          | 70                        | .1           | .7         | 5          | 40                       | .1           | .4         | 5          | 36                       | .1           | .5         |            |  |
| SP '98          | 1   | 46                       | .1           |            | 1          | 20                        | .1           |            | 3          | 27                        | .2           |            |            |                          |              |            |            |                          |              |            |            |  |
| <b>WWJZ-AM</b>  |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| WI '99          |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| FA '98          |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SU '98          |     | 7                        |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          | 7            |            |            |  |
| 4-Book          |     | 2                        |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          | 2            |            |            |  |
| SP '98          | 1   | 10                       | .1           |            | 2          | 10                        | .1           |            |            |                           |              |            |            |                          |              |            |            | 2                        | 10           | .2         |            |  |
| <b>WXTU-FM</b>  |     |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 31  | 456                      | .4           | 2.8        | 49         | 270                       | .6           | 3.8        | 45         | 234                       | .6           | 3.6        | 35         | 256                      | .4           | 2.4        | 16         | 198                      | .2           | 1.7        |            |  |
| WI '99          | 21  | 365                      | .3           | 1.9        | 18         | 147                       | .2           | 1.3        | 28         | 166                       | .3           | 2.4        | 30         | 228                      | .4           | 2.1        | 16         | 161                      | .2           | 1.7        |            |  |
| FA '98          | 33  | 470                      | .4           | 2.9        | 34         | 233                       | .4           | 2.5        | 50         | 246                       | .6           | 4.4        | 46         | 282                      | .6           | 3.0        | 15         | 174                      | .2           | 1.4        |            |  |
| 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        |            |  |
| 4-Book          | 31  | 433                      | .4           | 2.7        | 36         | 226                       | .4           | 2.8        | 47         | 231                       | .6           | 3.6        | 40         | 269                      | .5           | 2.7        | 17         | 180                      | .2           | 1.7        |            |  |
| 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         |            |  |

\*\* Station(s) not reported this survey.      \* Listener estimates adjusted for reported broadcast schedule.      + Station(s) changed call 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<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXXM-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 26                       | 1239         | .3         | 2.3         | 34                        | 427          | .4         | 2.6         | 16                        | 313          | .2         | 1.3         | 49                       | 762          | .6         | 3.3        | 20                       | 423          | .2         | 2.2        |
| WI '99         | 53                       | 1705         | .7         | 4.8         | 77                        | 781          | 1.0        | 5.6         | 61                        | 548          | .8         | 5.3         | 72                       | 969          | .9         | 5.0        | 31                       | 807          | .4         | 3.2        |
| FA '98         | 62                       | 1781         | .8         | 5.4         | 74                        | 839          | .9         | 5.5         | 69                        | 673          | .9         | 6.1         | 93                       | 1073         | 1.2        | 6.0        | 49                       | 746          | .6         | 4.7        |
| SU '98         | 65                       | 1818         | .8         | 5.2         | 45                        | 629          | .6         | 3.5         | 90                        | 992          | 1.1        | 5.4         | 92                       | 1105         | 1.1        | 5.9        | 46                       | 758          | .6         | 4.6        |
| <b>4-Book</b>  | <b>52</b>                | <b>1636</b>  | <b>.7</b>  | <b>4.4</b>  | <b>58</b>                 | <b>669</b>   | <b>.7</b>  | <b>4.3</b>  | <b>59</b>                 | <b>632</b>   | <b>.8</b>  | <b>4.5</b>  | <b>77</b>                | <b>977</b>   | <b>1.0</b> | <b>5.1</b> | <b>37</b>                | <b>684</b>   | <b>.5</b>  | <b>3.7</b> |
| 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        |
| <b>WYSP-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 126                      | 1772         | 1.6        | 11.3        | 285                       | 1117         | 3.5        | 21.8        | 140                       | 845          | 1.7        | 11.3        | 123                      | 838          | 1.5        | 8.3        | 79                       | 683          | 1.0        | 8.5        |
| WI '99         | 121                      | 1871         | 1.5        | 10.9        | 252                       | 1194         | 3.1        | 18.4        | 135                       | 923          | 1.7        | 11.8        | 132                      | 1015         | 1.6        | 9.1        | 71                       | 639          | .9         | 7.3        |
| FA '98         | 103                      | 1704         | 1.3        | 9.0         | 262                       | 1109         | 3.2        | 19.5        | 121                       | 731          | 1.5        | 10.7        | 96                       | 708          | 1.2        | 6.2        | 47                       | 556          | .6         | 4.5        |
| SU '98         | 115                      | 1977         | 1.4        | 9.2         | 277                       | 1245         | 3.4        | 21.5        | 130                       | 994          | 1.6        | 7.8         | 101                      | 853          | 1.2        | 6.5        | 61                       | 561          | .8         | 6.1        |
| <b>4-Book</b>  | <b>116</b>               | <b>1831</b>  | <b>1.5</b> | <b>10.1</b> | <b>269</b>                | <b>1166</b>  | <b>3.3</b> | <b>20.3</b> | <b>132</b>                | <b>873</b>   | <b>1.6</b> | <b>10.4</b> | <b>113</b>               | <b>854</b>   | <b>1.4</b> | <b>7.5</b> | <b>65</b>                | <b>610</b>   | <b>.8</b>  | <b>6.6</b> |
| 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        |
| <b>WYXR-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 33                       | 1100         | .4         | 3.0         | 22                        | 322          | .3         | 1.7         | 33                        | 335          | .4         | 2.7         | 33                       | 410          | .4         | 2.2        | 41                       | 507          | .5         | 4.4        |
| WI '99         | 44                       | 1206         | .5         | 4.0         | 46                        | 478          | .6         | 3.4         | 57                        | 327          | .7         | 5.0         | 46                       | 478          | .6         | 3.2        | 44                       | 454          | .5         | 4.5        |
| FA '98         | 42                       | 1281         | .5         | 3.7         | 37                        | 415          | .5         | 2.7         | 30                        | 303          | .4         | 2.7         | 42                       | 507          | .5         | 2.7        | 71                       | 658          | .9         | 6.8        |
| SU '98         | 46                       | 1200         | .6         | 3.7         | 35                        | 369          | .4         | 2.7         | 68                        | 470          | .8         | 4.1         | 45                       | 483          | .6         | 2.9        | 48                       | 531          | .6         | 4.8        |
| <b>4-Book</b>  | <b>41</b>                | <b>1197</b>  | <b>.5</b>  | <b>3.6</b>  | <b>35</b>                 | <b>396</b>   | <b>.5</b>  | <b>2.6</b>  | <b>47</b>                 | <b>359</b>   | <b>.6</b>  | <b>3.6</b>  | <b>42</b>                | <b>470</b>   | <b>.5</b>  | <b>2.8</b> | <b>51</b>                | <b>538</b>   | <b>.6</b>  | <b>5.1</b> |
| SP '98         | 58                       | 1500         | .7         | 4.8         | 38                        | 463          | .5         | 2.8         | 48                        | 409          | .6         | 3.7         | 72                       | 598          | .9         | 4.8        | 95                       | 718          | 1.2        | 9.3        |
| <b>WBYN-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 2                        | 33           |            | .2          | 2                         | 18           |            | .2          | 2                         | 9            |            | .2          | 4                        | 33           |            | .3         | 1                        | 8            |            | .1         |
| WI '99         |                          | 30           |            |             | 1                         | 22           |            | .1          |                           | 9            |            |             |                          | 9            |            |            |                          |              |            |            |
| FA '98         |                          | 28           |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SU '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 3                        | 115          |            | .3          | 1                         | 25           |            | .1          | 2                         | 25           |            | .2          | 9                        | 56           | .1         | .6         | 3                        | 47           |            | .3         |
| WI '99         | 3                        | 110          |            | .3          | 3                         | 27           |            | .2          | 3                         | 38           |            | .3          | 2                        | 43           |            | .1         | 2                        | 38           |            | .2         |
| FA '98         | 3                        | 182          |            | .3          | 3                         | 61           |            | .2          | 5                         | 76           | .1         | .4          | 3                        | 93           |            | .2         | 3                        | 57           |            | .3         |
| SU '98         | 2                        | 94           |            | .2          | 2                         | 36           |            | .2          | 2                         | 18           |            | .1          | 1                        | 18           |            | .1         | 3                        | 43           |            | .3         |
| <b>4-Book</b>  | <b>3</b>                 | <b>125</b>   |            | <b>.3</b>   | <b>2</b>                  | <b>37</b>    |            | <b>.2</b>   | <b>3</b>                  | <b>39</b>    |            | <b>.3</b>   | <b>4</b>                 | <b>53</b>    |            | <b>.3</b>  | <b>3</b>                 | <b>46</b>    |            | <b>.3</b>  |
| SP '98         | 4                        | 171          |            | .3          | 2                         | 76           |            | .1          |                           | 17           |            |             | 5                        | 86           | .1         | .3         | 8                        | 78           | .1         | .8         |
| <b>WKXV-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 4                        | 74           |            | .4          | 3                         | 33           |            | .2          | 3                         | 17           |            | .2          | 9                        | 33           | .1         | .6         | 4                        | 27           |            | .4         |
| WI '99         | 3                        | 167          |            | .3          | 6                         | 52           | .1         | .4          | 1                         | 42           |            | .1          | 4                        | 92           |            | .3         | 2                        | 33           |            | .2         |
| FA '98         | 7                        | 154          | .1         | .6          | 5                         | 21           | .1         | .4          | 7                         | 70           | .1         | .6          | 14                       | 66           | .2         | .9         | 4                        | 27           |            | .4         |
| SU '98         | 5                        | 172          | .1         | .4          | 4                         | 54           |            | .3          | 11                        | 78           | .1         | .7          | 8                        | 115          | .1         | .5         | 3                        | 61           |            | .3         |
| <b>4-Book</b>  | <b>5</b>                 | <b>142</b>   | <b>.1</b>  | <b>.4</b>   | <b>5</b>                  | <b>40</b>    | <b>.1</b>  | <b>.3</b>   | <b>6</b>                  | <b>52</b>    | <b>.1</b>  | <b>.4</b>   | <b>9</b>                 | <b>77</b>    | <b>.1</b>  | <b>.6</b>  | <b>3</b>                 | <b>37</b>    |            | <b>.3</b>  |
| SP '98         | 4                        | 102          |            | .3          | 1                         | 27           |            | .1          | 6                         | 20           | .1         | .5          | 6                        | 52           | .1         | .4         | 5                        | 42           | .1         | .5         |
| <b>WLEV-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 1                        | 43           |            | .1          | 1                         | 10           |            | .1          |                           |              |            |             | 1                        | 32           |            | .1         | 1                        | 15           |            | .1         |
| WI '99         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 3                        | 43           |            | .2          | 2                         | 35           |            | .2          | 2                         | 18           |            | .1          | 6                        | 27           | .1         | .4         | 2                        | 17           |            | .2         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         |                          | 14           |            |             |                           | 7            |            |             |                           | 7            |            |             |                          |              |            |            |                          |              |            |            |
| <b>WNJO-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 3                        | 108          |            | .3          | 3                         | 46           |            | .2          | 1                         | 26           |            | .1          | 4                        | 37           |            | .3         | 2                        | 53           |            | .2         |
| WI '99         | 4                        | 188          |            | .4          | 4                         | 56           |            | .3          | 5                         | 82           | .1         | .4          | 5                        | 94           | .1         | .3         | 2                        | 51           |            | .2         |
| FA '98         | 4                        | 119          |            | .3          | 2                         | 64           |            | .1          | 4                         | 39           |            | .4          | 9                        | 35           | .1         | .6         | 3                        | 35           |            | .3         |
| SU '98         | 2                        | 80           |            | .2          | 1                         | 8            |            | .1          | 2                         | 45           |            | .1          | 1                        | 24           |            | .1         | 4                        | 16           |            | .4         |
| <b>4-Book</b>  | <b>3</b>                 | <b>124</b>   |            | <b>.3</b>   | <b>3</b>                  | <b>44</b>    |            | <b>.2</b>   | <b>3</b>                  | <b>48</b>    |            | <b>.3</b>   | <b>5</b>                 | <b>48</b>    |            | <b>.3</b>  | <b>3</b>                 | <b>39</b>    |            | <b>.3</b>  |
| SP '98         | 5                        | 167          | .1         | .4          | 3                         | 41           |            | .2          | 7                         | 70           | .1         | .5          | 5                        | 82           | .1         | .3         | 4                        | 44           |            | .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 12-24

| Persons 12-24            |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |             |            |
|--------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|-------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |             | Monday-Friday<br>6AM-10AM |              |             |             | Monday-Friday<br>10AM-3PM |              |             |             | Monday-Friday<br>3PM-7PM |              |             |             | Monday-Friday<br>7PM-MID |              |             |             |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  |            |
| <b>WPST-FM</b>           |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |             |            |
| SP '99                   | 37           | 1480        | .5          | 3.3                       | 38           | 512         | .5          | 2.9                       | 34           | 561         | .4          | 2.8                      | 55           | 812         | .7          | 3.7                      | 33           | 618         | .4          | 3.6        |
| WI '99                   | 47           | 1554        | .6          | 4.2                       | 50           | 707         | .6          | 3.6                       | 41           | 501         | .5          | 3.6                      | 68           | 909         | .8          | 4.7                      | 49           | 705         | .6          | 5.1        |
| FA '98                   | 51           | 1492        | .6          | 4.4                       | 49           | 614         | .6          | 3.6                       | 48           | 515         | .6          | 4.2                      | 77           | 781         | 1.0         | 4.9                      | 49           | 642         | .6          | 4.7        |
| SU '98                   | 51           | 1716        | .6          | 4.1                       | 45           | 571         | .6          | 3.5                       | 56           | 774         | .7          | 3.4                      | 64           | 986         | .8          | 4.1                      | 50           | 725         | .6          | 5.0        |
| <b>4-Book</b>            | <b>47</b>    | <b>1561</b> | <b>.6</b>   | <b>4.0</b>                | <b>46</b>    | <b>601</b>  | <b>.6</b>   | <b>3.4</b>                | <b>45</b>    | <b>588</b>  | <b>.6</b>   | <b>3.5</b>               | <b>66</b>    | <b>872</b>  | <b>.8</b>   | <b>4.4</b>               | <b>45</b>    | <b>673</b>  | <b>.6</b>   | <b>4.6</b> |
| SP '98                   | 43           | 1429        | .5          | 3.6                       | 45           | 622         | .6          | 3.3                       | 49           | 561         | .6          | 3.8                      | 53           | 681         | .7          | 3.5                      | 42           | 620         | .5          | 4.1        |
| <b>TOTALS</b>            |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |             |            |
| SP '99                   | 1112         | 7811        | 13.8        |                           | 1306         | 6039        | 16.2        |                           | 1234         | 5129        | 15.3        |                          | 1488         | 6632        | 18.5        |                          | 924          | 5665        | 11.5        |            |
| WI '99                   | 1113         | 7740        | 13.8        |                           | 1370         | 6355        | 17.0        |                           | 1148         | 4926        | 14.2        |                          | 1452         | 6513        | 18.0        |                          | 969          | 5764        | 12.0        |            |
| FA '98                   | 1148         | 7726        | 14.2        |                           | 1346         | 6252        | 16.7        |                           | 1130         | 4924        | 14.0        |                          | 1558         | 6379        | 19.3        |                          | 1049         | 5785        | 13.0        |            |
| SU '98                   | 1253         | 7714        | 15.5        |                           | 1289         | 5781        | 15.9        |                           | 1670         | 6259        | 20.7        |                          | 1553         | 6600        | 19.2        |                          | 1006         | 5770        | 12.4        |            |
| <b>4-Book</b>            | <b>1157</b>  | <b>7748</b> | <b>14.3</b> |                           | <b>1328</b>  | <b>6107</b> | <b>16.5</b> |                           | <b>1296</b>  | <b>5310</b> | <b>16.1</b> |                          | <b>1513</b>  | <b>6531</b> | <b>18.8</b> |                          | <b>987</b>   | <b>5746</b> | <b>12.2</b> |            |
| SP '98                   | 1198         | 7793        | 14.8        |                           | 1360         | 6309        | 16.8        |                           | 1286         | 5393        | 15.9        |                          | 1493         | 6660        | 18.5        |                          | 1027         | 5833        | 12.7        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| Persons 12-24            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |      |    |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |    |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 20           | 493        | .2         | 1.5                | 9            | 281        | .1         | 1.1                  | 18           | 80         | .2         | 3.3                  | 4            | 26         | .3         | 1                   | 8            | .1         | .1         |      |    |
| 4-Book                   | 18           | 506        | .2         | 1.4                | 8            | 247        | .1         | 1.0                  | 20           | 84         | .3         | 3.3                  | 6            | 39         | .1         | .4                  | 5            | 26         | .1         | .4   |    |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 81           | 841        | 1.0        | 6.1                | 20           | 468        | .2         | 2.4                  | 14           | 75         | .2         | 2.5                  | 33           | 147        | .4         | 2.4                 | 6            | 30         | .1         | .6   |    |
| 4-Book                   | 62           | 754        | .8         | 4.6                | 28           | 444        | .4         | 3.2                  | 23           | 88         | .3         | 3.9                  | 45           | 144        | .6         | 3.2                 | 33           | 92         | .4         | 2.8  |    |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 2            | 26         | .1         |                    | 2            | 52         | .2         |                      | 1            | 5          | .2         |                      |              |            |            |                     |              |            |            |      |    |
| 4-Book                   | 3            | 57         | .2         |                    | 4            | 53         | .1         | .4                   | 2            | 5          | .3         |                      | 1            | 4          | .1         |                     | 1            | 3          | .1         |      |    |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 48           | 528        | .6         | 3.6                | 42           | 440        | .5         | 5.0                  | 42           | 95         | .5         | 7.6                  | 44           | 146        | .5         | 3.3                 | 72           | 120        | .9         | 6.9  |    |
| 4-Book                   | 44           | 530        | .6         | 3.2                | 34           | 371        | .4         | 3.9                  | 29           | 69         | .3         | 4.8                  | 37           | 108        | .5         | 2.7                 | 45           | 104        | .6         | 4.1  |    |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 4            | 57         | .3         |                    | 3            | 49         | .4         |                      | 1            | 5          | .2         |                      | 13           | 24         | .2         | 1.0                 | 4            | 16         | .4         |      |    |
| 4-Book                   | 7            | 56         | .1         | .6                 | 4            | 43         | .5         |                      | 4            | 12         | .6         |                      | 10           | 23         | .1         | .7                  | 8            | 14         | .1         | .7   |    |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | **           | 5          | **         | **                 | **           | 5          | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |    |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |    |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   |              | 5          |            |                    |              | 23         |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| 4-Book                   |              | 8          |            |                    | 1            | 17         | .1         |                      |              |            |            |                      |              |            |            | 3                   | 7            | .1         | .3         |      |    |
| <b>WIOQ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 144          | 2822       | 1.8        | 10.8               | 100          | 1885       | 1.2        | 11.9                 | 46           | 224        | .6         | 8.3                  | 157          | 765        | 1.9        | 11.6                | 127          | 624        | 1.6        | 12.1 |    |
| 4-Book                   | 143          | 2475       | 1.8        | 10.4               | 99           | 1697       | 1.2        | 11.3                 | 61           | 273        | .8         | 10.1                 | 158          | 713        | 2.0        | 11.4                | 135          | 583        | 1.7        | 11.6 |    |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 15           | 225        | .2         | 1.1                | 10           | 169        | .1         | 1.2                  | 11           | 53         | .1         | 2.0                  | 23           | 61         | .3         | 1.7                 | 16           | 42         | .2         | 1.5  |    |
| 4-Book                   | 18           | 279        | .2         | 1.3                | 9            | 171        | .1         | 1.0                  | 5            | 24         | .9         |                      | 14           | 57         | .2         | 1.0                 | 11           | 38         | .1         | 1.0  |    |
| <b>WJZZ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 13           | 238        | .2         | 1.0                | 10           | 148        | .1         | 1.2                  | 12           | 24         | .1         | 2.2                  | 19           | 52         | .2         | 1.4                 | 10           | 32         | .1         | 1.0  |    |
| 4-Book                   | 19           | 216        | .3         | 1.4                | 12           | 146        | .1         | 1.3                  | 13           | 36         | .2         | 2.1                  | 21           | 42         | .2         | 1.5                 | 13           | 37         | .2         | 1.1  |    |
| <b>VMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 31           | 553        | .4         | 2.3                | 14           | 274        | .2         | 1.7                  | 8            | 65         | .1         | 1.4                  | 31           | 117        | .4         | 2.3                 | 21           | 92         | .3         | 2.0  |    |
| 4-Book                   | 44           | 667        | .6         | 3.2                | 19           | 357        | .2         | 2.2                  | 13           | 58         | .2         | 2.0                  | 36           | 126        | .5         | 2.5                 | 39           | 133        | .5         | 3.2  |    |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 52           | 785        | .6         | 3.9                | 24           | 585        | .3         | 2.9                  | 12           | 69         | .1         | 2.2                  | 45           | 212        | .6         | 3.3                 | 28           | 131        | .3         | 2.7  |    |
| 4-Book                   | 60           | 879        | .7         | 4.3                | 25           | 517        | .3         | 2.9                  | 14           | 62         | .2         | 2.3                  | 56           | 218        | .7         | 4.0                 | 45           | 174        | .5         | 3.8  |    |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | *            | 3          | *          | *                  | *            | 3          | *          | *                    | *            | *          | *          | *                    | *            | 3          | *          | *                   | *            | *          | 1          | 3    | .1 |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   | ** |
| <b>WOGL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 40           | 502        | .5         | 3.0                | 20           | 318        | .2         | 2.4                  | 16           | 62         | .2         | 2.9                  | 35           | 108        | .4         | 2.6                 | 26           | 89         | .3         | 2.5  |    |
| 4-Book                   | 37           | 474        | .5         | 2.7                | 17           | 286        | .2         | 2.0                  | 10           | 44         | .1         | 1.7                  | 37           | 108        | .5         | 2.6                 | 23           | 83         | .3         | 1.9  |    |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   |              | 19         |            |                    | 1            | 25         | .1         |                      |              |            |            |                      | 2            | 10         | .1         |                     |              |            |            |      |    |
| 4-Book                   | 1            | 15         | .1         |                    | 1            | 23         | .1         |                      | 2            | 7          | .3         |                      | 1            | 8          | .1         |                     | 1            | 4          | .1         |      |    |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 148          | 2274       | 1.8        | 11.1               | 121          | 1627       | 1.5        | 14.4                 | 94           | 356        | 1.2        | 17.0                 | 210          | 675        | 2.6        | 15.6                | 121          | 475        | 1.5        | 11.5 |    |
| 4-Book                   | 152          | 2261       | 1.9        | 11.1               | 123          | 1580       | 1.5        | 14.0                 | 73           | 277        | .9         | 12.2                 | 203          | 676        | 2.5        | 14.6                | 161          | 534        | 2.0        | 13.8 |    |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 1            | 15         | .1         |                    | 1            | 24         | .1         |                      | 1            | 5          | .2         |                      |              |            |            |                     |              |            |            |      |    |
| 4-Book                   | 2            | 25         | .2         |                    | 1            | 11         | .1         |                      | 1            | 1          | .1         |                      |              |            |            |                     |              |            |            |      |    |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates



Target Listener Estimates - Persons 12-24

| Persons 12-24            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |      |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |
| WPLY-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 115          | 2147       | 1.4        | 8.6                | 65           | 1196       | .8         | 7.7                  | 19           | 135        | .2         | 3.4                  | 96           | 501        | 1.2        | 7.1                 | 77           | 345        | 1.0        | 7.3  |
| 4-Book                   | 95           | 1938       | 1.2        | 7.0                | 62           | 1233       | .8         | 7.0                  | 32           | 174        | .4         | 5.3                  | 100          | 510        | 1.3        | 7.2                 | 79           | 403        | 1.0        | 6.8  |
| WSSJ-AM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   |              | 19         |            |                    |              | 11         |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| WUSL-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 188          | 2620       | 2.3        | 14.1               | 147          | 1882       | 1.8        | 17.5                 | 75           | 294        | .9         | 13.6                 | 256          | 814        | 3.2        | 19.0                | 222          | 712        | 2.8        | 21.2 |
| 4-Book                   | 190          | 2627       | 2.4        | 13.9               | 154          | 1869       | 1.9        | 17.5                 | 101          | 355        | 1.3        | 16.7                 | 237          | 803        | 2.9        | 17.1                | 215          | 663        | 2.7        | 18.5 |
| +WVDB-AM                 |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | *            |            |            |                    | * 2          | 10         |            | .2                   | 1            | 10         |            | .2                   | 7            | 10         | .1         | .5                  | *            |            |            |      |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| WVDB-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 7            | 146        | .1         | .5                 | 4            | 83         |            | .5                   |              |            |            |                      | 4            | 36         |            | .3                  | 2            | 9          |            | .2   |
| 4-Book                   | 6            | 102        | .1         | .4                 | 4            | 58         | .1         | .5                   | 4            | 7          | .1         | .6                   | 4            | 19         |            | .3                  | 1            | 2          |            | .1   |
| WVJZ-AM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| 4-Book                   |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| WXTU-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 43           | 367        | .5         | 3.2                | 18           | 234        | .2         | 2.1                  | 23           | 89         | .3         | 4.2                  | 19           | 87         | .2         | 1.4                 | 31           | 95         | .4         | 3.0  |
| 4-Book                   | 42           | 352        | .5         | 3.0                | 21           | 265        | .3         | 2.3                  | 21           | 82         | .3         | 3.4                  | 27           | 103        | .3         | 1.9                 | 33           | 97         | .4         | 2.8  |
| WXXM-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 32           | 1041       | .4         | 2.4                | 19           | 522        | .2         | 2.3                  | 23           | 125        | .3         | 4.2                  | 19           | 174        | .2         | 1.4                 | 26           | 160        | .3         | 2.5  |
| 4-Book                   | 64           | 1355       | .8         | 4.7                | 39           | 852        | .5         | 4.4                  | 25           | 130        | .3         | 4.2                  | 73           | 322        | .9         | 5.2                 | 50           | 256        | .6         | 4.2  |
| WYSP-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 180          | 1530       | 2.2        | 13.5               | 63           | 852        | .8         | 7.5                  | 67           | 183        | .8         | 12.1                 | 71           | 355        | .9         | 5.3                 | 61           | 267        | .8         | 5.8  |
| 4-Book                   | 168          | 1632       | 2.1        | 12.3               | 59           | 821        | .7         | 6.7                  | 54           | 176        | .7         | 9.1                  | 92           | 345        | 1.2        | 6.6                 | 62           | 243        | .8         | 5.3  |
| WYXR-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 30           | 708        | .4         | 2.2                | 32           | 508        | .4         | 3.8                  | 4            | 38         |            | .7                   | 39           | 153        | .5         | 2.9                 | 56           | 131        | .7         | 5.3  |
| 4-Book                   | 42           | 795        | .5         | 3.0                | 34           | 579        | .4         | 3.8                  | 18           | 60         | .2         | 2.9                  | 40           | 153        | .5         | 2.9                 | 46           | 138        | .6         | 3.9  |
| WBYN-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 2            | 33         |            | .1                 | 2            | 18         |            | .2                   | 1            | 8          |            | .2                   | 2            | 9          |            | .1                  | 5            | 9          | .1         | .5   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| WJBR-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 4            | 78         |            | .3                 | 3            | 26         |            | .4                   |              |            |            |                      | 6            | 13         | .1         | .4                  | 7            | 7          | .1         | .7   |
| 4-Book                   | 3            | 88         |            | .2                 | 2            | 43         |            | .3                   | 1            | 2          |            | .1                   | 4            | 15         | .1         | .3                  | 4            | 8          | .1         | .3   |
| WKXW-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 5            | 42         | .1         | .4                 | 2            | 32         |            | .2                   | 2            | 9          |            | .4                   | 6            | 22         | .1         | .4                  |              |            |            |      |
| 4-Book                   | 7            | 104        | .1         | .5                 | 3            | 50         |            | .3                   | 4            | 17         | .1         | .6                   | 3            | 13         | .1         | .2                  |              |            |            | 2    |
| WLEV-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 1            | 43         |            | .1                 | 1            | 34         |            | .1                   |              |            |            |                      |              |            |            |                     | 3            | 10         |            | .3   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| WNJO-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 3            | 73         |            | .2                 | 4            | 51         |            | .5                   | 1            | 8          |            | .2                   | 14           | 42         | .2         | 1.0                 | 8            | 26         | .1         | .8   |
| 4-Book                   | 4            | 88         | .1         | .3                 | 3            | 62         |            | .4                   | 2            | 4          |            | .3                   | 10           | 44         | .1         | .7                  | 4            | 17         | .1         | .3   |
| WPST-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 41           | 1247       | .5         | 3.1                | 33           | 809        | .4         | 3.9                  | 22           | 119        | .3         | 4.0                  | 56           | 255        | .7         | 4.2                 | 28           | 177        | .3         | 2.7  |
| 4-Book                   | 51           | 1276       | .6         | 3.8                | 38           | 868        | .5         | 4.3                  | 22           | 118        | .3         | 3.7                  | 59           | 283        | .7         | 4.3                 | 53           | 246        | .6         | 4.5  |
| TOTALS                   |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 1335         | 7522       | 16.6       |                    | 842          | 6464       | 10.4       |                      | 552          | 1794       | 6.8        |                      | 1349         | 3742       | 16.7       |                     | 1048         | 2845       | 13.0       |      |
| 4-Book                   | 1373         | 7520       | 17.0       |                    | 881          | 6420       | 10.9       |                      | 602          | 1864       | 7.4        |                      | 1391         | 3757       | 17.2       |                     | 1166         | 3046       | 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

## Persons 12-24

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| KYW -AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 4                   | 36           |            | .4         | 25                 | 111          | .3         | 5.7        | 2                  | 25           |            | .2         | 12                | 29           | .1         | 1.6        | 7                 | 78           | .1         | 1.1        |
| 4-Book   | 3                   | 23           |            | .4         | 18                 | 80           | .2         | 4.1        | 7                  | 49           | .1         | .7         | 6                 | 21           | .1         | .7         | 5                 | 37           | .1         | .8         |
| WBEB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 23                  | 90           | .3         | 2.5        | 12                 | 58           | .1         | 2.7        | 24                 | 136          | .3         | 2.6        | 13                | 71           | .2         | 1.8        | 26                | 118          | .3         | 4.0        |
| 4-Book   | 27                  | 97           | .3         | 2.9        | 15                 | 51           | .2         | 3.4        | 25                 | 100          | .3         | 2.8        | 30                | 94           | .4         | 3.5        | 27                | 122          | .3         | 4.1        |
| WDAS-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 8                  | 36           | .1         | 1.8        | 3                  | 18           |            | .3         |                   |              |            |            | 4                 | 11           |            | .6         |
| 4-Book   |                     |              |            |            | 12                 | 40           | .1         | 2.6        | 9                  | 31           | .1         | 1.1        | 1                 | 7            |            | .1         | 2                 | 6            |            | .3         |
| WDAS-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 70                  | 127          | .9         | 7.7        | 16                 | 59           | .2         | 3.6        | 30                 | 118          | .4         | 3.2        | 28                | 94           | .3         | 3.8        | 33                | 84           | .4         | 5.1        |
| 4-Book   | 39                  | 87           | .5         | 4.2        | 20                 | 47           | .2         | 4.5        | 25                 | 74           | .3         | 2.8        | 32                | 89           | .4         | 3.7        | 45                | 98           | .6         | 6.9        |
| +WEMG-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WURD-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 7                   | 26           | .1         | .8         |                    |              |            |            | 1                  | 10           |            | .1         |                   |              |            |            |                   |              |            |            |
| 4-Book   | 4                   | 14           |            | .4         | 1                  | 6            |            | .3         | 4                  | 14           | .1         | .5         | 4                 | 6            | .1         | .4         |                   |              |            |            |
| WFIL-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | 1                  | 5            |            | .2         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WHAT-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            | 4                  | 23           |            | .4         |                   |              |            |            |                   |              |            |            |
| 4-Book   | 1                   | 2            |            | .1         | 1                  | 2            |            | .2         | 1                  | 6            |            | .1         |                   |              |            |            | 1                 | 2            |            | .1         |
| WIOQ-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 111                 | 513          | 1.4        | 12.2       | 55                 | 262          | .7         | 12.5       | 125                | 670          | 1.6        | 13.5       | 95                | 439          | 1.2        | 12.8       | 70                | 333          | .9         | 10.8       |
| 4-Book   | 107                 | 498          | 1.3        | 11.7       | 48                 | 221          | .6         | 10.9       | 120                | 567          | 1.5        | 13.0       | 101               | 416          | 1.3        | 11.8       | 52                | 264          | .6         | 8.0        |
| WIP -AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 12                  | 43           | .1         | 1.3        | 2                  | 9            |            | .5         | 2                  | 18           |            | .2         | 1                 | 10           |            | .1         | 7                 | 37           | .1         | 1.1        |
| 4-Book   | 7                   | 34           | .1         | .8         | 3                  | 9            | .1         | .7         | 7                  | 41           | .1         | .7         | 9                 | 33           | .1         | 1.1        | 9                 | 53           | .1         | 1.4        |
| WJZZ-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 20                  | 54           | .2         | 2.2        | 4                  | 20           |            | .9         | 2                  | 16           |            | .2         | 4                 | 19           |            | .5         | 4                 | 18           |            | .6         |
| 4-Book   | 13                  | 39           | .2         | 1.5        | 6                  | 20           | .1         | 1.4        | 8                  | 23           | .1         | .8         | 10                | 27           | .1         | 1.2        | 8                 | 26           | .1         | 1.1        |
| WMGK-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 12                  | 51           | .1         | 1.3        | 5                  | 28           | .1         | 1.1        | 21                 | 110          | .3         | 2.3        | 2                 | 18           |            | .3         | 4                 | 36           |            | .6         |
| 4-Book   | 16                  | 85           | .2         | 1.8        | 5                  | 26           | .1         | 1.0        | 21                 | 101          | .3         | 2.3        | 14                | 58           | .2         | 1.6        | 9                 | 54           | .1         | 1.4        |
| WMMR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 25                  | 144          | .3         | 2.7        | 2                  | 18           |            | .5         | 22                 | 136          | .3         | 2.4        | 29                | 129          | .4         | 3.9        | 23                | 138          | .3         | 3.5        |
| 4-Book   | 22                  | 127          | .3         | 2.4        | 5                  | 19           | .1         | 1.2        | 24                 | 119          | .3         | 2.6        | 22                | 101          | .3         | 2.6        | 12                | 82           | .2         | 1.9        |
| WNAP-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | *                 | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WOGL-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 10                  | 45           | .1         | 1.1        | 30                 | 75           | .4         | 6.8        | 21                 | 74           | .3         | 2.3        | 9                 | 28           | .1         | 1.2        | 13                | 40           | .2         | 2.0        |
| 4-Book   | 8                   | 44           | .1         | .9         | 18                 | 47           | .2         | 4.1        | 17                 | 67           | .2         | 1.8        | 14                | 50           | .2         | 1.6        | 12                | 38           | .2         | 1.8        |
| WPEN-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 1                   | 6            |            | .1         |                    |              |            |            |                    |              |            |            |                   |              |            |            | 2                 | 15           |            | .3         |
| 4-Book   |                     | 4            |            |            | 1                  | 1            |            | .1         | 1                  | 1            |            |            | 1                 | 6            |            | .2         | 1                 | 4            |            | .1         |
| WPHI-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 128                 | 488          | 1.6        | 14.1       | 65                 | 171          | .8         | 14.8       | 135                | 473          | 1.7        | 14.6       | 98                | 358          | 1.2        | 13.2       | 94                | 351          | 1.2        | 14.5       |
| 4-Book   | 152                 | 559          | 1.9        | 16.5       | 48                 | 166          | .6         | 10.9       | 112                | 422          | 1.4        | 12.3       | 118               | 392          | 1.5        | 13.8       | 98                | 347          | 1.2        | 15.1       |
| WPHT-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            | 3                 | 18           |            | .4         |                   |              |            |            |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            | 3                 | 9            |            | .4         |                   |              |            |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 12-24

Target Listener Estimates - Persons 12-24

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPLY-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 72                  | 328          | .9         | 7.9        | 29                 | 150          | .4         | 6.6        | 95                 | 461          | 1.2        | 10.2       | 69                | 301          | .9         | 9.3        | 51                | 253          | .6         | 7.9        |
| 4-Book   | 69                  | 370          | .9         | 7.5        | 28                 | 155          | .4         | 6.4        | 74                 | 377          | .9         | 8.0        | 63                | 290          | .8         | 7.4        | 42                | 226          | .5         | 6.4        |
| WSSJ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            | 3                 | 11           | .4         |            |                   |              |            |            |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WUSL-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 147                 | 620          | 1.8        | 16.2       | 57                 | 213          | .7         | 13.0       | 148                | 530          | 1.8        | 16.0       | 134               | 492          | 1.7        | 18.1       | 113               | 371          | 1.4        | 17.4       |
| 4-Book   | 174                 | 590          | 2.2        | 19.1       | 78                 | 266          | 1.0        | 17.6       | 163                | 588          | 2.0        | 17.8       | 140               | 494          | 1.8        | 16.5       | 105               | 389          | 1.3        | 16.1       |
| +WWDB-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            | *                 |              |            |            |                   |              |            |            |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WWDB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 2                   | 9            | .2         | .3         | 3                  | 20           | .7         | .4         | 15                 | 65           | .2         | 1.6        | 1                 | 9            | .1         | .5         | 2                 | 9            | .3         | .3         |
| 4-Book   | 3                   | 8            | .3         | .3         | 2                  | 9            | .4         | .4         | 12                 | 32           | .2         | 1.3        | 5                 | 11           | .1         | .5         | 2                 | 12           | .3         | .3         |
| WVJZ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WXTU-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 17                  | 85           | .2         | 1.9        | 15                 | 91           | .2         | 3.4        | 16                 | 64           | .2         | 1.7        | 17                | 42           | .2         | 2.3        | 11                | 60           | .1         | 1.7        |
| 4-Book   | 22                  | 64           | .3         | 2.4        | 12                 | 56           | .1         | 2.7        | 21                 | 91           | .3         | 2.3        | 20                | 69           | .3         | 2.3        | 14                | 55           | .2         | 2.2        |
| WXXM-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 15                  | 101          | .2         | 1.6        | 9                  | 75           | .1         | 2.1        | 13                 | 112          | .2         | 1.4        | 28                | 142          | .3         | 3.8        | 19                | 107          | .2         | 2.9        |
| 4-Book   | 34                  | 195          | .4         | 3.7        | 13                 | 70           | .2         | 3.0        | 44                 | 221          | .6         | 4.6        | 39                | 220          | .5         | 4.5        | 30                | 175          | .4         | 4.6        |
| WYSP-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 75                  | 242          | .9         | 8.2        | 26                 | 95           | .3         | 5.9        | 86                 | 304          | 1.1        | 9.3        | 58                | 160          | .7         | 7.8        | 52                | 203          | .6         | 8.0        |
| 4-Book   | 56                  | 200          | .7         | 6.1        | 19                 | 77           | .2         | 4.2        | 70                 | 272          | .9         | 7.7        | 60                | 181          | .8         | 7.1        | 47                | 169          | .6         | 7.2        |
| WYXR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 52                  | 165          | .6         | 5.7        | 15                 | 45           | .2         | 3.4        | 32                 | 202          | .4         | 3.5        | 29                | 93           | .4         | 3.9        | 25                | 101          | .3         | 3.9        |
| 4-Book   | 40                  | 154          | .5         | 4.3        | 22                 | 75           | .3         | 4.9        | 39                 | 197          | .5         | 4.3        | 31                | 121          | .4         | 3.6        | 31                | 131          | .4         | 4.9        |
| WBYN-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 2                  | 9            | .5         | .3         | 3                  | 9            | .3         | .3         | 4                 | 9            | .5         | .5         | 1                 | 8            | .2         | .2         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WJBR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     | 7            |            |            | 2                  | 7            | .3         |            | 2                  | 7            | .2         |            | 1                 | 6            | .1         |            | 3                 | 11           | .5         |            |
| 4-Book   | 3                   | 12           | .3         |            | 2                  | 7            | .3         |            | 1                  | 7            | .1         |            | 1                 | 10           | .1         |            | 2                 | 8            | .3         |            |
| WKXV-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 2                   | 9            | .2         |            |                    | 4            | .3         |            | 5                  | 9            | .1         | .5         |                   | 7            | .3         |            | 1                 | 3            | .2         |            |
| 4-Book   | 4                   | 17           | .1         | .5         | 1                  | 4            | .3         |            | 4                  | 14           | .1         | .4         | 3                 | 7            | .3         |            | 1                 | 3            | .2         |            |
| WLEV-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            | 4                 | 24           | .5         |            |                   |              |            |            |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WNJO-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     | 8            |            |            | 1                  | 8            | .2         |            | 2                  | 17           | .2         |            | 2                 | 9            | .3         |            |                   |              |            |            |
| 4-Book   |                     | 4            |            |            | 3                  | 9            | .6         |            | 3                  | 13           | .3         |            | 4                 | 16           | .5         |            | 1                 | 7            | .2         |            |
| WPST-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 30                  | 188          | .4         | 3.3        | 13                 | 101          | .2         | 3.0        | 42                 | 257          | .5         | 4.5        | 41                | 183          | .5         | 5.5        | 27                | 139          | .3         | 4.2        |
| 4-Book   | 41                  | 239          | .5         | 4.4        | 14                 | 91           | .2         | 3.3        | 39                 | 240          | .5         | 4.3        | 43                | 196          | .5         | 5.0        | 32                | 159          | .4         | 4.8        |
| TOTALS   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 910                 | 2742         | 11.3       |            | 439                | 1505         | 5.4        |            | 927                | 2996         | 11.5       |            | 741               | 2253         | 9.2        |            | 649               | 2169         | 8.0        |            |
| 4-Book   | 918                 | 2727         | 11.4       |            | 440                | 1443         | 5.5        |            | 918                | 2843         | 11.4       |            | 856               | 2356         | 10.6       |            | 653               | 2079         | 8.1        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 18-34

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYV -AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 38                       | 1478         | .3         | 1.9        | 113                       | 1009         | 1.0        | 3.8        | 27                        | 386          | .2         | .9         | 44                       | 567          | .4         | 1.7        | 9                        | 228          | .1         | .9          |
| WI '99          | 42                       | 1682         | .4         | 2.1        | 126                       | 1148         | 1.1        | 4.2        | 30                        | 420          | .3         | 1.0        | 48                       | 657          | .4         | 1.9        | 17                       | 306          | .2         | 1.6         |
| FA '98          | 31                       | 1450         | .3         | 1.5        | 90                        | 872          | .8         | 3.0        | 26                        | 431          | .2         | .9         | 31                       | 559          | .3         | 1.2        | 11                       | 233          | .1         | 1.0         |
| 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         |
| <b>4-Book</b>   | <b>39</b>                | <b>1596</b>  | <b>.4</b>  | <b>1.9</b> | <b>111</b>                | <b>1002</b>  | <b>1.0</b> | <b>3.8</b> | <b>29</b>                 | <b>426</b>   | <b>.3</b>  | <b>1.0</b> | <b>44</b>                | <b>614</b>   | <b>.4</b>  | <b>1.7</b> | <b>14</b>                | <b>279</b>   | <b>.1</b>  | <b>1.2</b>  |
| 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         |
| <b>WBEB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 130                      | 1886         | 1.1        | 6.3        | 147                       | 960          | 1.3        | 4.9        | 275                       | 963          | 2.4        | 9.0        | 165                      | 947          | 1.5        | 6.5        | 60                       | 631          | .5         | 5.7         |
| WI '99          | 113                      | 1551         | 1.0        | 5.5        | 131                       | 738          | 1.2        | 4.4        | 191                       | 778          | 1.7        | 6.4        | 138                      | 816          | 1.2        | 5.4        | 53                       | 528          | .5         | 4.9         |
| FA '98          | 111                      | 1689         | 1.0        | 5.3        | 131                       | 868          | 1.2        | 4.4        | 209                       | 838          | 1.8        | 7.0        | 145                      | 904          | 1.3        | 5.5        | 46                       | 566          | .4         | 4.0         |
| 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         |
| <b>4-Book</b>   | <b>116</b>               | <b>1716</b>  | <b>1.0</b> | <b>5.6</b> | <b>131</b>                | <b>861</b>   | <b>1.2</b> | <b>4.5</b> | <b>226</b>                | <b>881</b>   | <b>2.0</b> | <b>7.4</b> | <b>143</b>               | <b>891</b>   | <b>1.3</b> | <b>5.6</b> | <b>53</b>                | <b>576</b>   | <b>.5</b>  | <b>4.8</b>  |
| 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         |
| <b>WDAS-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 12                       | 118          | .1         | .6         | 12                        | 59           | .1         | .4         | 22                        | 84           | .2         | .7         | 12                       | 47           | .1         | .5         | 6                        | 42           | .1         | .6          |
| WI '99          | 17                       | 245          | .2         | .8         | 26                        | 116          | .2         | .9         | 18                        | 74           | .2         | .6         | 18                       | 75           | .2         | .7         | 9                        | 77           | .1         | .8          |
| FA '98          | 13                       | 210          | .1         | .6         | 27                        | 125          | .2         | .9         | 12                        | 59           | .1         | .4         | 12                       | 81           | .1         | .5         | 3                        | 28           |            | .3          |
| SU '98          | 11                       | 123          | .1         | .5         | 26                        | 89           | .2         | .9         | 18                        | 42           | .2         | .6         | 4                        | 17           |            | .2         |                          |              |            |             |
| <b>4-Book</b>   | <b>13</b>                | <b>174</b>   | <b>.1</b>  | <b>.6</b>  | <b>23</b>                 | <b>97</b>    | <b>.2</b>  | <b>.8</b>  | <b>18</b>                 | <b>65</b>    | <b>.2</b>  | <b>.6</b>  | <b>12</b>                | <b>55</b>    | <b>.1</b>  | <b>.5</b>  | <b>5</b>                 | <b>37</b>    | <b>.1</b>  | <b>.4</b>   |
| SP '98          | 8                        | 216          | .1         | .4         | 16                        | 74           | .1         | .5         | 6                         | 41           | .1         | .2         | 5                        | 44           |            | .2         |                          | 7            |            |             |
| <b>WDAS-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 113                      | 1467         | 1.0        | 5.5        | 148                       | 821          | 1.3        | 5.0        | 143                       | 703          | 1.3        | 4.7        | 136                      | 805          | 1.2        | 5.3        | 92                       | 597          | .8         | 8.8         |
| WI '99          | 140                      | 1461         | 1.2        | 6.8        | 154                       | 796          | 1.4        | 5.2        | 171                       | 797          | 1.5        | 5.7        | 169                      | 833          | 1.5        | 6.6        | 152                      | 793          | 1.3        | 14.1        |
| FA '98          | 166                      | 1719         | 1.5        | 7.9        | 230                       | 1096         | 2.0        | 7.8        | 202                       | 880          | 1.8        | 6.8        | 180                      | 887          | 1.6        | 6.8        | 140                      | 892          | 1.2        | 12.1        |
| 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         |
| <b>4-Book</b>   | <b>136</b>               | <b>1570</b>  | <b>1.2</b> | <b>6.6</b> | <b>179</b>                | <b>901</b>   | <b>1.6</b> | <b>6.2</b> | <b>169</b>                | <b>811</b>   | <b>1.5</b> | <b>5.6</b> | <b>156</b>               | <b>855</b>   | <b>1.4</b> | <b>6.0</b> | <b>122</b>               | <b>744</b>   | <b>1.1</b> | <b>10.9</b> |
| 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        |
| <b>+WEMG-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 4                        | 66           |            | .2         | 4                         | 37           |            | .1         | 8                         | 42           | .1         | .3         | 2                        | 29           |            | .1         |                          |              |            |             |
| WI '99          | 12                       | 95           | .1         | .6         | 17                        | 60           | .2         | .6         | 22                        | 53           | .2         | .7         | 17                       | 70           | .2         | .7         | 4                        | 38           |            | .4          |
| FA '98          | 16                       | 153          | .1         | .8         | 15                        | 71           | .1         | .5         | 22                        | 85           | .2         | .7         | 25                       | 102          | .2         | .9         | 8                        | 61           | .1         | .7          |
| SU '98          | 11                       | 124          | .1         | .5         | 13                        | 69           | .1         | .5         | 19                        | 85           | .2         | .6         | 13                       | 89           | .1         | .5         | 1                        | 23           |            | .1          |
| <b>4-Book</b>   | <b>11</b>                | <b>110</b>   | <b>.1</b>  | <b>.5</b>  | <b>12</b>                 | <b>59</b>    | <b>.1</b>  | <b>.4</b>  | <b>18</b>                 | <b>66</b>    | <b>.2</b>  | <b>.6</b>  | <b>14</b>                | <b>73</b>    | <b>.1</b>  | <b>.6</b>  | <b>3</b>                 | <b>31</b>    |            | <b>.3</b>   |
| SP '98          | 15                       | 156          | .1         | .7         | 17                        | 98           | .1         | .6         | 27                        | 110          | .2         | .9         | 18                       | 105          | .2         | .7         | 4                        | 46           |            | .3          |
| <b>WFIL-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 2                        | 81           |            | .1         | 5                         | 48           |            | .2         | 1                         | 19           |            |            | 1                        | 8            |            |            | 2                        | 25           |            | .2          |
| WI '99          | 2                        | 75           |            | .1         | 6                         | 36           |            | .2         | 1                         | 26           |            |            | 2                        | 36           |            | .1         | 2                        | 26           |            | .2          |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98          | 3                        | 128          |            | .1         | 8                         | 60           |            | .3         | 1                         | 19           |            |            | 8                        | 56           |            | .3         | 1                        | 25           |            | .1          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 1                        | 55           |            |            | 2                         | 29           |            | .1         | 1                         | 16           |            |            |                          | 9            |            |            |                          |              |            |             |
| WI '99          | 1                        | 70           |            |            | 1                         | 11           |            |            | 1                         | 15           |            |            | 1                        | 19           |            |            |                          |              |            |             |
| FA '98          | 3                        | 49           |            | .1         | 5                         | 16           |            | .2         | 3                         | 12           |            | .1         | 4                        | 21           |            | .2         |                          |              |            |             |
| SU '98          | 6                        | 143          |            | .3         | 12                        | 52           |            | .4         | 7                         | 63           |            | .1         | 4                        | 31           |            | .2         | 2                        | 17           |            | .2          |
| <b>4-Book</b>   | <b>3</b>                 | <b>79</b>    |            | <b>.1</b>  | <b>5</b>                  | <b>27</b>    |            | <b>.2</b>  | <b>3</b>                  | <b>27</b>    |            | <b>.1</b>  | <b>2</b>                 | <b>20</b>    |            | <b>.1</b>  | <b>1</b>                 | <b>4</b>     |            | <b>.1</b>   |
| SP '98          | 7                        | 55           | .1         | .3         | 13                        | 37           | .1         | .4         | 13                        | 31           | .1         | .4         | 6                        | 30           | .1         | .2         | 1                        | 7            |            | .1          |
| <b>W100-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 178                      | 3599         | 1.6        | 8.7        | 194                       | 1807         | 1.7        | 6.5        | 295                       | 1899         | 2.6        | 9.6        | 234                      | 2208         | 2.1        | 9.2        | 84                       | 1355         | .7         | 8.0         |
| WI '99          | 127                      | 2780         | 1.1        | 6.2        | 146                       | 1185         | 1.3        | 4.9        | 198                       | 1622         | 1.7        | 6.6        | 175                      | 1602         | 1.5        | 6.8        | 64                       | 1053         | .6         | 5.9         |
| FA '98          | 124                      | 2711         | 1.1        | 5.9        | 144                       | 1238         | 1.3        | 4.9        | 188                       | 1552         | 1.7        | 6.3        | 162                      | 1645         | 1.4        | 6.1        | 70                       | 963          | .6         | 6.1         |
| 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         |
| <b>4-Book</b>   | <b>142</b>               | <b>2986</b>  | <b>1.3</b> | <b>6.9</b> | <b>159</b>                | <b>1355</b>  | <b>1.4</b> | <b>5.4</b> | <b>227</b>                | <b>1677</b>  | <b>2.0</b> | <b>7.5</b> | <b>190</b>               | <b>1792</b>  | <b>1.7</b> | <b>7.4</b> | <b>71</b>                | <b>1113</b>  | <b>.6</b>  | <b>6.4</b>  |
| 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         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 18-34

Target Listener Trends - Persons 18-34

|                | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 57                       | 947          | .5         | 2.8        | 102                       | 529          | .9         | 3.4        | 85                        | 365          | .8         | 2.8        | 72                       | 555          | .6         | 2.8        | 28                       | 321          | .2         | 2.7         |
| WI '99         | 69                       | 1325         | .6         | 3.4        | 85                        | 634          | .8         | 2.9        | 109                       | 579          | 1.0        | 3.7        | 106                      | 785          | .9         | 4.1        | 34                       | 434          | .3         | 3.2         |
| FA '98         | 62                       | 1143         | .5         | 3.0        | 74                        | 534          | .7         | 2.5        | 88                        | 522          | .8         | 3.0        | 105                      | 750          | .9         | 4.0        | 28                       | 390          | .2         | 2.4         |
| 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         |
| <b>4-Book</b>  | <b>61</b>                | <b>1110</b>  | <b>.5</b>  | <b>3.0</b> | <b>86</b>                 | <b>569</b>   | <b>.8</b>  | <b>2.9</b> | <b>94</b>                 | <b>488</b>   | <b>.9</b>  | <b>3.1</b> | <b>95</b>                | <b>685</b>   | <b>.8</b>  | <b>3.7</b> | <b>27</b>                | <b>363</b>   | <b>.2</b>  | <b>2.4</b>  |
| 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         |
| <b>WJZ-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 49                       | 815          | .4         | 2.4        | 59                        | 389          | .5         | 2.0        | 92                        | 375          | .8         | 3.0        | 59                       | 435          | .5         | 2.3        | 22                       | 239          | .2         | 2.1         |
| WI '99         | 51                       | 913          | .5         | 2.5        | 43                        | 342          | .4         | 1.4        | 89                        | 382          | .8         | 3.0        | 65                       | 434          | .6         | 2.5        | 32                       | 309          | .3         | 3.0         |
| FA '98         | 60                       | 901          | .5         | 2.9        | 64                        | 376          | .6         | 2.2        | 92                        | 394          | .8         | 3.1        | 74                       | 399          | .7         | 2.8        | 44                       | 369          | .4         | 3.8         |
| 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         |
| <b>4-Book</b>  | <b>51</b>                | <b>858</b>   | <b>.5</b>  | <b>2.5</b> | <b>50</b>                 | <b>357</b>   | <b>.5</b>  | <b>1.7</b> | <b>86</b>                 | <b>363</b>   | <b>.8</b>  | <b>2.9</b> | <b>62</b>                | <b>411</b>   | <b>.6</b>  | <b>2.4</b> | <b>33</b>                | <b>297</b>   | <b>.3</b>  | <b>2.9</b>  |
| 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         |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 93                       | 1744         | .8         | 4.5        | 105                       | 720          | .9         | 3.5        | 178                       | 888          | 1.6        | 5.8        | 126                      | 1035         | 1.1        | 5.0        | 35                       | 414          | .3         | 3.3         |
| WI '99         | 67                       | 1806         | .6         | 3.3        | 67                        | 732          | .6         | 2.3        | 122                       | 819          | 1.1        | 4.1        | 102                      | 1110         | .9         | 4.0        | 29                       | 469          | .3         | 2.7         |
| FA '98         | 113                      | 1838         | 1.0        | 5.4        | 128                       | 901          | 1.1        | 4.3        | 215                       | 911          | 1.9        | 7.2        | 169                      | 1128         | 1.5        | 6.4        | 36                       | 430          | .3         | 3.1         |
| 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         |
| <b>4-Book</b>  | <b>102</b>               | <b>1844</b>  | <b>.9</b>  | <b>4.9</b> | <b>102</b>                | <b>792</b>   | <b>.9</b>  | <b>3.5</b> | <b>193</b>                | <b>934</b>   | <b>1.7</b> | <b>6.4</b> | <b>144</b>               | <b>1136</b>  | <b>1.3</b> | <b>5.6</b> | <b>38</b>                | <b>472</b>   | <b>.3</b>  | <b>3.3</b>  |
| 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         |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 107                      | 2295         | .9         | 5.2        | 156                       | 1102         | 1.4        | 5.2        | 189                       | 1078         | 1.7        | 6.2        | 126                      | 1197         | 1.1        | 5.0        | 33                       | 542          | .3         | 3.1         |
| WI '99         | 96                       | 2109         | .8         | 4.7        | 124                       | 931          | 1.1        | 4.2        | 164                       | 1032         | 1.4        | 5.5        | 129                      | 1109         | 1.1        | 5.0        | 36                       | 639          | .3         | 3.3         |
| FA '98         | 128                      | 2097         | 1.1        | 6.1        | 133                       | 802          | 1.2        | 4.5        | 267                       | 1059         | 2.4        | 9.0        | 187                      | 1358         | 1.7        | 7.1        | 43                       | 561          | .4         | 3.7         |
| 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         |
| <b>4-Book</b>  | <b>117</b>               | <b>2254</b>  | <b>1.0</b> | <b>5.7</b> | <b>141</b>                | <b>947</b>   | <b>1.3</b> | <b>4.8</b> | <b>217</b>                | <b>1111</b>  | <b>1.9</b> | <b>7.2</b> | <b>155</b>               | <b>1254</b>  | <b>1.4</b> | <b>6.0</b> | <b>46</b>                | <b>673</b>   | <b>.4</b>  | <b>4.0</b>  |
| 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         |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | *                        | 1            | 16         |            |                           | 8            |            |            | 1                         | 11           |            |            | *                        | 5            | 30         | .2         | **                       | **           | **         | **          |
| WI '99         | 6                        | 98           | .1         | .3         | 9                         | 37           | .1         | .3         | 6                         | 54           | .1         | .2         | 5                        | 30           |            |            | **                       | **           | **         | **          |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98         | 6                        | 86           | .1         | .3         | 7                         | 26           | .1         | .3         | 9                         | 26           | .1         | .3         | 4                        | 24           | .2         |            | **                       | **           | **         | **          |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WGL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 45                       | 952          | .4         | 2.2        | 55                        | 361          | .5         | 1.8        | 82                        | 460          | .7         | 2.7        | 51                       | 365          | .5         | 2.0        | 19                       | 229          | .2         | 1.8         |
| WI '99         | 48                       | 932          | .4         | 2.3        | 60                        | 358          | .5         | 2.0        | 78                        | 405          | .7         | 2.6        | 63                       | 508          | .6         | 2.5        | 19                       | 274          | .2         | 1.8         |
| FA '98         | 48                       | 1134         | .4         | 2.3        | 52                        | 495          | .5         | 1.8        | 87                        | 523          | .8         | 2.9        | 60                       | 464          | .5         | 2.3        | 21                       | 214          | .2         | 1.8         |
| 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         |
| <b>4-Book</b>  | <b>47</b>                | <b>1051</b>  | <b>.4</b>  | <b>2.3</b> | <b>53</b>                 | <b>405</b>   | <b>.5</b>  | <b>1.8</b> | <b>83</b>                 | <b>479</b>   | <b>.7</b>  | <b>2.7</b> | <b>62</b>                | <b>466</b>   | <b>.6</b>  | <b>2.4</b> | <b>20</b>                | <b>245</b>   | <b>.2</b>  | <b>1.8</b>  |
| 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         |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 4                        | 75           |            | .2         | 3                         | 29           |            | .1         | 4                         | 50           |            | .1         | 7                        | 30           | .1         | .3         | 1                        | 28           |            | .1          |
| WI '99         | 5                        | 90           |            | .2         | 7                         | 70           | .1         | .2         | 9                         | 46           | .1         | .3         | 7                        | 45           | .1         | .3         |                          | 10           |            |             |
| FA '98         |                          | 57           |            |            |                           | 9            |            |            | 1                         | 28           |            |            |                          | 9            |            |            |                          |              |            |             |
| SU '98         | 4                        | 106          |            | .2         | 2                         | 28           |            | .1         | 6                         | 48           | .1         | .2         | 5                        | 37           |            | .2         | 4                        | 29           |            | .3          |
| <b>4-Book</b>  | <b>3</b>                 | <b>82</b>    |            | <b>.2</b>  | <b>3</b>                  | <b>34</b>    |            | <b>.1</b>  | <b>5</b>                  | <b>43</b>    | <b>.1</b>  | <b>.2</b>  | <b>5</b>                 | <b>30</b>    | <b>.1</b>  | <b>.2</b>  | <b>1</b>                 | <b>17</b>    |            | <b>.1</b>   |
| SP '98         | 2                        | 52           |            | .1         |                           | 10           |            |            | 3                         | 9            |            | .1         | 5                        | 19           |            | .2         | 1                        | 14           |            | .1          |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 118                      | 2373         | 1.0        | 5.8        | 108                       | 1041         | 1.0        | 3.6        | 140                       | 1236         | 1.2        | 4.6        | 177                      | 1465         | 1.6        | 7.0        | 89                       | 1002         | .8         | 8.5         |
| WI '99         | 120                      | 2044         | 1.1        | 5.9        | 112                       | 906          | 1.0        | 3.8        | 136                       | 1150         | 1.2        | 4.6        | 148                      | 1250         | 1.3        | 5.8        | 124                      | 1121         | 1.1        | 11.5        |
| FA '98         | 126                      | 2126         | 1.1        | 6.0        | 137                       | 973          | 1.2        | 4.6        | 124                       | 1073         | 1.1        | 4.2        | 179                      | 1309         | 1.6        | 6.8        | 121                      | 1017         | 1.1        | 10.5        |
| 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         |
| <b>4-Book</b>  | <b>120</b>               | <b>2141</b>  | <b>1.1</b> | <b>5.8</b> | <b>117</b>                | <b>963</b>   | <b>1.1</b> | <b>4.0</b> | <b>135</b>                | <b>1162</b>  | <b>1.2</b> | <b>4.5</b> | <b>168</b>               | <b>1366</b>  | <b>1.5</b> | <b>6.5</b> | <b>113</b>               | <b>1059</b>  | <b>1.0</b> | <b>10.1</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |               |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |             |            |             |           |           |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg    | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr |             |           |           |
| <b>WPHT-AM</b>           |              |               |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |           |           |
| SP '99                   | 2            | 135           |            | .1                        |              | 1           | 15         |                           |              |             |            |                          |              | 5           | 51         |                          | .2           |             | 1          | 63          |           | .1        |
| WI '99                   | 8            | 205           | .1         | .4                        | 9            | 79          | .1         | .3                        | 17           | 86          | .2         | .6                       | 13           | 56          | .1         | .5                       | 3            | 39          |            |             | .3        |           |
| FA '98                   | 5            | 109           |            | .2                        | 17           | 38          | .2         | .6                        |              | 4           |            |                          | 2            | 23          |            | .1                       | 8            | 30          | .1         | .7          |           |           |
| SU '98                   | 9            | 344           | .1         | .4                        | 10           | 84          | .1         | .4                        | 7            | 36          | .1         | .2                       | 9            | 81          | .1         | .3                       | 12           | 210         | .1         | 1.0         |           |           |
| <b>4-Book</b>            | <b>6</b>     | <b>198</b>    | <b>.1</b>  | <b>.3</b>                 | <b>9</b>     | <b>54</b>   | <b>.1</b>  | <b>.3</b>                 | <b>6</b>     | <b>32</b>   | <b>.1</b>  | <b>.2</b>                | <b>7</b>     | <b>53</b>   | <b>.1</b>  | <b>.3</b>                | <b>6</b>     | <b>86</b>   | <b>.1</b>  | <b>.5</b>   |           |           |
| SP '98                   | 6            | 213           | .1         | .3                        | 2            | 18          |            | .1                        | 2            | 49          |            | .1                       | 4            | 75          |            | .1                       | 17           | 150         | .1         | 1.3         |           |           |
| <b>WPLY-FM</b>           |              |               |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |           |           |
| SP '99                   | 137          | 3006          | 1.2        | 6.7                       | 181          | 1351        | 1.6        | 6.1                       | 219          | 1528        | 1.9        | 7.1                      | 182          | 1888        | 1.6        | 7.2                      | 69           | 1106        | .6         | 6.6         |           |           |
| WI '99                   | 107          | 2558          | .9         | 5.2                       | 130          | 1198        | 1.1        | 4.4                       | 161          | 1253        | 1.4        | 5.4                      | 154          | 1605        | 1.4        | 6.0                      | 52           | 973         | .5         | 4.8         |           |           |
| FA '98                   | 82           | 2491          | .7         | 3.9                       | 88           | 1055        | .8         | 3.0                       | 111          | 1114        | 1.0        | 3.7                      | 130          | 1621        | 1.1        | 4.9                      | 40           | 877         | .4         | 3.5         |           |           |
| 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         |           |           |
| <b>4-Book</b>            | <b>99</b>    | <b>2641</b>   | <b>.9</b>  | <b>4.8</b>                | <b>120</b>   | <b>1153</b> | <b>1.1</b> | <b>4.1</b>                | <b>145</b>   | <b>1242</b> | <b>1.3</b> | <b>4.8</b>               | <b>142</b>   | <b>1610</b> | <b>1.3</b> | <b>5.5</b>               | <b>51</b>    | <b>949</b>  | <b>.5</b>  | <b>4.6</b>  |           |           |
| 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         |           |           |
| <b>WSSJ-AM</b>           |              |               |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |           |           |
| SP '99                   | 2            | 32            |            | .1                        | 3            | 7           |            | .1                        | 2            | 21          |            | .1                       | 4            | 21          |            | .2                       | 1            | 7           |            | .1          |           |           |
| WI '99                   | 4            | 67            |            | .2                        | 8            | 41          | .1         | .3                        | 1            | 28          |            |                          | 3            | 22          |            | .1                       | 3            | 14          |            | .3          |           |           |
| FA '98                   | **           | **            | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **          | **        | **        |
| SU '98                   | **           | **            | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **          | **        | **        |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>     | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>   | <b>**</b> | <b>**</b> |
| SP '98                   | **           | **            | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **          | **        | **        |
| <b>WUSL-FM</b>           |              |               |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |           |           |
| SP '99                   | 180          | 2827          | 1.6        | 8.8                       | 199          | 1430        | 1.8        | 6.7                       | 205          | 1542        | 1.8        | 6.7                      | 223          | 1730        | 2.0        | 8.8                      | 154          | 1304        | 1.4        | 14.7        |           |           |
| WI '99                   | 187          | 2672          | 1.7        | 9.1                       | 264          | 1396        | 2.3        | 8.9                       | 216          | 1511        | 1.9        | 7.2                      | 204          | 1524        | 1.8        | 8.0                      | 141          | 1237        | 1.2        | 13.1        |           |           |
| FA '98                   | 211          | 2966          | 1.9        | 10.1                      | 250          | 1554        | 2.2        | 8.5                       | 232          | 1497        | 2.0        | 7.8                      | 267          | 1741        | 2.4        | 10.1                     | 182          | 1380        | 1.6        | 15.8        |           |           |
| 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        |           |           |
| <b>4-Book</b>            | <b>193</b>   | <b>2802</b>   | <b>1.7</b> | <b>9.3</b>                | <b>228</b>   | <b>1437</b> | <b>2.0</b> | <b>7.8</b>                | <b>219</b>   | <b>1510</b> | <b>1.9</b> | <b>7.2</b>               | <b>232</b>   | <b>1679</b> | <b>2.1</b> | <b>9.0</b>               | <b>164</b>   | <b>1341</b> | <b>1.4</b> | <b>14.6</b> |           |           |
| 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        |           |           |
| <b>+WWDB-AM</b>          |              |               |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |           |           |
| SP '99                   | *            | 20            |            |                           |              | 10          |            |                           | 1            | 10          |            |                          | *            | 10          |            |                          |              | **          | **         | **          | **        |           |
| WI '99                   |              | 6             |            |                           |              |             |            |                           |              | 6           |            |                          |              | 6           |            |                          |              | **          | **         | **          | **        |           |
| FA '98                   | 2            | 29            |            | .1                        |              |             |            |                           | 4            | 10          |            | .1                       | 2            | 18          |            | .1                       |              | **          | **         | **          | **        |           |
| SU '98                   | **           | **            | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **          | **        | **        |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>     | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>   | <b>**</b> | <b>**</b> |
| SP '98                   | **           | **            | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **          | **        | **        |
| <b>WWDB-FM</b>           |              |               |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |           |           |
| SP '99                   | 25           | 497           | .2         | 1.2                       | 20           | 171         | .2         | .7                        | 63           | 282         | .6         | 2.1                      | 20           | 198         | .2         | .8                       | 11           | 131         | .1         | 1.0         |           |           |
| WI '99                   | 23           | 470           | .2         | 1.1                       | 15           | 139         | .1         | .5                        | 64           | 253         | .6         | 2.1                      | 20           | 121         | .2         | .8                       | 6            | 75          | .1         | .6          |           |           |
| FA '98                   | 22           | 575           | .2         | 1.1                       | 34           | 173         | .3         | 1.2                       | 32           | 232         | .3         | 1.1                      | 17           | 172         | .2         | .6                       | 12           | 121         | .1         | 1.0         |           |           |
| 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         |           |           |
| <b>4-Book</b>            | <b>25</b>    | <b>547</b>    | <b>.2</b>  | <b>1.2</b>                | <b>23</b>    | <b>164</b>  | <b>.2</b>  | <b>.8</b>                 | <b>51</b>    | <b>264</b>  | <b>.5</b>  | <b>1.7</b>               | <b>23</b>    | <b>185</b>  | <b>.2</b>  | <b>.9</b>                | <b>14</b>    | <b>122</b>  | <b>.1</b>  | <b>1.2</b>  |           |           |
| SP '98                   | 17           | 356           | .1         | .8                        | 17           | 121         | .1         | .6                        | 29           | 153         | .3         | .9                       | 19           | 142         | .2         | .7                       | 10           | 69          | .1         | .8          |           |           |
| <b>WWJZ-AM</b>           |              |               |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |           |           |
| SP '99                   | 1            | 8             |            |                           |              |             |            |                           | 2            | 8           |            | .1                       | 2            | 8           |            | .1                       |              |             |            |             |           |           |
| WI '99                   |              | 5             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |           |           |
| FA '98                   |              | 18            |            |                           |              |             |            |                           |              | 8           |            |                          | 1            | 18          |            |                          |              |             |            | 8           |           |           |
| SU '98                   |              | 27            |            |                           |              |             |            |                           |              | 9           |            |                          | 1            | 18          |            |                          |              |             |            | 9           |           |           |
| <b>4-Book</b>            |              | <b>15</b>     |            |                           |              |             |            |                           | <b>1</b>     | <b>6</b>    |            |                          | <b>1</b>     | <b>11</b>   |            |                          |              |             | <b>4</b>   |             |           |           |
| SP '98                   |              |               |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |           |           |
| <b>WXTU-FM</b>           |              |               |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |           |           |
| SP '99                   | 63           | 894           | .6         | 3.1                       | 91           | 516         | .8         | 3.1                       | 93           | 469         | .8         | 3.0                      | 79           | 568         | .7         | 3.1                      | 27           | 331         | .2         | 2.6         |           |           |
| WI '99                   | 61           | 824           | .5         | 3.0                       | 87           | 448         | .8         | 2.9                       | 98           | 410         | .9         | 3.3                      | 85           | 596         | .8         | 3.3                      | 18           | 293         | .2         | 1.7         |           |           |
| FA '98                   | 75           | 1111          | .7         | 3.6                       | 101          | 650         | .9         | 3.4                       | 103          | 633         | .9         | 3.5                      | 112          | 784         | 1.0        | 4.2                      | 26           | 412         | .2         | 2.3         |           |           |
| 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         |           |           |
| <b>4-Book</b>            | <b>67</b>    | <b>972</b>    | <b>.6</b>  | <b>3.2</b>                | <b>91</b>    | <b>543</b>  | <b>.8</b>  | <b>3.1</b>                | <b>101</b>   | <b>512</b>  | <b>.9</b>  | <b>3.3</b>               | <b>93</b>    | <b>660</b>  | <b>.8</b>  | <b>3.6</b>               | <b>25</b>    | <b>363</b>  | <b>.2</b>  | <b>2.3</b>  |           |           |
| 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         |           |           |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXXM-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 72                       | 1955         | .6         | 3.5         | 95                        | 818          | .8         | 3.2         | 118                       | 766          | 1.0        | 3.9         | 101                      | 1153         | .9         | 4.0        | 28                       | 597          | .2         | 2.7        |
| WI '99         | 104                      | 2442         | .9         | 5.1         | 152                       | 1244         | 1.3        | 5.1         | 145                       | 1011         | 1.3        | 4.9         | 143                      | 1515         | 1.3        | 5.6        | 45                       | 864          | .4         | 4.2        |
| FA '98         | 86                       | 2085         | .8         | 4.1         | 93                        | 1027         | .8         | 3.2         | 142                       | 1096         | 1.3        | 4.8         | 130                      | 1378         | 1.1        | 4.9        | 35                       | 756          | .3         | 3.0        |
| 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        |
| <b>4-Book</b>  | <b>93</b>                | <b>2231</b>  | <b>.8</b>  | <b>4.5</b>  | <b>112</b>                | <b>1057</b>  | <b>1.0</b> | <b>3.9</b>  | <b>143</b>                | <b>1018</b>  | <b>1.3</b> | <b>4.8</b>  | <b>133</b>               | <b>1387</b>  | <b>1.2</b> | <b>5.2</b> | <b>44</b>                | <b>807</b>   | <b>.4</b>  | <b>3.9</b> |
| 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        |
| <b>WYSP-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 267                      | 3579         | 2.4        | 13.0        | 720                       | 2573         | 6.4        | 24.2        | 331                       | 1849         | 2.9        | 10.8        | 231                      | 1687         | 2.0        | 9.1        | 95                       | 942          | .8         | 9.0        |
| WI '99         | 262                      | 3623         | 2.3        | 12.8        | 741                       | 2733         | 6.5        | 25.0        | 337                       | 1924         | 3.0        | 11.3        | 241                      | 1641         | 2.1        | 9.4        | 68                       | 768          | .6         | 6.3        |
| FA '98         | 239                      | 3480         | 2.1        | 11.4        | 699                       | 2414         | 6.2        | 23.7        | 319                       | 1610         | 2.8        | 10.7        | 177                      | 1338         | 1.6        | 6.7        | 52                       | 749          | .5         | 4.5        |
| 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        |
| <b>4-Book</b>  | <b>247</b>               | <b>3557</b>  | <b>2.2</b> | <b>11.9</b> | <b>711</b>                | <b>2565</b>  | <b>6.3</b> | <b>24.3</b> | <b>309</b>                | <b>1784</b>  | <b>2.7</b> | <b>10.2</b> | <b>203</b>               | <b>1513</b>  | <b>1.8</b> | <b>7.9</b> | <b>72</b>                | <b>847</b>   | <b>.6</b>  | <b>6.5</b> |
| 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        |
| <b>WYXR-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 86                       | 2165         | .8         | 4.2         | 112                       | 997          | 1.0        | 3.8         | 109                       | 952          | 1.0        | 3.6         | 108                      | 1175         | 1.0        | 4.2        | 51                       | 665          | .5         | 4.9        |
| WI '99         | 105                      | 2314         | .9         | 5.1         | 122                       | 978          | 1.1        | 4.1         | 178                       | 990          | 1.6        | 6.0         | 134                      | 1157         | 1.2        | 5.2        | 60                       | 689          | .5         | 5.6        |
| FA '98         | 101                      | 2320         | .9         | 4.8         | 140                       | 1172         | 1.2        | 4.7         | 132                       | 1089         | 1.2        | 4.4         | 118                      | 1244         | 1.0        | 4.5        | 72                       | 873          | .6         | 6.2        |
| SU '98         | 108                      | 2112         | .9         | 5.2         | 136                       | 956          | 1.2        | 4.9         | 194                       | 960          | 1.7        | 6.2         | 124                      | 1058         | 1.1        | 4.8        | 46                       | 788          | .4         | 3.8        |
| <b>4-Book</b>  | <b>100</b>               | <b>2228</b>  | <b>.9</b>  | <b>4.8</b>  | <b>128</b>                | <b>1026</b>  | <b>1.1</b> | <b>4.4</b>  | <b>153</b>                | <b>998</b>   | <b>1.4</b> | <b>5.1</b>  | <b>121</b>               | <b>1159</b>  | <b>1.1</b> | <b>4.7</b> | <b>57</b>                | <b>754</b>   | <b>.5</b>  | <b>5.1</b> |
| SP '98         | 124                      | 2447         | 1.1        | 5.7         | 124                       | 1020         | 1.1        | 4.1         | 160                       | 978          | 1.4        | 5.1         | 172                      | 1293         | 1.5        | 6.4        | 100                      | 1029         | .9         | 7.9        |
| <b>WBYN-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 2                        | 35           | .1         | .1          | 2                         | 26           | .1         | .1          | 2                         | 18           | .1         | .1          | 4                        | 35           | .2         | .2         | 1                        | 17           | .1         | .1         |
| WI '99         |                          | 30           |            |             | 1                         | 21           |            |             |                           | 9            |            |             |                          | 9            |            |            |                          |              |            |            |
| FA '98         |                          | 45           |            |             |                           | 9            |            |             |                           |              |            |             | 1                        | 17           |            |            |                          |              |            |            |
| SU '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 7                        | 265          | .1         | .3          | 3                         | 68           | .1         | .1          | 6                         | 91           | .1         | .2          | 17                       | 130          | .2         | .7         | 10                       | 126          | .1         | 1.0        |
| WI '99         | 13                       | 324          | .1         | .6          | 20                        | 127          | .2         | .7          | 25                        | 127          | .2         | .8          | 10                       | 152          | .1         | .4         | 4                        | 77           | .1         | .4         |
| FA '98         | 7                        | 318          | .1         | .3          | 8                         | 118          | .1         | .3          | 11                        | 134          | .1         | .4          | 15                       | 172          | .1         | .6         | 4                        | 73           | .1         | .3         |
| SU '98         | 10                       | 202          | .1         | .5          | 12                        | 90           | .1         | .4          | 22                        | 70           | .2         | .7          | 16                       | 97           | .1         | .6         | 4                        | 90           | .1         | .3         |
| <b>4-Book</b>  | <b>9</b>                 | <b>277</b>   | <b>.1</b>  | <b>.4</b>   | <b>11</b>                 | <b>101</b>   | <b>.1</b>  | <b>.4</b>   | <b>16</b>                 | <b>106</b>   | <b>.2</b>  | <b>.5</b>   | <b>15</b>                | <b>138</b>   | <b>.1</b>  | <b>.6</b>  | <b>6</b>                 | <b>92</b>    | <b>.1</b>  | <b>.5</b>  |
| SP '98         | 10                       | 244          | .1         | .5          | 8                         | 78           | .1         | .3          | 17                        | 43           | .1         | .5          | 15                       | 124          | .1         | .6         | 9                        | 98           | .1         | .7         |
| <b>WKXW-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 17                       | 275          | .2         | .8          | 23                        | 123          | .2         | .8          | 31                        | 117          | .3         | 1.0         | 33                       | 191          | .3         | 1.3        | 6                        | 68           | .1         | .6         |
| WI '99         | 13                       | 451          | .1         | .6          | 19                        | 185          | .2         | .6          | 21                        | 194          | .2         | .7          | 31                       | 300          | .3         | 1.2        | 3                        | 102          | .1         | .3         |
| FA '98         | 33                       | 474          | .3         | 1.6         | 26                        | 98           | .2         | .9          | 62                        | 251          | .5         | 2.1         | 60                       | 258          | .5         | 2.3        | 20                       | 148          | .2         | 1.7        |
| SU '98         | 14                       | 472          | .1         | .7          | 11                        | 198          | .1         | .4          | 31                        | 200          | .3         | 1.0         | 21                       | 265          | .2         | .8         | 5                        | 89           | .1         | .4         |
| <b>4-Book</b>  | <b>19</b>                | <b>418</b>   | <b>.2</b>  | <b>.9</b>   | <b>20</b>                 | <b>151</b>   | <b>.2</b>  | <b>.7</b>   | <b>36</b>                 | <b>191</b>   | <b>.3</b>  | <b>1.2</b>  | <b>36</b>                | <b>254</b>   | <b>.3</b>  | <b>1.4</b> | <b>9</b>                 | <b>102</b>   | <b>.1</b>  | <b>.8</b>  |
| SP '98         | 14                       | 293          | .1         | .6          | 20                        | 128          | .2         | .7          | 30                        | 144          | .3         | 1.0         | 21                       | 162          | .2         | .8         | 1                        | 27           | .1         | .1         |
| <b>WLEV-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 6                        | 133          | .1         | .3          | 7                         | 51           | .1         | .2          | 14                        | 47           | .1         | .5          | 11                       | 99           | .1         | .4         | 1                        | 8            | .1         | .1         |
| WI '99         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | **                       | 56           | **         | **          | 1                         | 37           | **         | **          | **                        | **           | **         | **          | **                       | 19           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | 3                        | 91           | .1         | .1          | 18                        | 18           | .1         | .1          | 9                         | 9            | .1         | .1          | 4                        | 44           | .1         | .1         |                          |              |            |            |
| <b>WNJO-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 10                       | 214          | .1         | .5          | 16                        | 96           | .1         | .5          | 20                        | 88           | .2         | .7          | 9                        | 90           | .1         | .4         | 1                        | 47           | .1         | .1         |
| WI '99         | 9                        | 252          | .1         | .4          | 9                         | 87           | .1         | .3          | 16                        | 124          | .1         | .5          | 8                        | 92           | .1         | .3         | 2                        | 46           | .1         | .2         |
| FA '98         | 6                        | 133          | .1         | .3          | 4                         | 66           | .1         | .1          | 11                        | 68           | .1         | .4          | 11                       | 47           | .1         | .4         | 3                        | 28           | .1         | .3         |
| SU '98         | 13                       | 214          | .1         | .6          | 22                        | 77           | .2         | .8          | 25                        | 77           | .2         | .8          | 13                       | 87           | .1         | .5         | 4                        | 30           | .1         | .3         |
| <b>4-Book</b>  | <b>10</b>                | <b>203</b>   | <b>.1</b>  | <b>.5</b>   | <b>13</b>                 | <b>82</b>    | <b>.1</b>  | <b>.4</b>   | <b>18</b>                 | <b>89</b>    | <b>.2</b>  | <b>.6</b>   | <b>10</b>                | <b>79</b>    | <b>.1</b>  | <b>.4</b>  | <b>3</b>                 | <b>38</b>    | <b>.1</b>  | <b>.2</b>  |
| SP '98         | 6                        | 210          | .1         | .3          | 5                         | 71           | .1         | .2          | 12                        | 106          | .1         | .4          | 5                        | 54           | .1         | .2         | 2                        | 27           | .1         | .2         |

Target Listener Trends - Persons 18-34

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Persons 18-34            |              |              |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |            |
|--------------------------|--------------|--------------|-------------|---------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |              |             | Monday-Friday<br>6AM-10AM |              |             |             | Monday-Friday<br>10AM-3PM |              |             |             | Monday-Friday<br>3PM-7PM |              |             |             | Monday-Friday<br>7PM-MID |              |             |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg   | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr |            |
| <b>WPST-FM</b>           |              |              |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |            |
| SP '99                   | 54           | 1852         | .5          | 2.6                       | 74           | 711         | .7          | 2.5                       | 84           | 851         | .7          | 2.7                      | 68           | 1064        | .6          | 2.7                      | 24           | 506         | .2         | 2.3        |
| WI '99                   | 42           | 1594         | .4          | 2.1                       | 47           | 638         | .4          | 1.6                       | 67           | 687         | .6          | 2.2                      | 66           | 913         | .6          | 2.6                      | 19           | 473         | .2         | 1.8        |
| FA '98                   | 51           | 1526         | .5          | 2.4                       | 61           | 548         | .5          | 2.1                       | 73           | 654         | .6          | 2.4                      | 74           | 822         | .7          | 2.8                      | 21           | 371         | .2         | 1.8        |
| SU '98                   | 56           | 1660         | .5          | 2.7                       | 63           | 618         | .5          | 2.3                       | 82           | 772         | .7          | 2.6                      | 83           | 1023        | .7          | 3.2                      | 32           | 511         | .3         | 2.7        |
| <b>4-Book</b>            | <b>51</b>    | <b>1658</b>  | <b>.5</b>   | <b>2.5</b>                | <b>61</b>    | <b>629</b>  | <b>.5</b>   | <b>2.1</b>                | <b>77</b>    | <b>741</b>  | <b>.7</b>   | <b>2.5</b>               | <b>73</b>    | <b>956</b>  | <b>.7</b>   | <b>2.8</b>               | <b>24</b>    | <b>465</b>  | <b>.2</b>  | <b>2.2</b> |
| SP '98                   | 48           | 1470         | .4          | 2.2                       | 54           | 652         | .5          | 1.8                       | 70           | 753         | .6          | 2.2                      | 76           | 805         | .7          | 2.8                      | 28           | 513         | .2         | 2.2        |
| <b>TOTALS</b>            |              |              |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |            |
| SP '99                   | 2049         | 11030        | 18.1        |                           | 2975         | 9597        | 26.3        |                           | 3063         | 8841        | 27.0        |                          | 2545         | 9619        | 22.5        |                          | 1050         | 7059        | 9.3        |            |
| WI '99                   | 2047         | 10927        | 18.1        |                           | 2966         | 9682        | 26.2        |                           | 2981         | 8720        | 26.3        |                          | 2563         | 9563        | 22.6        |                          | 1076         | 7077        | 9.5        |            |
| FA '98                   | 2093         | 10923        | 18.5        |                           | 2952         | 9544        | 26.1        |                           | 2981         | 8446        | 26.3        |                          | 2648         | 9436        | 23.4        |                          | 1155         | 6928        | 10.2       |            |
| SU '98                   | 2096         | 11186        | 18.2        |                           | 2799         | 9440        | 24.3        |                           | 3114         | 9012        | 27.0        |                          | 2587         | 9759        | 22.4        |                          | 1199         | 7457        | 10.4       |            |
| <b>4-Book</b>            | <b>2071</b>  | <b>11017</b> | <b>18.2</b> |                           | <b>2923</b>  | <b>9566</b> | <b>25.7</b> |                           | <b>3035</b>  | <b>8755</b> | <b>26.7</b> |                          | <b>2586</b>  | <b>9594</b> | <b>22.7</b> |                          | <b>1120</b>  | <b>7130</b> | <b>9.9</b> |            |
| SP '98                   | 2185         | 11148        | 18.9        |                           | 3001         | 9810        | 26.0        |                           | 3141         | 8977        | 27.2        |                          | 2675         | 9725        | 23.2        |                          | 1265         | 7460        | 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

Target Listener Estimates - Persons 18-34

| Persons 18-34            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |      |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 59           | 1304       | .5         | 2.1                | 22           | 518        | .2         | 1.8                  | 52           | 225        | .5         | 5.1                  | 27           | 123        | .2         | 1.2                 | 6            | 37         | .1         | .4   |
| 4-Book                   | 59           | 1379       | .5         | 2.1                | 20           | 591        | .2         | 1.5                  | 45           | 236        | .4         | 4.4                  | 23           | 120        | .2         | 1.0                 | 10           | 67         | .1         | .6   |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 202          | 1501       | 1.8        | 7.0                | 49           | 779        | .4         | 3.9                  | 32           | 156        | .3         | 3.1                  | 88           | 262        | .8         | 4.0                 | 55           | 172        | .5         | 3.7  |
| 4-Book                   | 171          | 1401       | 1.5        | 6.0                | 60           | 705        | .5         | 4.6                  | 46           | 169        | .4         | 4.4                  | 110          | 269        | 1.0        | 5.0                 | 69           | 201        | .7         | 4.2  |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 16           | 84         | .1         | .6                 | 9            | 70         | .1         | .7                   | 8            | 15         | .1         | .8                   | 9            | 15         | .1         | .4                  | 1            | 7          | .1         | .1   |
| 4-Book                   | 17           | 129        | .1         | .6                 | 12           | 118        | .1         | 1.0                  | 8            | 17         | .1         | .8                   | 8            | 17         | .1         | .4                  | 6            | 13         | .1         | .4   |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 143          | 1199       | 1.3        | 5.0                | 73           | 742        | .6         | 5.8                  | 50           | 153        | .4         | 4.9                  | 82           | 261        | .7         | 3.8                 | 88           | 190        | .8         | 5.9  |
| 4-Book                   | 168          | 1328       | 1.5        | 5.9                | 88           | 857        | .8         | 6.8                  | 63           | 166        | .6         | 6.0                  | 111          | 298        | 1.0        | 5.0                 | 115          | 271        | 1.0        | 6.9  |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 5            | 59         | .2         | .6                 | 4            | 44         | .3         | .6                   | 5            | 15         | .5         | .6                   | 13           | 20         | .1         | .6                  | 4            | 7          | .3         | .3   |
| 4-Book                   | 15           | 98         | .1         | .6                 | 7            | 67         | .1         | .6                   | 8            | 17         | .1         | .8                   | 16           | 40         | .1         | .7                  | 12           | 25         | .1         | .7   |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 2            | 67         | .1         | .1                 | 11           | 11         | .1         | .1                   | 11           | 11         | .1         | .1                   | 11           | 11         | .1         | .1                  | 11           | 11         | .1         | .1   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 1            | 38         | .1         | .1                 | 1            | 24         | .1         | .1                   | 4            | 8          | .4         | .4                   | 3            | 8          | .2         | .2                  | 4            | 7          | .3         | .3   |
| 4-Book                   | 4            | 50         | .1         | .1                 | 4            | 41         | .3         | .3                   | 4            | 8          | .4         | .4                   | 3            | 8          | .2         | .2                  | 4            | 7          | .3         | .3   |
| <b>WIOO-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 245          | 3153       | 2.2        | 8.5                | 122          | 1937       | 1.1        | 9.8                  | 80           | 360        | .7         | 7.8                  | 260          | 867        | 2.3        | 11.9                | 156          | 684        | 1.4        | 10.5 |
| 4-Book                   | 195          | 2610       | 1.7        | 6.8                | 94           | 1612       | .8         | 7.3                  | 74           | 304        | .7         | 7.0                  | 187          | 706        | 1.7        | 8.5                 | 128          | 518        | 1.1        | 7.8  |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 86           | 820        | .8         | 3.0                | 24           | 426        | .2         | 1.9                  | 44           | 111        | .4         | 4.3                  | 40           | 138        | .4         | 1.8                 | 18           | 83         | .2         | 1.2  |
| 4-Book                   | 92           | 956        | .8         | 3.2                | 31           | 502        | .3         | 2.4                  | 42           | 142        | .4         | 4.1                  | 57           | 195        | .5         | 2.6                 | 26           | 117        | .3         | 1.6  |
| <b>WJZZ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 72           | 609        | .6         | 2.5                | 26           | 328        | .2         | 2.1                  | 27           | 67         | .2         | 2.6                  | 45           | 120        | .4         | 2.1                 | 31           | 112        | .3         | 2.1  |
| 4-Book                   | 68           | 627        | .6         | 2.4                | 34           | 404        | .3         | 2.7                  | 32           | 88         | .3         | 3.1                  | 53           | 130        | .5         | 2.4                 | 53           | 132        | .5         | 3.1  |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 139          | 1541       | 1.2        | 4.8                | 48           | 753        | .4         | 3.8                  | 23           | 153        | .2         | 2.2                  | 98           | 386        | .9         | 4.5                 | 79           | 267        | .7         | 5.3  |
| 4-Book                   | 150          | 1577       | 1.3        | 5.2                | 59           | 861        | .5         | 4.5                  | 47           | 167        | .4         | 4.5                  | 118          | 407        | 1.1        | 5.3                 | 109          | 312        | 1.0        | 6.6  |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 160          | 1965       | 1.4        | 5.6                | 62           | 1170       | .5         | 5.0                  | 69           | 256        | .6         | 6.7                  | 115          | 419        | 1.0        | 5.3                 | 72           | 329        | .6         | 4.8  |
| 4-Book                   | 175          | 1907       | 1.5        | 6.1                | 63           | 1057       | .6         | 4.8                  | 48           | 204        | .4         | 4.6                  | 128          | 422        | 1.1        | 5.8                 | 91           | 311        | .8         | 5.5  |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | * 1          | 16         | .1         | .1                 | * 1          | 16         | .1         | .1                   | 2            | 16         | .1         | .1                   | 2            | 16         | .1         | .1                  | * 1          | 3          | .1         | .1   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WGL-FM</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 64           | 750        | .6         | 2.2                | 27           | 396        | .2         | 2.2                  | 22           | 99         | .2         | 2.1                  | 43           | 123        | .4         | 2.0                 | 32           | 129        | .3         | 2.2  |
| 4-Book                   | 67           | 803        | .6         | 2.4                | 30           | 464        | .3         | 2.3                  | 22           | 89         | .2         | 2.1                  | 53           | 157        | .5         | 2.4                 | 38           | 148        | .4         | 2.3  |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 5            | 59         | .2         | .2                 | 4            | 35         | .3         | .3                   | 8            | 8          | .1         | .8                   | 11           | 29         | .1         | .5                  | 14           | 19         | .1         | .9   |
| 4-Book                   | 5            | 66         | .2         | .2                 | 3            | 41         | .2         | .2                   | 4            | 5          | .1         | .4                   | 8            | 19         | .1         | .4                  | 5            | 12         | .1         | .3   |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 141          | 2053       | 1.2        | 4.9                | 97           | 1324       | .9         | 7.8                  | 76           | 301        | .7         | 7.4                  | 162          | 546        | 1.4        | 7.4                 | 99           | 407        | .9         | 6.7  |
| 4-Book                   | 140          | 1862       | 1.2        | 4.9                | 91           | 1224       | .8         | 7.1                  | 51           | 200        | .5         | 4.9                  | 153          | 506        | 1.3        | 6.9                 | 124          | 411        | 1.1        | 7.5  |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 2            | 51         | .1         | .1                 | 2            | 60         | .2         | .2                   | 1            | 5          | .1         | .1                   | 1            | 5          | .1         | .1                  | 2            | 10         | .1         | .1   |
| 4-Book                   | 8            | 101        | .1         | .3                 | 3            | 82         | .3         | .3                   | 2            | 8          | .2         | .2                   | 1            | 5          | .1         | .1                  | 3            | 13         | .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 18-34            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |      |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |
| <b>WPLY-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 196          | 2717       | 1.7        | 6.8                | 79           | 1528       | .7         | 6.3                  | 38           | 232        | .3         | 3.7                  | 156          | 692        | 1.4        | 7.2                 | 83           | 392        | .7         | 5.6  |
| 4-Book                   | 136          | 2284       | 1.2        | 4.8                | 67           | 1352       | .6         | 5.2                  | 37           | 211        | .3         | 3.5                  | 130          | 584        | 1.2        | 5.9                 | 80           | 393        | .7         | 4.9  |
| <b>WSSJ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 3            | 21         | .1         | .1                 | 2            | 18         | .2         | .2                   |              |            |            |                      | 3            | 7          | .1         | .1                  | 3            | 7          | .2         | .2   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WUSL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 209          | 2455       | 1.8        | 7.3                | 145          | 1810       | 1.3        | 11.6                 | 83           | 306        | .7         | 8.1                  | 286          | 872        | 2.5        | 13.1                | 213          | 627        | 1.9        | 14.3 |
| 4-Book                   | 226          | 2426       | 2.0        | 7.9                | 154          | 1729       | 1.4        | 11.9                 | 105          | 328        | .9         | 10.0                 | 241          | 732        | 2.1        | 10.9                | 209          | 588        | 1.8        | 12.7 |
| <b>+WVDB-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | *            | 20         | *          | *                  | *            | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WVDB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 37           | 393        | .3         | 1.3                | 13           | 199        | .1         | 1.0                  | 4            | 8          | .4         | .4                   | 17           | 52         | .2         | .8                  | 6            | 17         | .1         | .4   |
| 4-Book                   | 34           | 394        | .3         | 1.2                | 17           | 227        | .2         | 1.3                  | 12           | 30         | .1         | 1.1                  | 12           | 39         | .1         | .5                  | 3            | 11         | .1         | .2   |
| <b>WVJZ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 1            | 8          |            |                    | 1            | 8          | .1         | .1                   |              |            |            |                      | 1            | 3          | .1         | .1                  |              |            |            |      |
| 4-Book                   |              | 13         |            |                    | 1            | 6          | .1         | .1                   |              |            |            |                      | 1            | 3          | .1         | .1                  |              |            |            |      |
| <b>WXTU-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 88           | 773        | .8         | 3.1                | 40           | 470        | .4         | 3.2                  | 47           | 170        | .4         | 4.6                  | 57           | 239        | .5         | 2.6                 | 56           | 151        | .5         | 3.8  |
| 4-Book                   | 95           | 838        | .8         | 3.4                | 44           | 566        | .4         | 3.4                  | 46           | 195        | .4         | 4.4                  | 72           | 279        | .6         | 3.2                 | 53           | 206        | .5         | 3.2  |
| <b>WXXM-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 106          | 1609       | .9         | 3.7                | 41           | 861        | .4         | 3.3                  | 39           | 209        | .3         | 3.8                  | 74           | 307        | .7         | 3.4                 | 53           | 312        | .5         | 3.6  |
| 4-Book                   | 131          | 1907       | 1.2        | 4.6                | 60           | 1137       | .6         | 4.7                  | 44           | 214        | .4         | 4.3                  | 119          | 489        | 1.1        | 5.4                 | 74           | 366        | .7         | 4.5  |
| <b>WYSP-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 420          | 3310       | 3.7        | 14.6               | 111          | 1475       | 1.0        | 8.9                  | 155          | 416        | 1.4        | 15.1                 | 184          | 614        | 1.6        | 8.4                 | 114          | 453        | 1.0        | 7.7  |
| 4-Book                   | 400          | 3266       | 3.5        | 14.0               | 93           | 1362       | .8         | 7.2                  | 98           | 298        | .9         | 9.5                  | 175          | 575        | 1.6        | 7.9                 | 109          | 397        | 1.0        | 6.6  |
| <b>WYXR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 109          | 1786       | 1.0        | 3.8                | 68           | 1022       | .6         | 5.4                  | 31           | 187        | .3         | 3.0                  | 98           | 355        | .9         | 4.5                 | 103          | 267        | .9         | 6.9  |
| 4-Book                   | 135          | 1763       | 1.2        | 4.7                | 66           | 1083       | .6         | 5.0                  | 55           | 220        | .5         | 5.3                  | 110          | 429        | 1.0        | 4.9                 | 86           | 280        | .8         | 5.3  |
| <b>WBYN-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 3            | 35         | .1         | .1                 | 3            | 35         | .2         | .2                   | 3            | 17         | .3         | .3                   | 3            | 18         | .1         | .1                  | 7            | 18         | .1         | .5   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WJBR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 9            | 191        | .1         | .3                 | 2            | 70         | .2         | .2                   | 4            | 24         | .4         | .4                   | 2            | 25         | .1         | .1                  | 2            | 16         | .1         | .1   |
| 4-Book                   | 14           | 211        | .1         | .5                 | 4            | 98         | .3         | .3                   | 4            | 15         | .4         | .4                   | 8            | 37         | .1         | .4                  | 7            | 27         | .1         | .4   |
| <b>WKXV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 29           | 239        | .3         | 1.0                | 3            | 58         | .2         | .2                   | 2            | 9          | .2         | .2                   | 12           | 43         | .1         | .6                  |              |            |            |      |
| 4-Book                   | 31           | 362        | .3         | 1.1                | 5            | 100        | .4         | .4                   | 3            | 17         | .3         | .3                   | 6            | 29         | .1         | .3                  | 2            | 13         |            | .1   |
| <b>WLEV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 11           | 133        | .1         | .4                 | 3            | 27         | .2         | .2                   | 2            | 8          | .2         | .2                   |              |            |            |                     | 3            | 10         | .2         | .2   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WNJO-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 15           | 170        | .1         | .5                 | 7            | 76         | .1         | .6                   | 3            | 15         | .3         | .3                   | 5            | 16         | .2         | .2                  | 2            | 10         | .1         | .1   |
| 4-Book                   | 14           | 151        | .1         | .5                 | 6            | 83         | .1         | .5                   | 2            | 9          | .2         | .2                   | 11           | 34         | .1         | .5                  | 6            | 19         | .1         | .3   |
| <b>WPST-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 76           | 1595       | .7         | 2.6                | 35           | 914        | .3         | 2.8                  | 19           | 137        | .2         | 1.9                  | 61           | 299        | .5         | 2.8                 | 37           | 232        | .3         | 2.5  |
| 4-Book                   | 71           | 1400       | .6         | 2.5                | 34           | 787        | .3         | 2.6                  | 22           | 121        | .2         | 2.1                  | 59           | 280        | .5         | 2.7                 | 53           | 253        | .5         | 3.2  |
| <b>TOTALS</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 2876         | 10832      | 25.4       |                    | 1249         | 8782       | 11.0       |                      | 1026         | 2983       | 9.1        |                      | 2179         | 5425       | 19.2       |                     | 1486         | 3985       | 13.1       |      |
| 4-Book                   | 2862         | 10868      | 25.1       |                    | 1295         | 8963       | 11.4       |                      | 1044         | 3084       | 9.2        |                      | 2207         | 5408       | 19.4       |                     | 1655         | 4236       | 14.5       |      |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 18-34

| Persons 18-34    |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|------|
| Saturday 7PM-MID |           |         |         | Sunday 6AM-10AM |           |         |         | Sunday 10AM-3PM |           |         |         | Sunday 3PM-7PM |           |         |         | Sunday 7PM-MID |           |         |         |      |
| AQH (00)         | Cume (00) | AQH Rtg | AQH Shr | AQH (00)        | Cume (00) | AQH Rtg | AQH Shr | AQH (00)        | Cume (00) | AQH Rtg | AQH Shr | AQH (00)       | Cume (00) | AQH Rtg | AQH Shr | AQH (00)       | Cume (00) | AQH Rtg | AQH Shr |      |
| KYW -AM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 9         | 55      | .1      | .8              | 35        | 134     | .3      | 5.6             | 16        | 98      | .1      | 1.1            | 22        | 67      | .2      | 1.9            | 14        | 99      | .1      | 1.8  |
| 4-Book           | 8         | 63      | .1      | .7              | 43        | 179     | .4      | 5.8             | 14        | 106     | .1      | .9             | 10        | 44      | .1      | .8             | 11        | 89      | .1      | 1.4  |
| WBEB-FM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 66        | 198     | .6      | 5.9             | 25        | 128     | .2      | 4.0             | 52        | 222     | .5      | 3.5            | 47        | 170     | .4      | 4.1            | 21        | 100     | .2      | 2.7  |
| 4-Book           | 47        | 159     | .4      | 4.2             | 33        | 119     | .3      | 4.5             | 67        | 217     | .6      | 4.6            | 59        | 164     | .5      | 5.0            | 43        | 144     | .4      | 5.5  |
| WDAS-AM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 | 10        | 21      | .1      | 1.6             | 20        | 47      | .2      | 1.3            | 9         | 22      | .1      | .8             | 12        | 27      | .1      | 1.5  |
| 4-Book           | 3         | 5       |         | .3              | 33        | 71      | .3      | 4.3             | 28        | 82      | .3      | 1.9            | 8         | 22      | .1      | .7             | 5         | 16      |         | .6   |
| WDAS-FM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 74        | 193     | .7      | 6.6             | 47        | 103     | .4      | 7.5             | 74        | 224     | .7      | 5.0            | 77        | 167     | .7      | 6.6            | 90        | 195     | .8      | 11.6 |
| 4-Book           | 83        | 211     | .7      | 7.4             | 56        | 119     | .5      | 7.5             | 73        | 228     | .7      | 4.9            | 75        | 185     | .7      | 6.4            | 121       | 249     | 1.1     | 15.6 |
| +WEMG-AM         |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| WURD-AM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 |           |         |         |                 | 7         | 17      | .1      | .5             | 5         | 9       |         | .4             |           |         |         |      |
| 4-Book           | 4         | 14      |         | .3              | 3         | 10      |         | .3              | 8         | 22      | .1      | .5             | 8         | 19      | .1      | .7             |           | 2       |         |      |
| WFIL-AM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | 11      |         | .2             | **        | **      | **      | **   |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| WHAT-AM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 |           |         |         |                 | 6         | 17      | .1      | .4             |           |         |         |                |           |         |         |      |
| 4-Book           | 1         | 2       |         | .1              | 9         | 14      | .1      | 1.2             | 4         | 16      |         | .3             | 2         | 4       |         | .1             | 3         | 7       |         | .4   |
| WIOD-FM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 126       | 520     | 1.1     | 11.3            | 39        | 187     | .3      | 6.2             | 134       | 611     | 1.2     | 9.0            | 100       | 438     | .9      | 8.6            | 56        | 358     | .5      | 7.2  |
| 4-Book           | 100       | 404     | .9      | 9.0             | 41        | 186     | .4      | 5.5             | 97        | 458     | .9      | 6.4            | 70        | 323     | .6      | 5.9            | 45        | 215     | .4      | 5.8  |
| WIP -AM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 10        | 65      | .1      | .9              | 24        | 60      | .2      | 3.8             | 28        | 94      | .2      | 1.9            | 11        | 70      | .1      | .9             | 14        | 80      | .1      | 1.8  |
| 4-Book           | 11        | 64      | .1      | 1.0             | 21        | 72      | .2      | 2.9             | 39        | 141     | .3      | 2.6            | 32        | 128     | .3      | 2.7            | 17        | 77      | .2      | 2.3  |
| WJJZ-FM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 25        | 97      | .2      | 2.2             | 8         | 36      | .1      | 1.3             | 15        | 45      | .1      | 1.0            | 34        | 81      | .3      | 2.9            | 23        | 91      | .2      | 3.0  |
| 4-Book           | 37        | 127     | .3      | 3.3             | 17        | 50      | .2      | 2.2             | 31        | 82      | .3      | 2.0            | 30        | 82      | .3      | 2.5            | 22        | 91      | .2      | 2.9  |
| WMGK-FM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 22        | 100     | .2      | 2.0             | 13        | 63      | .1      | 2.1             | 65        | 234     | .6      | 4.4            | 71        | 217     | .6      | 6.1            | 13        | 37      | .1      | 1.7  |
| 4-Book           | 36        | 156     | .3      | 3.2             | 15        | 73      | .2      | 2.0             | 64        | 254     | .6      | 4.3            | 63        | 188     | .5      | 5.1            | 21        | 101     | .2      | 2.7  |
| WMMR-FM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 34        | 219     | .3      | 3.0             | 19        | 73      | .2      | 3.0             | 75        | 360     | .7      | 5.1            | 73        | 318     | .6      | 6.3            | 39        | 219     | .3      | 5.0  |
| 4-Book           | 37        | 207     | .3      | 3.3             | 21        | 82      | .2      | 2.8             | 71        | 306     | .6      | 4.7            | 75        | 271     | .7      | 6.1            | 29        | 145     | .3      | 3.6  |
| WNAP-AM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| WUGL-FM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 17        | 64      | .2      | 1.5             | 32        | 75      | .3      | 5.1             | 31        | 116     | .3      | 2.1            | 13        | 59      | .1      | 1.1            | 25        | 65      | .2      | 3.2  |
| 4-Book           | 24        | 96      | .2      | 2.1             | 29        | 90      | .3      | 4.0             | 27        | 121     | .3      | 1.8            | 28        | 83      | .3      | 2.4            | 18        | 52      | .2      | 2.3  |
| WPEN-AM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 1         | 6       |         | .1              |           |         |         |                 |           |         |         |                |           |         |         |                |           | 1       | 6       | .1   |
| 4-Book           | 1         | 7       |         | .1              | 1         | 5       |         | .2              | 3         | 9       |         | .2             | 1         | 5       |         | .1             | 2         | 4       |         | .2   |
| WPHI-FM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 130       | 436     | 1.1     | 11.7            | 38        | 122     | .3      | 6.0             | 121       | 377     | 1.1     | 8.2            | 75        | 253     | .7      | 6.5            | 57        | 175     | .5      | 7.4  |
| 4-Book           | 122       | 408     | 1.1     | 10.8            | 33        | 117     | .3      | 4.5             | 92        | 320     | .8      | 6.2            | 78        | 292     | .7      | 6.6            | 61        | 205     | .5      | 8.0  |
| WPHT-AM          |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 4         | 10      |         | .4              |           |         |         |                 | 3         | 26      |         | .2             | 5         | 27      |         | .4             | 4         | 19      |         | .5   |
| 4-Book           | 3         | 13      |         | .3              | 5         | 20      |         | .6              | 2         | 21      |         | .2             | 6         | 25      |         | .5             | 4         | 15      |         | .5   |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 18-34

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 63                  | 294          | .6         | 5.7        | 30                 | 120          | .3         | 4.8        | 111                | 538          | 1.0        | 7.5        | 67                | 368          | .6         | 5.8        | 61                | 317          | .5         | 7.9        |
| 4-Book          | 59                  | 303          | .5         | 5.3        | 28                 | 145          | .3         | 3.8        | 89                 | 418          | .8         | 6.1        | 65                | 311          | .6         | 5.5        | 38                | 219          | .3         | 4.9        |
| <b>WSSJ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 1                   | 7            | .1         | .1         |                    |              |            |            | 4                  | 7            | .3         | .3         | 6                 | 18           | .1         | .5         |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WUSL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 164                 | 594          | 1.4        | 14.7       | 79                 | 319          | .7         | 12.6       | 140                | 496          | 1.2        | 9.4        | 111               | 368          | 1.0        | 9.6        | 67                | 236          | .6         | 8.6        |
| 4-Book          | 172                 | 530          | 1.5        | 15.3       | 110                | 353          | 1.0        | 14.7       | 170                | 569          | 1.5        | 11.3       | 127               | 398          | 1.1        | 10.7       | 85                | 272          | .7         | 11.0       |
| <b>+WWDB-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WWDB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 6                   | 25           | .1         | .5         | 12                 | 46           | .1         | 1.9        | 46                 | 131          | .4         | 3.1        | 1                 | 9            | .1         | .1         | 6                 | 26           | .1         | .8         |
| 4-Book          | 14                  | 42           | .1         | 1.3        | 14                 | 53           | .1         | 1.9        | 62                 | 139          | .5         | 4.1        | 8                 | 20           | .1         | .7         | 4                 | 20           | .1         | .5         |
| <b>WWJZ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            |                    |              |            |            | 6                 | 8            | .1         | .5         |                   |              |            |            |
| 4-Book          |                     |              |            |            |                    |              |            |            |                    |              |            |            | 2                 | 2            | .1         | .1         |                   |              |            |            |
| <b>WXTU-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 26                  | 94           | .2         | 2.3        | 33                 | 153          | .3         | 5.2        | 48                 | 143          | .4         | 3.2        | 40                | 70           | .4         | 3.4        | 19                | 98           | .2         | 2.5        |
| 4-Book          | 27                  | 107          | .2         | 2.4        | 32                 | 128          | .3         | 4.3        | 58                 | 217          | .5         | 3.9        | 47                | 147          | .4         | 4.0        | 19                | 94           | .2         | 2.5        |
| <b>WXXM-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 20                  | 130          | .2         | 1.8        | 11                 | 74           | .1         | 1.7        | 50                 | 223          | .4         | 3.4        | 47                | 217          | .4         | 4.1        | 33                | 168          | .3         | 4.3        |
| 4-Book          | 41                  | 220          | .4         | 3.7        | 20                 | 109          | .2         | 2.6        | 81                 | 347          | .7         | 5.4        | 61                | 277          | .5         | 5.1        | 34                | 192          | .3         | 4.4        |
| <b>WYSP-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 87                  | 266          | .8         | 7.8        | 51                 | 183          | .5         | 8.1        | 134                | 457          | 1.2        | 9.0        | 85                | 298          | .8         | 7.3        | 73                | 280          | .6         | 9.4        |
| 4-Book          | 65                  | 247          | .6         | 5.8        | 33                 | 127          | .3         | 4.6        | 119                | 465          | 1.1        | 7.9        | 88                | 296          | .8         | 7.4        | 49                | 205          | .4         | 6.3        |
| <b>WYXR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 84                  | 255          | .7         | 7.5        | 22                 | 95           | .2         | 3.5        | 86                 | 368          | .8         | 5.8        | 74                | 266          | .7         | 6.4        | 36                | 156          | .3         | 4.6        |
| 4-Book          | 67                  | 252          | .6         | 6.0        | 30                 | 129          | .3         | 4.0        | 74                 | 323          | .7         | 5.0        | 59                | 236          | .5         | 5.0        | 39                | 159          | .4         | 5.0        |
| <b>WBYN-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 3                  | 18           | .5         | .5         | 3                  | 18           | .2         | .2         | 4                 | 9            | .3         | .3         | 2                 | 17           | .3         | .3         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WJBR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     | 7            |            |            |                    | 8            |            |            | 2                  | 7            | .1         | .1         | 1                 | 16           | .1         | .1         | 1                 | 13           | .1         | .1         |
| 4-Book          | 3                   | 17           | .2         | .2         | 2                  | 14           | .2         | .2         | 4                  | 16           | .2         | .2         | 2                 | 18           | .2         | .2         | 1                 | 10           | .1         | .1         |
| <b>WKXW-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 3                   | 15           | .3         | .3         |                    |              |            |            | 6                  | 18           | .1         | .4         |                   |              |            |            |                   |              |            |            |
| 4-Book          | 8                   | 28           | .1         | .7         | 2                  | 8            | .2         | .2         | 7                  | 31           | .1         | .5         | 5                 | 16           | .1         | .4         | 5                 | 14           | .1         | .7         |
| <b>WLEV-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 2                   | 8            | .2         | .2         | 3                  | 8            | .5         | .5         | 7                  | 8            | .1         | .5         | 1                 | 8            | .1         | .1         | 5                 | 8            | .1         | .6         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WNJO-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 2                   | 17           | .2         | .2         |                    |              |            |            | 18                 | 49           | .2         | 1.2        | 21                | 35           | .2         | 1.8        | 2                 | 9            | .3         | .3         |
| 4-Book          | 3                   | 14           | .3         | .3         | 3                  | 7            | .4         | .4         | 8                  | 21           | .1         | .6         | 9                 | 25           | .1         | .8         | 4                 | 16           | .5         | .5         |
| <b>WPST-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 32                  | 194          | .3         | 2.9        | 17                 | 92           | .2         | 2.7        | 39                 | 249          | .3         | 2.6        | 52                | 229          | .5         | 4.5        | 21                | 102          | .2         | 2.7        |
| 4-Book          | 30                  | 171          | .3         | 2.7        | 12                 | 75           | .1         | 1.6        | 34                 | 218          | .3         | 2.3        | 39                | 167          | .4         | 3.3        | 19                | 97           | .2         | 2.4        |
| <b>TOTALS</b>   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 1115                | 3221         | 9.8        |            | 629                | 1947         | 5.6        |            | 1484               | 4228         | 13.1       |            | 1160              | 3121         | 10.2       |            | 775               | 2450         | 6.8        |            |
| 4-Book          | 1121                | 3276         | 9.9        |            | 746                | 2239         | 6.6        |            | 1496               | 4264         | 13.2       |            | 1192              | 3229         | 10.5       |            | 775               | 2370         | 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

Target Listener Trends - Persons 18-49

| Persons 18-49            |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|-------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |             |            |             |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr |             |
| <b>KYW -AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |
| SP '99                   | 136          | 4824        | .6         | 3.3                       | 383          | 3471        | 1.7        | 6.2                       | 100          | 1381        | .4         | 1.7                      | 169          | 2308        | .7         | 3.4                      | 40           | 821         | .2         | 2.1         |
| WI '99                   | 170          | 5472        | .7         | 4.1                       | 482          | 3800        | 2.1        | 7.7                       | 122          | 1734        | .5         | 2.0                      | 193          | 2534        | .8         | 3.9                      | 62           | 1070        | .3         | 3.3         |
| FA '98                   | 134          | 4783        | .6         | 3.2                       | 377          | 3238        | 1.7        | 6.2                       | 90           | 1464        | .4         | 1.5                      | 164          | 2228        | .7         | 3.2                      | 47           | 1002        | .2         | 2.3         |
| 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         |
| <b>4-Book</b>            | <b>149</b>   | <b>5067</b> | <b>.7</b>  | <b>3.6</b>                | <b>409</b>   | <b>3449</b> | <b>1.8</b> | <b>6.7</b>                | <b>108</b>   | <b>1543</b> | <b>.5</b>  | <b>1.8</b>               | <b>179</b>   | <b>2345</b> | <b>.8</b>  | <b>3.6</b>               | <b>54</b>    | <b>983</b>  | <b>.3</b>  | <b>2.7</b>  |
| 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         |
| <b>WBEB-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |
| SP '99                   | 287          | 4072        | 1.3        | 7.0                       | 363          | 2271        | 1.6        | 5.9                       | 600          | 2103        | 2.6        | 9.9                      | 352          | 2155        | 1.5        | 7.0                      | 105          | 1262        | .5         | 5.5         |
| WI '99                   | 284          | 3949        | 1.2        | 6.9                       | 375          | 2044        | 1.6        | 6.0                       | 505          | 2073        | 2.2        | 8.3                      | 325          | 2219        | 1.4        | 6.5                      | 123          | 1251        | .5         | 6.6         |
| FA '98                   | 269          | 3847        | 1.2        | 6.5                       | 350          | 2183        | 1.5        | 5.7                       | 499          | 2002        | 2.2        | 8.4                      | 320          | 2167        | 1.4        | 6.2                      | 110          | 1223        | .5         | 5.4         |
| 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         |
| <b>4-Book</b>            | <b>278</b>   | <b>3914</b> | <b>1.2</b> | <b>6.7</b>                | <b>355</b>   | <b>2157</b> | <b>1.5</b> | <b>5.8</b>                | <b>539</b>   | <b>2077</b> | <b>2.4</b> | <b>8.9</b>               | <b>331</b>   | <b>2168</b> | <b>1.4</b> | <b>6.6</b>               | <b>111</b>   | <b>1242</b> | <b>.5</b>  | <b>5.6</b>  |
| 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         |
| <b>WDAS-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |
| SP '99                   | 23           | 373         | .1         | .6                        | 37           | 179         | .2         | .6                        | 26           | 121         | .1         | .4                       | 17           | 116         | .1         | .3                       | 7            | 62          | .1         | .4          |
| WI '99                   | 37           | 499         | .2         | .9                        | 55           | 252         | .2         | .9                        | 41           | 186         | .2         | .7                       | 33           | 176         | .1         | .7                       | 16           | 135         | .1         | .9          |
| FA '98                   | 27           | 441         | .1         | .6                        | 48           | 233         | .2         | .8                        | 19           | 129         | .1         | .3                       | 25           | 165         | .1         | .5                       | 5            | 49          | .2         | .2          |
| SU '98                   | 22           | 355         | .1         | .5                        | 47           | 224         | .2         | .8                        | 24           | 140         | .1         | .4                       | 13           | 65          | .1         | .3                       | 5            | 78          | .2         | .2          |
| <b>4-Book</b>            | <b>27</b>    | <b>417</b>  | <b>.1</b>  | <b>.7</b>                 | <b>47</b>    | <b>222</b>  | <b>.2</b>  | <b>.8</b>                 | <b>28</b>    | <b>144</b>  | <b>.1</b>  | <b>.5</b>                | <b>22</b>    | <b>131</b>  | <b>.1</b>  | <b>.5</b>                | <b>8</b>     | <b>81</b>   | <b>.4</b>  | <b>.4</b>   |
| SP '98                   | 37           | 590         | .2         | .9                        | 67           | 260         | .3         | 1.1                       | 40           | 133         | .2         | .6                       | 25           | 155         | .1         | .5                       | 3            | 46          | .1         | .1          |
| <b>WDAS-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |
| SP '99                   | 292          | 3086        | 1.3        | 7.1                       | 405          | 1965        | 1.8        | 6.6                       | 348          | 1584        | 1.5        | 5.7                      | 351          | 1849        | 1.5        | 7.0                      | 231          | 1326        | 1.0        | 12.2        |
| WI '99                   | 329          | 3056        | 1.4        | 8.0                       | 429          | 1791        | 1.9        | 6.8                       | 411          | 1639        | 1.8        | 6.8                      | 369          | 1845        | 1.6        | 7.4                      | 271          | 1475        | 1.2        | 14.6        |
| FA '98                   | 326          | 3230        | 1.4        | 7.8                       | 444          | 2058        | 2.0        | 7.3                       | 384          | 1675        | 1.7        | 6.5                      | 362          | 1806        | 1.6        | 7.0                      | 251          | 1598        | 1.1        | 12.3        |
| 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        |
| <b>4-Book</b>            | <b>322</b>   | <b>3168</b> | <b>1.4</b> | <b>7.8</b>                | <b>436</b>   | <b>1935</b> | <b>1.9</b> | <b>7.1</b>                | <b>393</b>   | <b>1683</b> | <b>1.7</b> | <b>6.5</b>               | <b>361</b>   | <b>1845</b> | <b>1.6</b> | <b>7.2</b>               | <b>256</b>   | <b>1481</b> | <b>1.1</b> | <b>12.9</b> |
| 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        |
| <b>+WEMG-AM</b>          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |
| <b>WURD-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |
| SP '99                   | 20           | 231         | .1         | .5                        | 27           | 165         | .1         | .4                        | 29           | 131         | .1         | .5                       | 25           | 160         | .1         | .5                       | 10           | 79          | .1         | .5          |
| WI '99                   | 18           | 145         | .1         | .4                        | 24           | 83          | .1         | .4                        | 29           | 77          | .1         | .5                       | 25           | 110         | .1         | .5                       | 9            | 63          | .1         | .5          |
| FA '98                   | 27           | 251         | .1         | .6                        | 27           | 161         | .1         | .4                        | 37           | 135         | .2         | .6                       | 34           | 156         | .1         | .7                       | 14           | 78          | .1         | .7          |
| SU '98                   | 24           | 222         | .1         | .6                        | 23           | 150         | .1         | .4                        | 34           | 175         | .1         | .6                       | 31           | 153         | .1         | .6                       | 10           | 68          | .1         | .5          |
| <b>4-Book</b>            | <b>22</b>    | <b>212</b>  | <b>.1</b>  | <b>.5</b>                 | <b>25</b>    | <b>140</b>  | <b>.1</b>  | <b>.4</b>                 | <b>32</b>    | <b>130</b>  | <b>.1</b>  | <b>.6</b>                | <b>29</b>    | <b>145</b>  | <b>.1</b>  | <b>.6</b>                | <b>11</b>    | <b>72</b>   | <b>.1</b>  | <b>.6</b>   |
| SP '98                   | 38           | 326         | .2         | .9                        | 51           | 215         | .2         | .8                        | 69           | 243         | .3         | 1.1                      | 40           | 220         | .2         | .8                       | 5            | 95          | .2         | .2          |
| <b>WFIL-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |
| SP '99                   | 12           | 242         | .1         | .3                        | 25           | 148         | .1         | .4                        | 20           | 97          | .1         | .3                       | 12           | 108         | .1         | .2                       | 5            | 85          | .1         | .3          |
| WI '99                   | 10           | 271         | .1         | .2                        | 20           | 160         | .1         | .3                        | 5            | 98          | .1         | .1                       | 12           | 124         | .1         | .2                       | 9            | 89          | .1         | .5          |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **          |
| SU '98                   | 14           | 303         | .1         | .3                        | 36           | 176         | .2         | .6                        | 4            | 78          | .1         | .1                       | 23           | 140         | .1         | .5                       | 7            | 56          | .1         | .3          |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>   |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **          |
| <b>WHAT-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |
| SP '99                   | 10           | 173         | .1         | .2                        | 16           | 78          | .1         | .3                        | 8            | 73          | .1         | .1                       | 14           | 65          | .1         | .3                       | 3            | 20          | .1         | .2          |
| WI '99                   | 16           | 263         | .1         | .4                        | 19           | 115         | .1         | .3                        | 20           | 138         | .1         | .3                       | 19           | 96          | .1         | .4                       | 8            | 48          | .1         | .4          |
| FA '98                   | 14           | 206         | .1         | .3                        | 25           | 119         | .1         | .4                        | 10           | 60          | .1         | .2                       | 19           | 70          | .1         | .4                       | 7            | 23          | .1         | .3          |
| SU '98                   | 24           | 360         | .1         | .6                        | 37           | 154         | .2         | .6                        | 43           | 189         | .2         | .7                       | 15           | 92          | .1         | .3                       | 5            | 69          | .1         | .2          |
| <b>4-Book</b>            | <b>16</b>    | <b>251</b>  | <b>.1</b>  | <b>.4</b>                 | <b>24</b>    | <b>117</b>  | <b>.1</b>  | <b>.4</b>                 | <b>20</b>    | <b>115</b>  | <b>.1</b>  | <b>.3</b>                | <b>17</b>    | <b>81</b>   | <b>.1</b>  | <b>.4</b>                | <b>6</b>     | <b>40</b>   | <b>.1</b>  | <b>.3</b>   |
| SP '98                   | 24           | 277         | .1         | .6                        | 31           | 138         | .1         | .5                        | 36           | 128         | .2         | .6                       | 22           | 99          | .1         | .4                       | 11           | 59          | .1         | .5          |
| <b>WIOQ-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |             |
| SP '99                   | 244          | 5293        | 1.1        | 6.0                       | 281          | 2600        | 1.2        | 4.6                       | 381          | 2625        | 1.7        | 6.3                      | 314          | 3141        | 1.4        | 6.2                      | 115          | 1818        | .5         | 6.1         |
| WI '99                   | 184          | 4243        | .8         | 4.5                       | 231          | 1849        | 1.0        | 3.7                       | 295          | 2310        | 1.3        | 4.9                      | 244          | 2305        | 1.1        | 4.9                      | 79           | 1385        | .3         | 4.3         |
| FA '98                   | 204          | 4208        | .9         | 4.9                       | 260          | 1897        | 1.1        | 4.2                       | 331          | 2263        | 1.5        | 5.6                      | 264          | 2415        | 1.2        | 5.1                      | 93           | 1329        | .4         | 4.6         |
| 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         |
| <b>4-Book</b>            | <b>209</b>   | <b>4513</b> | <b>.9</b>  | <b>5.1</b>                | <b>250</b>   | <b>2020</b> | <b>1.1</b> | <b>4.1</b>                | <b>332</b>   | <b>2383</b> | <b>1.5</b> | <b>5.5</b>               | <b>270</b>   | <b>2610</b> | <b>1.2</b> | <b>5.3</b>               | <b>98</b>    | <b>1520</b> | <b>.4</b>  | <b>5.0</b>  |
| 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         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 127                      | 2277         | .6         | 3.1        | 238                       | 1256         | 1.0        | 3.9        | 179                       | 923          | .8         | 3.0        | 175                      | 1368         | .8         | 3.5        | 60                       | 674          | .3         | 3.2        |
| WI '99         | 169                      | 2968         | .7         | 4.1        | 255                       | 1512         | 1.1        | 4.1        | 230                       | 1307         | 1.0        | 3.8        | 257                      | 1764         | 1.1        | 5.2        | 79                       | 986          | .3         | 4.3        |
| FA '98         | 139                      | 2565         | .6         | 3.3        | 217                       | 1339         | 1.0        | 3.5        | 194                       | 1124         | .9         | 3.3        | 213                      | 1608         | .9         | 4.1        | 63                       | 898          | .3         | 3.1        |
| 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        |
| <b>4-Book</b>  | <b>138</b>               | <b>2429</b>  | <b>.6</b>  | <b>3.3</b> | <b>230</b>                | <b>1302</b>  | <b>1.0</b> | <b>3.8</b> | <b>193</b>                | <b>1077</b>  | <b>.9</b>  | <b>3.2</b> | <b>204</b>               | <b>1483</b>  | <b>.9</b>  | <b>4.1</b> | <b>61</b>                | <b>773</b>   | <b>.3</b>  | <b>3.1</b> |
| 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        |
| <b>WJZ-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 206                      | 2774         | .9         | 5.0        | 238                       | 1316         | 1.0        | 3.9        | 352                       | 1419         | 1.5        | 5.8        | 255                      | 1638         | 1.1        | 5.1        | 96                       | 874          | .4         | 5.1        |
| WI '99         | 179                      | 2652         | .8         | 4.4        | 177                       | 1174         | .8         | 2.8        | 310                       | 1212         | 1.4        | 5.1        | 237                      | 1390         | 1.0        | 4.8        | 97                       | 840          | .4         | 5.2        |
| FA '98         | 183                      | 2799         | .8         | 4.4        | 202                       | 1290         | .9         | 3.3        | 309                       | 1354         | 1.4        | 5.2        | 249                      | 1551         | 1.1        | 4.8        | 92                       | 963          | .4         | 4.5        |
| SU '98         | 173                      | 2620         | .8         | 4.1        | 157                       | 1137         | .7         | 2.6        | 273                       | 1173         | 1.2        | 4.5        | 224                      | 1555         | 1.0        | 4.5        | 115                      | 830          | .5         | 5.4        |
| <b>4-Book</b>  | <b>185</b>               | <b>2711</b>  | <b>.8</b>  | <b>4.5</b> | <b>194</b>                | <b>1229</b>  | <b>.9</b>  | <b>3.2</b> | <b>311</b>                | <b>1290</b>  | <b>1.4</b> | <b>5.2</b> | <b>241</b>               | <b>1534</b>  | <b>1.1</b> | <b>4.8</b> | <b>100</b>               | <b>877</b>   | <b>.4</b>  | <b>5.1</b> |
| 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        |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 220                      | 3960         | 1.0        | 5.4        | 257                       | 1747         | 1.1        | 4.2        | 407                       | 1968         | 1.8        | 6.7        | 288                      | 2277         | 1.3        | 5.7        | 72                       | 1094         | .3         | 3.8        |
| WI '99         | 206                      | 3979         | .9         | 5.0        | 228                       | 1783         | 1.0        | 3.6        | 388                       | 2046         | 1.7        | 6.4        | 275                      | 2498         | 1.2        | 5.5        | 63                       | 1048         | .3         | 3.4        |
| FA '98         | 249                      | 4067         | 1.1        | 6.0        | 295                       | 1975         | 1.3        | 4.8        | 467                       | 2058         | 2.1        | 7.9        | 349                      | 2541         | 1.5        | 6.8        | 79                       | 1057         | .3         | 3.9        |
| SU '98         | 258                      | 4134         | 1.1        | 6.2        | 253                       | 1845         | 1.1        | 4.2        | 475                       | 2263         | 2.1        | 7.8        | 340                      | 2678         | 1.5        | 6.8        | 108                      | 1200         | .5         | 5.0        |
| <b>4-Book</b>  | <b>233</b>               | <b>4035</b>  | <b>1.0</b> | <b>5.7</b> | <b>258</b>                | <b>1838</b>  | <b>1.1</b> | <b>4.2</b> | <b>434</b>                | <b>2084</b>  | <b>1.9</b> | <b>7.2</b> | <b>313</b>               | <b>2499</b>  | <b>1.4</b> | <b>6.2</b> | <b>81</b>                | <b>1100</b>  | <b>.4</b>  | <b>4.0</b> |
| 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        |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 212                      | 3910         | .9         | 5.2        | 306                       | 1944         | 1.3        | 5.0        | 396                       | 1922         | 1.7        | 6.5        | 253                      | 2175         | 1.1        | 5.0        | 65                       | 898          | .3         | 3.4        |
| WI '99         | 193                      | 3714         | .8         | 4.7        | 282                       | 1747         | 1.2        | 4.5        | 321                       | 1827         | 1.4        | 5.3        | 241                      | 1998         | 1.1        | 4.8        | 66                       | 956          | .3         | 3.6        |
| FA '98         | 219                      | 3854         | 1.0        | 5.3        | 269                       | 1682         | 1.2        | 4.4        | 421                       | 1864         | 1.9        | 7.1        | 305                      | 2477         | 1.3        | 5.9        | 66                       | 997          | .3         | 3.2        |
| SU '98         | 226                      | 4303         | 1.0        | 5.4        | 276                       | 1811         | 1.2        | 4.6        | 389                       | 2027         | 1.7        | 6.4        | 289                      | 2395         | 1.3        | 5.7        | 100                      | 1413         | .4         | 4.7        |
| <b>4-Book</b>  | <b>213</b>               | <b>3945</b>  | <b>.9</b>  | <b>5.2</b> | <b>283</b>                | <b>1796</b>  | <b>1.2</b> | <b>4.6</b> | <b>382</b>                | <b>1910</b>  | <b>1.7</b> | <b>6.3</b> | <b>272</b>               | <b>2261</b>  | <b>1.2</b> | <b>5.4</b> | <b>74</b>                | <b>1066</b>  | <b>.3</b>  | <b>3.7</b> |
| 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        |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | * 2                      | 61           |            |            | 1                         | 18           |            |            | 3                         | 18           |            |            | * 1                      | 7            |            |            | **                       | **           | **         | **         |
| WI '99         | 10                       | 160          |            | .2         | 11                        | 54           |            | .2         | 13                        | 98           | .1         | .2         | 8                        | 56           |            | .2         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 13                       | 188          | .1         | .3         | 13                        | 87           | .1         | .2         | 20                        | 100          | .1         | .3         | 8                        | 52           |            | .2         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WGL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 159                      | 3253         | .7         | 3.9        | 201                       | 1430         | .9         | 3.3        | 262                       | 1504         | 1.2        | 4.3        | 187                      | 1596         | .8         | 3.7        | 57                       | 765          | .3         | 3.0        |
| WI '99         | 159                      | 2999         | .7         | 3.9        | 204                       | 1374         | .9         | 3.2        | 252                       | 1256         | 1.1        | 4.1        | 207                      | 1601         | .9         | 4.2        | 65                       | 751          | .3         | 3.5        |
| FA '98         | 202                      | 3581         | .9         | 4.8        | 245                       | 1634         | 1.1        | 4.0        | 320                       | 1648         | 1.4        | 5.4        | 213                      | 1762         | .9         | 4.1        | 90                       | 945          | .4         | 4.4        |
| SU '98         | 176                      | 3472         | .8         | 4.2        | 242                       | 1552         | 1.1        | 4.0        | 265                       | 1567         | 1.2        | 4.4        | 216                      | 1764         | .9         | 4.3        | 67                       | 956          | .3         | 3.1        |
| <b>4-Book</b>  | <b>174</b>               | <b>3326</b>  | <b>.8</b>  | <b>4.2</b> | <b>223</b>                | <b>1498</b>  | <b>1.0</b> | <b>3.6</b> | <b>275</b>                | <b>1494</b>  | <b>1.2</b> | <b>4.6</b> | <b>206</b>               | <b>1681</b>  | <b>.9</b>  | <b>4.1</b> | <b>70</b>                | <b>854</b>   | <b>.3</b>  | <b>3.5</b> |
| 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        |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 16                       | 347          | .1         | .4         | 17                        | 122          | .1         | .3         | 23                        | 164          | .1         | .4         | 21                       | 120          | .1         | .4         | 7                        | 81           |            | .4         |
| WI '99         | 22                       | 369          | .1         | .5         | 39                        | 214          | .2         | .6         | 36                        | 177          | .2         | .6         | 21                       | 148          | .1         | .4         | 3                        | 46           |            | .2         |
| FA '98         | 12                       | 248          | .1         | .3         | 21                        | 92           | .1         | .3         | 18                        | 118          | .1         | .3         | 7                        | 74           |            | .1         | 4                        | 24           |            | .2         |
| SU '98         | 11                       | 260          | .1         | .3         | 13                        | 82           | .1         | .2         | 13                        | 112          | .1         | .2         | 15                       | 108          | .1         | .3         | 6                        | 56           |            | .3         |
| <b>4-Book</b>  | <b>15</b>                | <b>306</b>   | <b>.1</b>  | <b>.4</b>  | <b>23</b>                 | <b>128</b>   | <b>.1</b>  | <b>.4</b>  | <b>23</b>                 | <b>143</b>   | <b>.1</b>  | <b>.4</b>  | <b>16</b>                | <b>113</b>   | <b>.1</b>  | <b>.3</b>  | <b>5</b>                 | <b>52</b>    |            | <b>.3</b>  |
| SP '98         | 10                       | 238          |            | .2         | 14                        | 104          | .1         | .2         | 17                        | 103          | .1         | .3         | 15                       | 110          | .1         | .3         | 1                        | 34           |            |            |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 138                      | 2952         | .6         | 3.4        | 128                       | 1267         | .6         | 2.1        | 161                       | 1459         | .7         | 2.7        | 205                      | 1724         | .9         | 4.1        | 106                      | 1147         | .5         | 5.6        |
| WI '99         | 137                      | 2486         | .6         | 3.3        | 134                       | 1098         | .6         | 2.1        | 157                       | 1301         | .7         | 2.6        | 172                      | 1473         | .8         | 3.5        | 135                      | 1259         | .6         | 7.3        |
| FA '98         | 152                      | 2651         | .7         | 3.6        | 167                       | 1180         | .7         | 2.7        | 160                       | 1309         | .7         | 2.7        | 216                      | 1627         | .9         | 4.2        | 136                      | 1180         | .6         | 6.7        |
| SU '98         | 144                      | 2542         | .6         | 3.4        | 136                       | 1119         | .6         | 2.3        | 179                       | 1464         | .8         | 2.9        | 202                      | 1752         | .9         | 4.0        | 132                      | 1237         | .6         | 6.2        |
| <b>4-Book</b>  | <b>143</b>               | <b>2658</b>  | <b>.6</b>  | <b>3.4</b> | <b>141</b>                | <b>1166</b>  | <b>.6</b>  | <b>2.3</b> | <b>164</b>                | <b>1383</b>  | <b>.7</b>  | <b>2.7</b> | <b>199</b>               | <b>1644</b>  | <b>.9</b>  | <b>4.0</b> | <b>127</b>               | <b>1206</b>  | <b>.6</b>  | <b>6.5</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>WPHT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 13                       | 583          | .1         | .3         | 17                        | 112          | .1         | .3         | 3                         | 79           |            |            | 24                       | 220          | .1         | .5         | 16                       | 234          | .1         | .8          |
| WI '99          | 29                       | 655          | .1         | .7         | 52                        | 237          | .2         | .8         | 43                        | 262          | .2         | .7         | 41                       | 245          | .2         | .8         | 11                       | 100          |            | .6          |
| FA '98          | 26                       | 522          | .1         | .6         | 47                        | 210          | .2         | .8         | 32                        | 171          | .1         | .5         | 31                       | 171          | .1         | .6         | 17                       | 103          | .1         | .8          |
| SU '98          | 33                       | 874          | .1         | .8         | 51                        | 225          | .2         | .9         | 33                        | 211          | .1         | .5         | 37                       | 302          | .2         | .7         | 26                       | 413          | .1         | 1.2         |
| <b>4-Book</b>   | <b>25</b>                | <b>659</b>   | <b>.1</b>  | <b>.6</b>  | <b>42</b>                 | <b>196</b>   | <b>.2</b>  | <b>.7</b>  | <b>28</b>                 | <b>181</b>   | <b>.1</b>  | <b>.4</b>  | <b>33</b>                | <b>235</b>   | <b>.2</b>  | <b>.7</b>  | <b>18</b>                | <b>213</b>   | <b>.1</b>  | <b>.9</b>   |
| SP '98          | 25                       | 885          | .1         | .6         | 34                        | 226          | .1         | .5         | 20                        | 234          | .1         | .3         | 22                       | 276          | .1         | .4         | 39                       | 427          | .2         | 1.9         |
| <b>WPLY-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 172                      | 4036         | .8         | 4.2        | 216                       | 1733         | .9         | 3.5        | 263                       | 1938         | 1.2        | 4.3        | 234                      | 2566         | 1.0        | 4.6        | 88                       | 1349         | .4         | 4.6         |
| WI '99          | 136                      | 3293         | .6         | 3.3        | 173                       | 1528         | .8         | 2.7        | 203                       | 1549         | .9         | 3.3        | 193                      | 2052         | .8         | 3.9        | 57                       | 1115         | .3         | 3.1         |
| FA '98          | 109                      | 3309         | .5         | 2.6        | 125                       | 1442         | .5         | 2.0        | 144                       | 1407         | .6         | 2.4        | 171                      | 2061         | .8         | 3.3        | 51                       | 1067         | .2         | 2.5         |
| SU '98          | 113                      | 3497         | .5         | 2.7        | 126                       | 1384         | .5         | 2.1        | 150                       | 1486         | .7         | 2.5        | 161                      | 1880         | .7         | 3.2        | 57                       | 1108         | .2         | 2.7         |
| <b>4-Book</b>   | <b>133</b>               | <b>3534</b>  | <b>.6</b>  | <b>3.2</b> | <b>160</b>                | <b>1522</b>  | <b>.7</b>  | <b>2.6</b> | <b>190</b>                | <b>1595</b>  | <b>.9</b>  | <b>3.1</b> | <b>190</b>               | <b>2140</b>  | <b>.8</b>  | <b>3.8</b> | <b>63</b>                | <b>1160</b>  | <b>.3</b>  | <b>3.2</b>  |
| 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         |
| <b>WSSJ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 20                       | 131          | .1         | .5         | 15                        | 58           | .1         | .2         | 22                        | 90           | .1         | .4         | 24                       | 86           | .1         | .5         | 13                       | 61           | .1         | .7          |
| WI '99          | 12                       | 137          | .1         | .3         | 16                        | 81           | .1         | .3         | 9                         | 51           |            | .1         | 9                        | 57           |            | .2         | 4                        | 37           |            | .2          |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WUSL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 220                      | 3656         | 1.0        | 5.4        | 247                       | 1761         | 1.1        | 4.0        | 249                       | 1903         | 1.1        | 4.1        | 270                      | 2121         | 1.2        | 5.4        | 181                      | 1536         | .8         | 9.5         |
| WI '99          | 248                      | 3619         | 1.1        | 6.0        | 326                       | 1778         | 1.4        | 5.2        | 284                       | 1911         | 1.2        | 4.7        | 275                      | 1942         | 1.2        | 5.5        | 196                      | 1491         | .9         | 10.6        |
| FA '98          | 262                      | 3906         | 1.2        | 6.3        | 317                       | 1932         | 1.4        | 5.2        | 292                       | 1879         | 1.3        | 4.9        | 321                      | 2161         | 1.4        | 6.2        | 218                      | 1662         | 1.0        | 10.7        |
| SU '98          | 238                      | 3792         | 1.0        | 5.7        | 257                       | 1744         | 1.1        | 4.3        | 285                       | 1947         | 1.2        | 4.7        | 271                      | 2146         | 1.2        | 5.4        | 201                      | 1727         | .9         | 9.4         |
| <b>4-Book</b>   | <b>242</b>               | <b>3743</b>  | <b>1.1</b> | <b>5.9</b> | <b>287</b>                | <b>1804</b>  | <b>1.3</b> | <b>4.7</b> | <b>278</b>                | <b>1910</b>  | <b>1.2</b> | <b>4.6</b> | <b>284</b>               | <b>2093</b>  | <b>1.3</b> | <b>5.6</b> | <b>199</b>               | <b>1604</b>  | <b>.9</b>  | <b>10.1</b> |
| 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         |
| <b>+WWDB-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | * 6                      | 111          | .1         | .1         | 11                        | 58           |            | .2         | 10                        | 75           |            | .2         | * 2                      | 29           |            |            | **                       | **           | **         | **          |
| WI '99          | 5                        | 96           | .1         | .1         | 2                         | 22           |            |            | 11                        | 81           |            | .2         | 3                        | 32           |            | .1         | **                       | **           | **         | **          |
| FA '98          | 9                        | 105          | .2         | .2         | 1                         | 18           |            |            | 19                        | 61           | .1         | .3         | 3                        | 23           |            | .1         | **                       | **           | **         | **          |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WWDB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 72                       | 1402         | .3         | 1.8        | 87                        | 530          | .4         | 1.4        | 128                       | 659          | .6         | 2.1        | 66                       | 573          | .3         | 1.3        | 42                       | 383          | .2         | 2.2         |
| WI '99          | 94                       | 1605         | .4         | 2.3        | 95                        | 640          | .4         | 1.5        | 224                       | 952          | 1.0        | 3.7        | 90                       | 583          | .4         | 1.8        | 31                       | 315          | .1         | 1.7         |
| FA '98          | 88                       | 1658         | .4         | 2.1        | 114                       | 655          | .5         | 1.9        | 158                       | 758          | .7         | 2.7        | 77                       | 625          | .3         | 1.5        | 43                       | 426          | .2         | 2.1         |
| SU '98          | 84                       | 1809         | .4         | 2.0        | 77                        | 596          | .3         | 1.3        | 143                       | 859          | .6         | 2.4        | 107                      | 765          | .5         | 2.1        | 39                       | 366          | .2         | 1.8         |
| <b>4-Book</b>   | <b>85</b>                | <b>1619</b>  | <b>.4</b>  | <b>2.1</b> | <b>93</b>                 | <b>605</b>   | <b>.4</b>  | <b>1.5</b> | <b>163</b>                | <b>807</b>   | <b>.7</b>  | <b>2.7</b> | <b>85</b>                | <b>637</b>   | <b>.4</b>  | <b>1.7</b> | <b>39</b>                | <b>373</b>   | <b>.2</b>  | <b>2.0</b>  |
| 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         |
| <b>WWJZ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 1                        | 25           |            |            | 7                         |              |            |            | 2                         | 15           |            |            | 2                        | 8            |            |            | 1                        | 10           |            | .1          |
| WI '99          | 1                        | 36           |            |            | 1                         | 8            |            |            |                           | 7            |            |            |                          | 8            |            |            |                          |              |            |             |
| FA '98          | 1                        | 35           |            |            |                           |              |            |            |                           | 8            |            |            | 1                        | 18           |            |            |                          | 8            |            |             |
| SU '98          | 4                        | 86           | .1         | .1         | 7                         | 8            |            | .1         | 2                         | 26           |            |            | 2                        | 26           |            |            | 4                        | 52           |            | .2          |
| <b>4-Book</b>   | <b>2</b>                 | <b>46</b>    |            |            | <b>2</b>                  | <b>6</b>     |            |            | <b>1</b>                  | <b>14</b>    |            |            | <b>1</b>                 | <b>15</b>    |            |            | <b>1</b>                 | <b>18</b>    |            | <b>.1</b>   |
| SP '98          | 1                        | 47           |            |            | 2                         | 10           |            |            | 1                         | 28           |            |            |                          |              |            |            |                          |              |            |             |
| <b>WXTU-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 149                      | 2084         | .7         | 3.6        | 230                       | 1318         | 1.0        | 3.7        | 218                       | 1007         | 1.0        | 3.6        | 200                      | 1340         | .9         | 4.0        | 50                       | 676          | .2         | 2.6         |
| WI '99          | 132                      | 1730         | .6         | 3.2        | 183                       | 973          | .8         | 2.9        | 211                       | 871          | .9         | 3.5        | 168                      | 1076         | .7         | 3.4        | 38                       | 570          | .2         | 2.1         |
| FA '98          | 163                      | 2198         | .7         | 3.9        | 238                       | 1331         | 1.0        | 3.9        | 215                       | 1163         | .9         | 3.6        | 228                      | 1525         | 1.0        | 4.4        | 63                       | 805          | .3         | 3.1         |
| SU '98          | 164                      | 2262         | .7         | 3.9        | 215                       | 1319         | .9         | 3.6        | 242                       | 1248         | 1.1        | 4.0        | 207                      | 1480         | .9         | 4.1        | 57                       | 904          | .2         | 2.7         |
| <b>4-Book</b>   | <b>152</b>               | <b>2069</b>  | <b>.7</b>  | <b>3.7</b> | <b>217</b>                | <b>1235</b>  | <b>.9</b>  | <b>3.5</b> | <b>222</b>                | <b>1072</b>  | <b>1.0</b> | <b>3.7</b> | <b>201</b>               | <b>1355</b>  | <b>.9</b>  | <b>4.0</b> | <b>52</b>                | <b>739</b>   | <b>.2</b>  | <b>2.6</b>  |
| 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         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |             |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr |            |
| <b>WXXM-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 123          | 3084        | .5         | 3.0                       | 167          | 1374        | .7         | 2.7                       | 189          | 1224        | .8         | 3.1                      | 171          | 1823        | .8         | 3.4                      | 53           | 896         | .2         | 2.8        |
| WI '99                   | 138          | 3489        | .6         | 3.4                       | 200          | 1721        | .9         | 3.2                       | 199          | 1499        | .9         | 3.3                      | 190          | 2127        | .8         | 3.8                      | 53           | 1096        | .2         | 2.9        |
| FA '98                   | 117          | 2953        | .5         | 2.8                       | 131          | 1460        | .6         | 2.1                       | 178          | 1409        | .8         | 3.0                      | 183          | 1909        | .8         | 3.6                      | 54           | 1016        | .2         | 2.6        |
| SU '98                   | 141          | 3516        | .6         | 3.4                       | 154          | 1610        | .7         | 2.6                       | 197          | 1560        | .9         | 3.2                      | 199          | 2107        | .9         | 4.0                      | 82           | 1320        | .4         | 3.8        |
| <b>4-Book</b>            | <b>130</b>   | <b>3261</b> | <b>.6</b>  | <b>3.2</b>                | <b>163</b>   | <b>1541</b> | <b>.7</b>  | <b>2.7</b>                | <b>191</b>   | <b>1423</b> | <b>.9</b>  | <b>3.2</b>               | <b>186</b>   | <b>1992</b> | <b>.8</b>  | <b>3.7</b>               | <b>61</b>    | <b>1082</b> | <b>.3</b>  | <b>3.0</b> |
| 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        |
| <b>WYSP-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 378          | 5428        | 1.7        | 9.2                       | 1090         | 3890        | 4.8        | 17.7                      | 466          | 2661        | 2.0        | 7.7                      | 310          | 2339        | 1.4        | 6.1                      | 111          | 1198        | .5         | 5.8        |
| WI '99                   | 373          | 5526        | 1.6        | 9.1                       | 1182         | 4094        | 5.2        | 18.8                      | 470          | 2833        | 2.1        | 7.7                      | 288          | 2244        | 1.3        | 5.8                      | 74           | 935         | .3         | 4.0        |
| FA '98                   | 354          | 5820        | 1.6        | 8.5                       | 1069         | 3874        | 4.7        | 17.5                      | 432          | 2528        | 1.9        | 7.3                      | 247          | 1924        | 1.1        | 4.8                      | 75           | 987         | .3         | 3.7        |
| SU '98                   | 345          | 5624        | 1.5        | 8.2                       | 1101         | 3966        | 4.8        | 18.4                      | 405          | 2675        | 1.8        | 6.7                      | 236          | 2042        | 1.0        | 4.7                      | 99           | 1253        | .4         | 4.6        |
| <b>4-Book</b>            | <b>363</b>   | <b>5600</b> | <b>1.6</b> | <b>8.8</b>                | <b>1111</b>  | <b>3956</b> | <b>4.9</b> | <b>18.1</b>               | <b>443</b>   | <b>2674</b> | <b>2.0</b> | <b>7.4</b>               | <b>270</b>   | <b>2137</b> | <b>1.2</b> | <b>5.4</b>               | <b>90</b>    | <b>1093</b> | <b>.4</b>  | <b>4.5</b> |
| 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        |
| <b>WYXR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 149          | 3448        | .7         | 3.6                       | 209          | 1734        | .9         | 3.4                       | 228          | 1529        | 1.0        | 3.8                      | 183          | 1899        | .8         | 3.6                      | 64           | 931         | .3         | 3.4        |
| WI '99                   | 185          | 3794        | .8         | 4.5                       | 265          | 1860        | 1.2        | 4.2                       | 320          | 1714        | 1.4        | 5.3                      | 227          | 2000        | 1.0        | 4.6                      | 79           | 1035        | .3         | 4.3        |
| FA '98                   | 175          | 3740        | .8         | 4.2                       | 243          | 1969        | 1.1        | 4.0                       | 238          | 1682        | 1.0        | 4.0                      | 206          | 1982        | .9         | 4.0                      | 105          | 1208        | .5         | 5.1        |
| SU '98                   | 181          | 3620        | .8         | 4.3                       | 235          | 1638        | 1.0        | 3.9                       | 287          | 1596        | 1.2        | 4.7                      | 222          | 1981        | 1.0        | 4.4                      | 76           | 1227        | .3         | 3.5        |
| <b>4-Book</b>            | <b>173</b>   | <b>3651</b> | <b>.8</b>  | <b>4.2</b>                | <b>238</b>   | <b>1800</b> | <b>1.1</b> | <b>3.9</b>                | <b>268</b>   | <b>1630</b> | <b>1.2</b> | <b>4.5</b>               | <b>210</b>   | <b>1966</b> | <b>.9</b>  | <b>4.2</b>               | <b>81</b>    | <b>1100</b> | <b>.4</b>  | <b>4.1</b> |
| SP '98                   | 203          | 3992        | .9         | 4.8                       | 227          | 1764        | 1.0        | 3.7                       | 288          | 1688        | 1.3        | 4.6                      | 277          | 2289        | 1.2        | 5.4                      | 122          | 1449        | .5         | 5.8        |
| <b>WBYN-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 11           | 181         | .3         | .3                        | 17           | 127         | .1         | .3                        | 16           | 94          | .1         | .3                       | 13           | 93          | .1         | .3                       | 3            | 79          | .2         | .2         |
| WI '99                   | 8            | 180         | .2         | .2                        | 12           | 100         | .1         | .2                        | 6            | 54          | .1         | .2                       | 10           | 96          | .2         | .2                       | 3            | 71          | .2         | .2         |
| FA '98                   | 6            | 190         | .1         | .1                        | 15           | 113         | .1         | .2                        | 3            | 28          | .1         | .1                       | 10           | 106         | .2         | .2                       | 2            | 51          | .1         | .1         |
| SU '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **         |
| <b>WJBR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 16           | 457         | .1         | .4                        | 19           | 162         | .1         | .3                        | 25           | 209         | .1         | .4                       | 20           | 189         | .1         | .4                       | 12           | 171         | .1         | .6         |
| WI '99                   | 23           | 576         | .1         | .6                        | 40           | 240         | .2         | .6                        | 38           | 205         | .2         | .6                       | 23           | 276         | .1         | .5                       | 10           | 152         | .5         | .5         |
| FA '98                   | 26           | 597         | .1         | .6                        | 31           | 241         | .1         | .5                        | 46           | 269         | .2         | .8                       | 34           | 341         | .1         | .7                       | 8            | 173         | .4         | .4         |
| SU '98                   | 21           | 419         | .1         | .5                        | 21           | 157         | .1         | .4                        | 43           | 151         | .2         | .7                       | 37           | 202         | .2         | .7                       | 9            | 137         | .4         | .4         |
| <b>4-Book</b>            | <b>22</b>    | <b>512</b>  | <b>.1</b>  | <b>.5</b>                 | <b>28</b>    | <b>200</b>  | <b>.1</b>  | <b>.5</b>                 | <b>38</b>    | <b>209</b>  | <b>.2</b>  | <b>.6</b>                | <b>29</b>    | <b>252</b>  | <b>.1</b>  | <b>.6</b>                | <b>10</b>    | <b>158</b>  | <b>.5</b>  | <b>.5</b>  |
| SP '98                   | 21           | 478         | .1         | .5                        | 25           | 181         | .1         | .4                        | 37           | 166         | .2         | .6                       | 26           | 250         | .1         | .5                       | 15           | 180         | .1         | .7         |
| <b>WKXV-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 46           | 859         | .2         | 1.1                       | 70           | 442         | .3         | 1.1                       | 82           | 403         | .4         | 1.4                      | 73           | 483         | .3         | 1.4                      | 17           | 191         | .1         | .9         |
| WI '99                   | 36           | 909         | .2         | .9                        | 60           | 432         | .3         | 1.0                       | 60           | 382         | .3         | 1.0                      | 62           | 570         | .3         | 1.2                      | 9            | 219         | .5         | .5         |
| FA '98                   | 57           | 1010        | .3         | 1.4                       | 60           | 370         | .3         | 1.0                       | 100          | 501         | .4         | 1.7                      | 98           | 582         | .4         | 1.9                      | 30           | 310         | .1         | 1.5        |
| SU '98                   | 48           | 1068        | .2         | 1.1                       | 60           | 462         | .3         | 1.0                       | 83           | 468         | .4         | 1.4                      | 82           | 673         | .4         | 1.6                      | 19           | 240         | .1         | .9         |
| <b>4-Book</b>            | <b>47</b>    | <b>962</b>  | <b>.2</b>  | <b>1.1</b>                | <b>63</b>    | <b>427</b>  | <b>.3</b>  | <b>1.0</b>                | <b>81</b>    | <b>439</b>  | <b>.4</b>  | <b>1.4</b>               | <b>79</b>    | <b>577</b>  | <b>.4</b>  | <b>1.5</b>               | <b>19</b>    | <b>240</b>  | <b>.1</b>  | <b>1.0</b> |
| SP '98                   | 43           | 911         | .2         | 1.0                       | 67           | 454         | .3         | 1.1                       | 76           | 443         | .3         | 1.2                      | 69           | 548         | .3         | 1.3                      | 10           | 196         | .5         | .5         |
| <b>WLEV-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 25           | 319         | .1         | .6                        | 32           | 130         | .1         | .5                        | 44           | 110         | .2         | .7                       | 34           | 205         | .1         | .7                       | 7            | 108         | .4         | .4         |
| WI '99                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **         |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **          | **         | **         |
| SU '98                   | 9            | 213         | .2         | .2                        | 12           | 110         | .1         | .2                        | 17           | 71          | .1         | .3                       | 12           | 87          | .1         | .2                       | 2            | 51          | .1         | .1         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>  |
| SP '98                   | 8            | 156         | .2         | .2                        | 8            | 49          | .1         | .1                        | 16           | 56          | .1         | .3                       | 9            | 79          | .2         | .2                       |              |             |            |            |
| <b>WNJO-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |            |
| SP '99                   | 35           | 640         | .2         | .9                        | 44           | 289         | .2         | .7                        | 67           | 312         | .3         | 1.1                      | 55           | 350         | .2         | 1.1                      | 6            | 137         | .3         | .3         |
| WI '99                   | 30           | 644         | .1         | .7                        | 31           | 271         | .1         | .5                        | 50           | 306         | .2         | .8                       | 39           | 324         | .2         | .8                       | 9            | 180         | .5         | .5         |
| FA '98                   | 25           | 597         | .1         | .6                        | 22           | 290         | .1         | .4                        | 41           | 261         | .2         | .7                       | 40           | 299         | .2         | .8                       | 10           | 161         | .5         | .5         |
| SU '98                   | 46           | 672         | .2         | 1.1                       | 66           | 327         | .3         | 1.1                       | 78           | 357         | .3         | 1.3                      | 49           | 375         | .2         | 1.0                      | 24           | 178         | .1         | 1.1        |
| <b>4-Book</b>            | <b>34</b>    | <b>638</b>  | <b>.2</b>  | <b>.8</b>                 | <b>41</b>    | <b>294</b>  | <b>.2</b>  | <b>.7</b>                 | <b>59</b>    | <b>309</b>  | <b>.3</b>  | <b>1.0</b>               | <b>46</b>    | <b>337</b>  | <b>.2</b>  | <b>.9</b>                | <b>12</b>    | <b>164</b>  | <b>.6</b>  | <b>.6</b>  |
| SP '98                   | 25           | 695         | .1         | .6                        | 23           | 310         | .1         | .4                        | 44           | 336         | .2         | .7                       | 33           | 340         | .1         | .6                       | 10           | 199         | .5         | .5         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 18-49

|                | Monday-Sunday<br>6AM-MID |              |             |             | Monday-Friday<br>6AM-10AM |              |             |              | Monday-Friday<br>10AM-3PM |              |              |             | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|--------------|---------------------------|--------------|--------------|-------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr   | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg   | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>VPST-FM</b> |                          |              |             |             |                           |              |             |              |                           |              |              |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 76                       | 2465         | .3          | 1.9         | 97                        | 983          | .4          | 1.6          | 114                       | 1056         | .5           | 1.9         | 101                      | 1374         | .4         | 2.0        | 33                       | 694          | .1         | 1.7        |
| WI '99         | 61                       | 2279         | .3          | 1.5         | 76                        | 947          | .3          | 1.2          | 100                       | 953          | .4           | 1.6         | 87                       | 1284         | .4         | 1.7        | 22                       | 581          | .1         | 1.2        |
| FA '98         | 68                       | 2275         | .3          | 1.6         | 88                        | 924          | .4          | 1.4          | 89                        | 913          | .4           | 1.5         | 99                       | 1198         | .4         | 1.9        | 25                       | 517          | .1         | 1.2        |
| SU '98         | 76                       | 2367         | .3          | 1.8         | 90                        | 875          | .4          | 1.5          | 106                       | 1057         | .5           | 1.7         | 109                      | 1391         | .5         | 2.2        | 44                       | 753          | .2         | 2.1        |
| <b>4-Book</b>  | <b>70</b>                | <b>2347</b>  | <b>.3</b>   | <b>1.7</b>  | <b>88</b>                 | <b>932</b>   | <b>.4</b>   | <b>1.4</b>   | <b>102</b>                | <b>995</b>   | <b>.5</b>    | <b>1.7</b>  | <b>99</b>                | <b>1312</b>  | <b>.4</b>  | <b>2.0</b> | <b>31</b>                | <b>636</b>   | <b>.1</b>  | <b>1.6</b> |
| SP '98         | 74                       | 2167         | .3          | 1.7         | 100                       | 947          | .4          | 1.6          | 102                       | 1004         | .4           | 1.6         | 112                      | 1150         | .5         | 2.2        | 36                       | 717          | .2         | 1.7        |
| <b>TOTALS</b>  |                          |              |             |             |                           |              |             |              |                           |              |              |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 4097                     | 22190        | 18.0        | 6149        | 19776                     | 27.0         | 6055        | 17289        | 26.6                      | 5042         | 19421        | 22.2        | 1899                     | 12969        | 8.3        |            |                          |              |            |            |
| WI '99         | 4102                     | 22086        | 18.0        | 6296        | 19835                     | 27.7         | 6075        | 17286        | 26.7                      | 4975         | 19126        | 21.9        | 1851                     | 13019        | 8.1        |            |                          |              |            |            |
| FA '98         | 4169                     | 22075        | 18.3        | 6123        | 19627                     | 26.9         | 5930        | 17010        | 26.1                      | 5152         | 19231        | 22.6        | 2040                     | 13295        | 9.0        |            |                          |              |            |            |
| SU '98         | 4184                     | 22324        | 18.2        | 5983        | 19275                     | 26.1         | 6083        | 17621        | 26.5                      | 5027         | 19428        | 21.9        | 2142                     | 14055        | 9.3        |            |                          |              |            |            |
| <b>4-Book</b>  | <b>4138</b>              | <b>22169</b> | <b>18.1</b> | <b>6138</b> | <b>19628</b>              | <b>26.9</b>  | <b>6036</b> | <b>17302</b> | <b>26.5</b>               | <b>5049</b>  | <b>19302</b> | <b>22.2</b> | <b>1983</b>              | <b>13335</b> | <b>8.7</b> |            |                          |              |            |            |
| SP '98         | 4258                     | 22226        | 18.5        | 6205        | 19796                     | 27.0         | 6209        | 17408        | 27.0                      | 5112         | 19481        | 22.3        | 2088                     | 13718        | 9.1        |            |                          |              |            |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 18-49

# Target Listener Estimates

| Persons 18-49            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 208          | 4437       | .9         | 3.6                | 71           | 1894       | .3         | 2.7                  | 179          | 823        | .8         | 7.4                  | 78           | 518        | .3         | 1.7                 | 34           | 265        | .1         | 1.1 |
| 4-Book                   | 222          | 4558       | 1.0        | 3.9                | 82           | 2193       | .4         | 3.1                  | 199          | 1009       | .9         | 8.1                  | 91           | 522        | .4         | 2.0                 | 58           | 334        | .3         | 1.8 |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 451          | 3324       | 2.0        | 7.8                | 117          | 1798       | .5         | 4.5                  | 99           | 459        | .4         | 4.1                  | 226          | 711        | 1.0        | 5.0                 | 130          | 470        | .6         | 4.2 |
| 4-Book                   | 419          | 3302       | 1.8        | 7.3                | 138          | 1716       | .6         | 5.2                  | 138          | 500        | .6         | 5.6                  | 256          | 715        | 1.1        | 5.7                 | 155          | 496        | .7         | 4.8 |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 27           | 224        | .1         | .5                 | 28           | 295        | .1         | 1.1                  | 18           | 48         | .1         | .7                   | 25           | 54         | .1         | .6                  | 13           | 33         | .1         | .4  |
| 4-Book                   | 32           | 288        | .1         | .6                 | 32           | 303        | .2         | 1.2                  | 18           | 41         | .1         | .7                   | 22           | 53         | .1         | .5                  | 13           | 27         | .1         | .4  |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 367          | 2626       | 1.6        | 6.4                | 201          | 1797       | .9         | 7.8                  | 217          | 559        | 1.0        | 8.9                  | 240          | 694        | 1.1        | 5.4                 | 202          | 533        | .9         | 6.5 |
| 4-Book                   | 396          | 2742       | 1.7        | 6.9                | 234          | 1902       | 1.0        | 8.7                  | 208          | 524        | .9         | 8.4                  | 299          | 767        | 1.3        | 6.6                 | 279          | 650        | 1.2        | 8.5 |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 27           | 215        | .1         | .5                 | 14           | 116        | .1         | .5                   | 14           | 35         | .1         | .6                   | 32           | 64         | .1         | .7                  | 24           | 39         | .1         | .8  |
| 4-Book                   | 29           | 194        | .1         | .5                 | 18           | 134        | .1         | .7                   | 17           | 41         | .1         | .7                   | 35           | 82         | .2         | .8                  | 30           | 60         | .1         | .9  |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 19           | 213        | .1         | .3                 | 4            | 65         | .1         | .2                   | 4            | 8          | .1         | .2                   | 4            | 16         | .1         | .1                  | 11           | 30         | .1         | .4  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 12           | 122        | .1         | .2                 | 11           | 108        | .1         | .4                   | 8            | 26         | .1         | .3                   | 13           | 30         | .1         | .3                  | 9            | 25         | .1         | .3  |
| 4-Book                   | 20           | 186        | .1         | .4                 | 16           | 153        | .1         | .6                   | 15           | 32         | .1         | .6                   | 19           | 42         | .1         | .5                  | 17           | 33         | .1         | .5  |
| <b>WIOQ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 329          | 4591       | 1.4        | 5.7                | 181          | 2765       | .8         | 7.0                  | 111          | 503        | .5         | 4.6                  | 366          | 1248       | 1.6        | 8.2                 | 245          | 980        | 1.1        | 7.9 |
| 4-Book                   | 287          | 3870       | 1.3        | 5.0                | 144          | 2393       | .6         | 5.4                  | 107          | 452        | .5         | 4.3                  | 277          | 1067       | 1.2        | 6.2                 | 190          | 764        | .8         | 5.8 |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 196          | 1962       | .9         | 3.4                | 50           | 879        | .2         | 1.9                  | 83           | 259        | .4         | 3.4                  | 103          | 355        | .5         | 2.3                 | 50           | 221        | .2         | 1.6 |
| 4-Book                   | 208          | 2104       | .9         | 3.6                | 65           | 1066       | .3         | 2.5                  | 92           | 312        | .4         | 3.7                  | 111          | 403        | .5         | 2.5                 | 63           | 266        | .3         | 2.0 |
| <b>WJJZ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 287          | 2219       | 1.3        | 5.0                | 135          | 1403       | .6         | 5.2                  | 136          | 370        | .6         | 5.6                  | 208          | 587        | .9         | 4.6                 | 180          | 501        | .8         | 5.8 |
| 4-Book                   | 253          | 2144       | 1.1        | 4.4                | 122          | 1417       | .5         | 4.6                  | 102          | 332        | .5         | 4.2                  | 194          | 525        | .8         | 4.3                 | 183          | 503        | .8         | 5.6 |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 324          | 3330       | 1.4        | 5.6                | 133          | 2045       | .6         | 5.1                  | 123          | 504        | .5         | 5.1                  | 305          | 1060       | 1.3        | 6.8                 | 204          | 713        | .9         | 6.6 |
| 4-Book                   | 343          | 3433       | 1.5        | 6.0                | 141          | 2065       | .6         | 5.2                  | 117          | 448        | .5         | 4.7                  | 296          | 1010       | 1.3        | 6.6                 | 222          | 725        | 1.0        | 6.8 |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 324          | 3397       | 1.4        | 5.6                | 112          | 2001       | .5         | 4.3                  | 112          | 430        | .5         | 4.6                  | 253          | 879        | 1.1        | 5.6                 | 165          | 697        | .7         | 5.3 |
| 4-Book                   | 317          | 3334       | 1.4        | 5.5                | 120          | 1939       | .5         | 4.5                  | 115          | 475        | .5         | 4.6                  | 254          | 865        | 1.1        | 5.7                 | 168          | 630        | .8         | 5.2 |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 2          | 33         | **         | **                 | * 3          | 52         | **         | .1                   | **           | **         | **         | **                   | 8            | 41         | **         | .2                  | * 1          | 3          | **         | **  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WOGL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 220          | 2529       | 1.0        | 3.8                | 121          | 1760       | .5         | 4.7                  | 99           | 396        | .4         | 4.1                  | 204          | 715        | .9         | 4.6                 | 148          | 450        | .7         | 4.8 |
| 4-Book                   | 238          | 2616       | 1.1        | 4.1                | 133          | 1773       | .6         | 5.0                  | 115          | 399        | .5         | 4.6                  | 231          | 720        | 1.0        | 5.1                 | 164          | 502        | .7         | 5.0 |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 21           | 242        | .1         | .4                 | 14           | 179        | .1         | .5                   | 18           | 41         | .1         | .7                   | 25           | 61         | .1         | .6                  | 24           | 36         | .1         | .8  |
| 4-Book                   | 21           | 230        | .1         | .4                 | 13           | 155        | .1         | .5                   | 14           | 38         | .1         | .6                   | 23           | 58         | .1         | .5                  | 13           | 36         | .1         | .4  |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 164          | 2528       | .7         | 2.8                | 113          | 1565       | .5         | 4.4                  | 94           | 379        | .4         | 3.9                  | 190          | 650        | .8         | 4.2                 | 122          | 478        | .5         | 3.9 |
| 4-Book                   | 168          | 2290       | .8         | 2.9                | 109          | 1456       | .5         | 4.1                  | 66           | 262        | .3         | 2.7                  | 185          | 608        | .8         | 4.1                 | 152          | 491        | .7         | 4.6 |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 14           | 306        | .1         | .2                 | 11           | 224        | .1         | .4                   | 13           | 21         | .1         | .5                   | 6            | 25         | .1         | .1                  | 4            | 24         | .1         | .1  |
| 4-Book                   | 34           | 410        | .2         | .6                 | 16           | 261        | .1         | .6                   | 13           | 38         | .1         | .5                   | 20           | 54         | .1         | .4                  | 11           | 35         | .1         | .3  |

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

# Target Listener Estimates

Target Listener Estimates - Persons 18-49

|          | Persons 18-49            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
|----------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|          | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|          | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPLY-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 239                      | 3598         | 1.1        | 4.1        | 109                | 1981         | .5         | 4.2        | 60                   | 326          | .3         | 2.5        | 215                  | 897          | .9         | 4.8        | 131                 | 577          | .6         | 4.2        |
| 4-Book   | 181                      | 3010         | .8         | 3.1        | 94                 | 1804         | .4         | 3.5        | 56                   | 283          | .3         | 2.3        | 193                  | 822          | .9         | 4.3        | 119                 | 534          | .6         | 3.6        |
| WSSJ-AM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 21                       | 120          | .1         | .4         | 24                 | 81           | .1         | .9         | 22                   | 37           | .1         | .9         | 41                   | 52           | .2         | .9         | 34                  | 46           | .1         | 1.1        |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WUSL-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 255                      | 3099         | 1.1        | 4.4        | 183                | 2227         | .8         | 7.1        | 113                  | 370          | .5         | 4.7        | 350                  | 1006         | 1.5        | 7.8        | 256                 | 749          | 1.1        | 8.3        |
| 4-Book   | 283                      | 3124         | 1.3        | 4.9        | 199                | 2261         | .9         | 7.4        | 131                  | 408          | .6         | 5.3        | 306                  | 915          | 1.4        | 6.8        | 262                 | 731          | 1.1        | 8.1        |
| +WVDB-AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | * 8                      | 93           |            | .1         | * 2                | 26           |            | .1         | 2                    | 18           |            | .1         | 6                    | 8            |            | .1         | *                   |              |            |            |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WVDB-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 96                       | 1070         | .4         | 1.7        | 51                 | 641          | .2         | 2.0        | 32                   | 114          | .1         | 1.3        | 34                   | 144          | .1         | .8         | 19                  | 56           | .1         | .6         |
| 4-Book   | 118                      | 1229         | .5         | 2.1        | 57                 | 685          | .3         | 2.2        | 45                   | 138          | .2         | 1.8        | 40                   | 135          | .2         | .9         | 18                  | 62           | .1         | .6         |
| WWJZ-AM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 2                        | 15           |            |            | 1                  | 8            |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book   | 2                        | 23           |            |            | 2                  | 22           |            | .1         | 2                    | 8            |            | .1         | 3                    | 8            |            | .1         | 1                   | 4            |            |            |
| WXTU-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 216                      | 1790         | .9         | 3.7        | 96                 | 1115         | .4         | 3.7        | 105                  | 396          | .5         | 4.3        | 158                  | 546          | .7         | 3.5        | 132                 | 392          | .6         | 4.3        |
| 4-Book   | 214                      | 1776         | .9         | 3.7        | 110                | 1248         | .5         | 4.1        | 123                  | 429          | .6         | 5.0        | 190                  | 629          | .8         | 4.2        | 132                 | 444          | .6         | 4.1        |
| WXXM-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 177                      | 2556         | .8         | 3.1        | 76                 | 1485         | .3         | 2.9        | 60                   | 314          | .3         | 2.5        | 164                  | 639          | .7         | 3.7        | 82                  | 462          | .4         | 2.6        |
| 4-Book   | 181                      | 2753         | .8         | 3.2        | 86                 | 1649         | .4         | 3.2        | 62                   | 310          | .3         | 2.5        | 171                  | 739          | .8         | 3.8        | 108                 | 512          | .5         | 3.3        |
| WYSP-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 610                      | 4993         | 2.7        | 10.6       | 146                | 2056         | .6         | 5.6        | 193                  | 529          | .8         | 8.0        | 239                  | 846          | 1.1        | 5.3        | 154                 | 651          | .7         | 5.0        |
| 4-Book   | 595                      | 5038         | 2.6        | 10.3       | 132                | 2038         | .6         | 4.9        | 129                  | 406          | .6         | 5.2        | 235                  | 817          | 1.1        | 5.2        | 153                 | 579          | .7         | 4.7        |
| WYXR-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 208                      | 2885         | .9         | 3.6        | 102                | 1553         | .4         | 3.9        | 59                   | 283          | .3         | 2.4        | 158                  | 557          | .7         | 3.5        | 158                 | 475          | .7         | 5.1        |
| 4-Book   | 241                      | 2963         | 1.1        | 4.2        | 113                | 1793         | .5         | 4.2        | 100                  | 376          | .5         | 4.0        | 200                  | 730          | .9         | 4.4        | 161                 | 525          | .7         | 4.9        |
| WBYN-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 16                       | 174          | .1         | .3         | 8                  | 120          |            | .3         | 9                    | 57           |            | .4         | 13                   | 58           | .1         | .3         | 12                  | 39           | .1         | .4         |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| VJBR-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 22                       | 347          | .1         | .4         | 7                  | 158          |            | .3         | 6                    | 32           |            | .2         | 13                   | 70           | .1         | .3         | 12                  | 47           | .1         | .4         |
| 4-Book   | 32                       | 394          | .2         | .6         | 10                 | 206          | .1         | .4         | 11                   | 48           | .1         | .4         | 23                   | 82           | .1         | .5         | 17                  | 56           | .1         | .5         |
| WKXW-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 76                       | 733          | .3         | 1.3        | 14                 | 277          | .1         | .5         | 15                   | 76           | .1         | .6         | 33                   | 121          | .1         | .7         | 22                  | 49           | .1         | .7         |
| 4-Book   | 75                       | 827          | .3         | 1.3        | 16                 | 297          | .1         | .6         | 15                   | 65           | .1         | .6         | 23                   | 107          | .1         | .5         | 15                  | 63           | .1         | .5         |
| WLEV-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 38                       | 271          | .2         | .7         | 14                 | 144          | .1         | .5         | 22                   | 48           | .1         | .9         | 31                   | 65           | .1         | .7         | 13                  | 34           | .1         | .4         |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WNJO-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 56                       | 495          | .2         | 1.0        | 17                 | 298          | .1         | .7         | 7                    | 31           |            | .3         | 33                   | 147          | .1         | .7         | 22                  | 88           | .1         | .7         |
| 4-Book   | 49                       | 517          | .2         | .9         | 21                 | 299          | .1         | .8         | 16                   | 61           | .1         | .7         | 48                   | 164          | .2         | 1.1        | 27                  | 100          | .1         | .8         |
| WPST-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 105                      | 2066         | .5         | 1.8        | 53                 | 1256         | .2         | 2.0        | 27                   | 169          | .1         | 1.1        | 101                  | 457          | .4         | 2.3        | 55                  | 313          | .2         | 1.8        |
| 4-Book   | 97                       | 1943         | .4         | 1.7        | 50                 | 1127         | .2         | 1.9        | 31                   | 165          | .1         | 1.2        | 94                   | 431          | .4         | 2.1        | 75                  | 342          | .3         | 2.3        |
| TOTALS   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 5772                     | 21848        | 25.4       |            | 2590               | 17871        | 11.4       |            | 2426                 | 6949         | 10.7       |            | 4482                 | 11348        | 19.7       |            | 3101                | 8231         | 13.6       |            |
| 4-Book   | 5765                     | 21857        | 25.3       |            | 2680               | 18175        | 11.8       |            | 2481                 | 7284         | 10.9       |            | 4494                 | 11244        | 19.7       |            | 3276                | 8487         | 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 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 |      |    |
| <b>KYW -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 31        | 175     | .1      | 1.6             | 131       | 630     | .6      | 7.5             | 60        | 329     | .3      | 1.9            | 48        | 198     | .2      | 2.1            | 32        | 261     | .1      | 2.2  |    |
| 4-Book           | 28        | 217     | .1      | 1.4             | 163       | 751     | .7      | 8.7             | 70        | 443     | .3      | 2.2            | 45        | 227     | .2      | 1.9            | 35        | 288     | .2      | 2.3  |    |
| <b>WBEB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 97        | 361     | .4      | 5.0             | 65        | 283     | .3      | 3.7             | 153       | 618     | .7      | 4.9            | 91        | 395     | .4      | 4.0            | 57        | 266     | .3      | 3.9  |    |
| 4-Book           | 88        | 361     | .4      | 4.4             | 86        | 331     | .4      | 4.5             | 175       | 583     | .8      | 5.5            | 119       | 407     | .5      | 5.0            | 79        | 320     | .4      | 5.3  |    |
| <b>WDAS-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 3         | 8       |         | .2              | 78        | 183     | .3      | 4.5             | 67        | 187     | .3      | 2.2            | 10        | 31      |         | .4             | 12        | 27      | .1      | .8   |    |
| 4-Book           | 9         | 20      | .1      | .5              | 91        | 211     | .4      | 4.8             | 74        | 202     | .4      | 2.3            | 19        | 43      | .1      | .8             | 11        | 29      | .1      | .8   |    |
| <b>WDAS-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 166       | 421     | .7      | 8.6             | 127       | 308     | .6      | 7.3             | 198       | 569     | .9      | 6.4            | 204       | 478     | .9      | 8.9            | 247       | 473     | 1.1     | 16.7 |    |
| 4-Book           | 194       | 493     | .9      | 9.7             | 133       | 322     | .6      | 7.1             | 198       | 546     | .9      | 6.1            | 205       | 479     | .9      | 8.6            | 334       | 601     | 1.5     | 22.1 |    |
| <b>+WEMG-AM</b>  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| <b>WURD-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 5         | 12      |         | .3              |           |         |         |                 | 16        | 29      | .1      | .5             | 17        | 21      | .1      | .7             | 2         | 12      |         | .1   |    |
| 4-Book           | 10        | 29      |         | .5              | 6         | 19      |         | .3              | 20        | 50      | .1      | .6             | 19        | 40      | .1      | .8             | 6         | 16      |         | .4   |    |
| <b>WFIL-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 3         | 22      |         | .2              | 5         | 15      |         | .3              | 1         | 7       |         |                | 4         | 27      |         | .2             | 2         | 16      |         | .1   |    |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   | ** |
| <b>WHAT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 8         | 23      |         | .4              | 15        | 45      | .1      | .9              | 18        | 50      | .1      | .6             | 19        | 29      | .1      | .8             | 3         | 16      |         | .2   |    |
| 4-Book           | 9         | 19      |         | .4              | 29        | 62      | .1      | 1.5             | 21        | 57      | .1      | .7             | 10        | 21      | .1      | .4             | 7         | 18      |         | .4   |    |
| <b>WIOQ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 149       | 686     | .7      | 7.7             | 74        | 360     | .3      | 4.2             | 204       | 904     | .9      | 6.6            | 170       | 717     | .7      | 7.4            | 103       | 540     | .5      | 7.0  |    |
| 4-Book           | 132       | 553     | .6      | 6.6             | 67        | 309     | .3      | 3.6             | 165       | 723     | .7      | 5.1            | 121       | 542     | .5      | 5.1            | 74        | 330     | .3      | 5.0  |    |
| <b>WIP -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 22        | 148     | .1      | 1.1             | 45        | 133     | .2      | 2.6             | 43        | 166     | .2      | 1.4            | 28        | 119     | .1      | 1.2            | 29        | 143     | .1      | 2.0  |    |
| 4-Book           | 32        | 166     | .2      | 1.6             | 51        | 182     | .2      | 2.7             | 69        | 272     | .3      | 2.2            | 69        | 254     | .3      | 2.9            | 37        | 168     | .2      | 2.6  |    |
| <b>WJJZ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 83        | 276     | .4      | 4.3             | 101       | 273     | .4      | 5.8             | 155       | 369     | .7      | 5.0            | 130       | 301     | .6      | 5.7            | 86        | 239     | .4      | 5.8  |    |
| 4-Book           | 107       | 353     | .5      | 5.4             | 85        | 242     | .4      | 4.5             | 134       | 380     | .6      | 4.2            | 108       | 291     | .5      | 4.5            | 60        | 211     | .3      | 4.0  |    |
| <b>WMGK-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 52        | 289     | .2      | 2.7             | 40        | 208     | .2      | 2.3             | 168       | 638     | .7      | 5.4            | 127       | 421     | .6      | 5.6            | 40        | 174     | .2      | 2.7  |    |
| 4-Book           | 79        | 371     | .3      | 3.9             | 50        | 239     | .2      | 2.6             | 173       | 652     | .8      | 5.4            | 137       | 439     | .6      | 5.7            | 46        | 212     | .2      | 3.0  |    |
| <b>WMMR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 56        | 335     | .2      | 2.9             | 33        | 164     | .1      | 1.9             | 117       | 558     | .5      | 3.8            | 100       | 449     | .4      | 4.4            | 55        | 280     | .2      | 3.7  |    |
| 4-Book           | 69        | 358     | .3      | 3.5             | 53        | 216     | .2      | 2.8             | 128       | 536     | .6      | 4.0            | 120       | 444     | .5      | 4.9            | 48        | 232     | .2      | 3.2  |    |
| <b>WNAP-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | **        | **      | **      | **              | **        | **      | **      | **              | 6         | 18      |         | .2             | * 2       | 7       |         | .1             | **        | **      | **      | **   |    |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |    |
| <b>WOGL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 95        | 330     | .4      | 4.9             | 107       | 288     | .5      | 6.1             | 119       | 447     | .5      | 3.8            | 86        | 337     | .4      | 3.8            | 103       | 302     | .5      | 7.0  |    |
| 4-Book           | 91        | 342     | .4      | 4.5             | 134       | 386     | .6      | 7.1             | 142       | 496     | .6      | 4.3            | 121       | 372     | .6      | 5.1            | 68        | 226     | .3      | 4.6  |    |
| <b>WPEN-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 8         | 22      |         | .4              | 7         | 24      |         | .4              | 21        | 56      | .1      | .7             | 3         | 14      |         | .1             | 7         | 51      |         | .5   |    |
| 4-Book           | 7         | 27      |         | .3              | 8         | 36      |         | .4              | 19        | 56      | .1      | .6             | 10        | 21      | .1      | .4             | 8         | 28      |         | .5   |    |
| <b>WPHI-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 148       | 496     | .7      | 7.6             | 50        | 169     | .2      | 2.9             | 132       | 422     | .6      | 4.3            | 85        | 282     | .4      | 3.7            | 65        | 194     | .3      | 4.4  |    |
| 4-Book           | 138       | 468     | .6      | 6.9             | 42        | 148     | .2      | 2.3             | 111       | 382     | .5      | 3.5            | 91        | 329     | .4      | 3.8            | 71        | 228     | .3      | 4.8  |    |
| <b>WPHT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 12        | 35      | .1      | .6              | 8         | 17      |         | .5              | 15        | 95      | .1      | .5             | 22        | 90      | .1      | 1.0            | 6         | 35      |         | .4   |    |
| 4-Book           | 10        | 46      | .1      | .5              | 21        | 66      | .1      | 1.1             | 20        | 86      | .1      | .6             | 21        | 75      | .1      | .9             | 14        | 50      | .1      | 1.0  |    |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 18-49

Target Listener Estimates - Persons 18-49

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPLY-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 82                  | 353          | .4         | 4.2        | 53                 | 213          | .2         | 3.0        | 143                | 710          | .6         | 4.6        | 104               | 508          | .5         | 4.6        | 66                | 351          | .3         | 4.5        |
| 4-Book   | 71                  | 369          | .4         | 3.5        | 44                 | 218          | .2         | 2.4        | 120                | 564          | .5         | 3.8        | 94                | 414          | .4         | 3.9        | 43                | 257          | .2         | 2.9        |
| WSSJ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 19                  | 36           | .1         | 1.0        | 14                 | 22           | .1         | .8         | 25                 | 42           | .1         | .8         | 29                | 53           | .1         | 1.3        | 7                 | 12           |            | .5         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WUSL-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 214                 | 686          | .9         | 11.1       | 127                | 447          | .6         | 7.3        | 196                | 705          | .9         | 6.3        | 117               | 384          | .5         | 5.1        | 69                | 245          | .3         | 4.7        |
| 4-Book   | 223                 | 648          | 1.0        | 11.2       | 161                | 501          | .7         | 8.6        | 242                | 800          | 1.1        | 7.4        | 144               | 455          | .6         | 6.0        | 103               | 326          | .5         | 6.9        |
| +WVDB-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 3                  | 8            |            | .2         |                    |              |            |            | *                 |              |            |            |                   |              |            |            |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WVDB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 35                  | 112          | .2         | 1.8        | 61                 | 235          | .3         | 3.5        | 180                | 375          | .8         | 5.8        | 16                | 54           | .1         | .7         | 17                | 80           | .1         | 1.2        |
| 4-Book   | 42                  | 122          | .2         | 2.1        | 57                 | 229          | .3         | 3.0        | 203                | 391          | .9         | 6.2        | 21                | 63           | .1         | .9         | 15                | 72           | .1         | 1.0        |
| WVJZ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 3                  | 8            |            | .2         | 2                  | 9            |            | .1         | 6                 | 8            |            | .3         | 1                 | 4            |            | .1         |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            | 3                 | 4            |            | .1         |                   |              |            |            |
| WXTU-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 46                  | 168          | .2         | 2.4        | 77                 | 332          | .3         | 4.4        | 122                | 341          | .5         | 3.9        | 92                | 207          | .4         | 4.0        | 41                | 171          | .2         | 2.8        |
| 4-Book   | 62                  | 251          | .3         | 3.1        | 85                 | 291          | .4         | 4.5        | 140                | 463          | .6         | 4.3        | 104               | 332          | .5         | 4.3        | 43                | 189          | .2         | 2.8        |
| WXXM-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 31                  | 204          | .1         | 1.6        | 27                 | 155          | .1         | 1.5        | 93                 | 429          | .4         | 3.0        | 93                | 363          | .4         | 4.1        | 49                | 199          | .2         | 3.3        |
| 4-Book   | 53                  | 302          | .3         | 2.6        | 31                 | 173          | .1         | 1.7        | 112                | 508          | .5         | 3.5        | 87                | 386          | .4         | 3.7        | 49                | 265          | .2         | 3.2        |
| WYSP-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 113                 | 366          | .5         | 5.8        | 76                 | 262          | .3         | 4.4        | 184                | 633          | .8         | 5.9        | 117               | 458          | .5         | 5.1        | 80                | 310          | .4         | 5.4        |
| 4-Book   | 87                  | 340          | .4         | 4.4        | 46                 | 175          | .2         | 2.5        | 195                | 729          | .8         | 6.0        | 138               | 495          | .6         | 5.7        | 61                | 251          | .3         | 4.0        |
| WYXR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 100                 | 321          | .4         | 5.2        | 44                 | 180          | .2         | 2.5        | 130                | 535          | .6         | 4.2        | 110               | 365          | .5         | 4.8        | 50                | 210          | .2         | 3.4        |
| 4-Book   | 96                  | 375          | .4         | 4.8        | 61                 | 236          | .3         | 3.2        | 127                | 535          | .6         | 3.9        | 98                | 384          | .4         | 4.1        | 56                | 226          | .2         | 3.8        |
| WBYN-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 18                 | 57           | .1         | 1.0        | 8                  | 56           |            | .3         | 5                 | 16           |            | .2         | 2                 | 17           |            | .1         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WJBR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 8                   | 36           | .4         |            | 1                  | 15           |            | .1         | 7                  | 44           |            | .2         | 5                 | 52           |            | .2         | 2                 | 27           |            | .1         |
| 4-Book   | 6                   | 29           | .3         |            | 5                  | 32           |            | .3         | 12                 | 48           |            | .4         | 5                 | 35           |            | .2         | 2                 | 19           |            | .1         |
| WKXV-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 11                  | 54           | .6         |            | 14                 | 67           | .1         | .8         | 11                 | 57           |            | .4         | 7                 | 33           |            | .3         | 1                 | 14           |            | .1         |
| 4-Book   | 13                  | 55           | .7         |            | 13                 | 49           | .1         | .7         | 20                 | 76           | .1         | .6         | 17                | 48           | .1         | .7         | 11                | 35           | .1         | .7         |
| WLEV-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 2                   | 8            | .1         |            | 7                  | 32           |            | .4         | 20                 | 39           | .1         | .6         | 15                | 54           | .1         | .7         | 6                 | 24           |            | .4         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WNJO-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 12                  | 64           | .1         | .6         | 12                 | 63           | .1         | .7         | 24                 | 88           | .1         | .8         | 27                | 73           | .1         | 1.2        | 3                 | 24           |            | .2         |
| 4-Book   | 11                  | 55           | .1         | .5         | 13                 | 52           | .1         | .7         | 21                 | 77           | .1         | .7         | 24                | 83           | .1         | 1.0        | 9                 | 39           | .1         | .6         |
| WPST-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 50                  | 259          | .2         | 2.6        | 25                 | 150          | .1         | 1.4        | 67                 | 368          | .3         | 2.2        | 66                | 308          | .3         | 2.9        | 25                | 131          | .1         | 1.7        |
| 4-Book   | 38                  | 227          | .2         | 1.9        | 19                 | 120          | .1         | 1.0        | 58                 | 332          | .3         | 1.8        | 56                | 242          | .3         | 2.3        | 23                | 125          | .1         | 1.5        |
| TOTALS   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 1935                | 5871         | 8.5        |            | 1745               | 5391         | 7.7        |            | 3101               | 8703         | 13.6       |            | 2285              | 6188         | 10.0       |            | 1475              | 4536         | 6.5        |            |
| 4-Book   | 2001                | 6042         | 8.8        |            | 1883               | 5697         | 8.3        |            | 3232               | 8964         | 14.2       |            | 2399              | 6585         | 10.5       |            | 1505              | 4552         | 6.6        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 25-49

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 127                      | 4474         | .7         | 3.8        | 360                       | 3250         | 1.9        | 6.9        | 92                        | 1281         | .5         | 1.8        | 158                      | 2187         | .9         | 3.8        | 39                       | 758          | .2         | 2.8         |
| WI '99          | 158                      | 5055         | .9         | 4.6        | 452                       | 3563         | 2.4        | 8.4        | 110                       | 1609         | .6         | 2.2        | 181                      | 2434         | 1.0        | 4.4        | 56                       | 987          | .3         | 4.1         |
| FA '98          | 129                      | 4494         | .7         | 3.8        | 357                       | 3072         | 1.9        | 6.9        | 87                        | 1415         | .5         | 1.7        | 162                      | 2161         | .9         | 3.9        | 46                       | 967          | .2         | 3.1         |
| 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         |
| <b>4-Book</b>   | <b>141</b>               | <b>4704</b>  | <b>.8</b>  | <b>4.2</b> | <b>387</b>                | <b>3250</b>  | <b>2.1</b> | <b>7.4</b> | <b>101</b>                | <b>1458</b>  | <b>.6</b>  | <b>2.0</b> | <b>172</b>               | <b>2249</b>  | <b>1.0</b> | <b>4.2</b> | <b>51</b>                | <b>917</b>   | <b>.3</b>  | <b>3.5</b>  |
| 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         |
| <b>WBEB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 244                      | 3389         | 1.3        | 7.3        | 319                       | 1967         | 1.7        | 6.1        | 500                       | 1712         | 2.7        | 10.0       | 288                      | 1825         | 1.6        | 7.0        | 90                       | 1025         | .5         | 6.5         |
| WI '99          | 245                      | 3377         | 1.3        | 7.2        | 341                       | 1814         | 1.8        | 6.3        | 434                       | 1796         | 2.3        | 8.5        | 279                      | 1949         | 1.5        | 6.8        | 99                       | 1020         | .5         | 7.3         |
| FA '98          | 236                      | 3324         | 1.3        | 6.9        | 318                       | 1959         | 1.7        | 6.1        | 442                       | 1680         | 2.4        | 8.9        | 278                      | 1926         | 1.5        | 6.6        | 88                       | 989          | .5         | 5.9         |
| 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         |
| <b>4-Book</b>   | <b>242</b>               | <b>3331</b>  | <b>1.3</b> | <b>7.1</b> | <b>321</b>                | <b>1912</b>  | <b>1.7</b> | <b>6.1</b> | <b>466</b>                | <b>1764</b>  | <b>2.5</b> | <b>9.3</b> | <b>285</b>               | <b>1885</b>  | <b>1.6</b> | <b>6.9</b> | <b>93</b>                | <b>1019</b>  | <b>.5</b>  | <b>6.4</b>  |
| 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         |
| <b>WDAS-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 22                       | 350          | .1         | .7         | 36                        | 169          | .2         | .7         | 23                        | 108          | .1         | .5         | 17                       | 107          | .1         | .4         | 7                        | 56           | .1         | .5          |
| WI '99          | 35                       | 443          | .2         | 1.0        | 53                        | 221          | .3         | 1.0        | 39                        | 173          | .2         | .8         | 32                       | 160          | .2         | .8         | 12                       | 105          | .1         | .9          |
| FA '98          | 23                       | 372          | .1         | .7         | 38                        | 182          | .2         | .7         | 16                        | 108          | .1         | .3         | 22                       | 132          | .1         | .5         | 5                        | 49           | .1         | .3          |
| SU '98          | 22                       | 342          | .1         | .6         | 46                        | 210          | .2         | .9         | 24                        | 140          | .1         | .5         | 13                       | 65           | .1         | .3         | 5                        | 78           | .1         | .3          |
| <b>4-Book</b>   | <b>26</b>                | <b>377</b>   | <b>.1</b>  | <b>.8</b>  | <b>43</b>                 | <b>196</b>   | <b>.2</b>  | <b>.8</b>  | <b>26</b>                 | <b>132</b>   | <b>.1</b>  | <b>.5</b>  | <b>21</b>                | <b>116</b>   | <b>.1</b>  | <b>.5</b>  | <b>7</b>                 | <b>72</b>    | <b>.1</b>  | <b>.5</b>   |
| SP '98          | 36                       | 523          | .2         | 1.0        | 64                        | 240          | .3         | 1.2        | 37                        | 118          | .2         | .7         | 25                       | 140          | .1         | .6         | 3                        | 43           | .1         | .2          |
| <b>WDAS-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 258                      | 2628         | 1.4        | 7.7        | 369                       | 1768         | 2.0        | 7.1        | 306                       | 1382         | 1.7        | 6.1        | 306                      | 1648         | 1.7        | 7.4        | 196                      | 1114         | 1.1        | 14.1        |
| WI '99          | 305                      | 2579         | 1.6        | 9.0        | 401                       | 1592         | 2.2        | 7.4        | 386                       | 1441         | 2.1        | 7.5        | 342                      | 1655         | 1.8        | 8.3        | 246                      | 1209         | 1.3        | 18.2        |
| FA '98          | 283                      | 2645         | 1.5        | 8.3        | 395                       | 1751         | 2.1        | 7.6        | 335                       | 1398         | 1.8        | 6.7        | 321                      | 1586         | 1.7        | 7.7        | 208                      | 1333         | 1.1        | 14.0        |
| 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        |
| <b>4-Book</b>   | <b>290</b>               | <b>2681</b>  | <b>1.6</b> | <b>8.5</b> | <b>400</b>                | <b>1718</b>  | <b>2.2</b> | <b>7.7</b> | <b>355</b>                | <b>1457</b>  | <b>1.9</b> | <b>7.1</b> | <b>325</b>               | <b>1647</b>  | <b>1.8</b> | <b>7.9</b> | <b>221</b>               | <b>1254</b>  | <b>1.2</b> | <b>15.2</b> |
| 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        |
| <b>+WFMG-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 19                       | 218          | .1         | .6         | 26                        | 153          | .1         | .5         | 28                        | 119          | .2         | .6         | 25                       | 160          | .1         | .6         | 10                       | 79           | .1         | .7          |
| WI '99          | 15                       | 128          | .1         | .4         | 17                        | 66           | .1         | .3         | 23                        | 58           | .1         | .4         | 22                       | 93           | .1         | .5         | 8                        | 55           | .1         | .6          |
| FA '98          | 17                       | 174          | .1         | .5         | 18                        | 122          | .1         | .3         | 25                        | 93           | .1         | .5         | 16                       | 114          | .1         | .4         | 9                        | 47           | .1         | .6          |
| SU '98          | 22                       | 192          | .1         | .6         | 20                        | 126          | .1         | .4         | 31                        | 150          | .2         | .6         | 30                       | 136          | .2         | .7         | 10                       | 68           | .1         | .6          |
| <b>4-Book</b>   | <b>18</b>                | <b>178</b>   | <b>.1</b>  | <b>.5</b>  | <b>20</b>                 | <b>117</b>   | <b>.1</b>  | <b>.4</b>  | <b>27</b>                 | <b>105</b>   | <b>.2</b>  | <b>.5</b>  | <b>23</b>                | <b>126</b>   | <b>.1</b>  | <b>.6</b>  | <b>9</b>                 | <b>62</b>    | <b>.1</b>  | <b>.6</b>   |
| SP '98          | 36                       | 281          | .2         | 1.0        | 47                        | 198          | .3         | .9         | 66                        | 215          | .4         | 1.3        | 36                       | 192          | .2         | .9         | 4                        | 77           | .1         | .3          |
| <b>WFIL-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 12                       | 233          | .1         | .4         | 25                        | 148          | .1         | .5         | 20                        | 97           | .1         | .4         | 12                       | 108          | .1         | .3         | 5                        | 76           | .1         | .4          |
| WI '99          | 10                       | 262          | .1         | .3         | 20                        | 160          | .1         | .4         | 5                         | 89           | .1         | .1         | 12                       | 124          | .1         | .3         | 9                        | 89           | .1         | .7          |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98          | 14                       | 289          | .1         | .4         | 36                        | 176          | .2         | .7         | 4                         | 68           | .1         | .1         | 22                       | 135          | .1         | .5         | 7                        | 50           | .1         | .4          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 10                       | 164          | .1         | .3         | 16                        | 78           | .1         | .3         | 8                         | 73           | .1         | .2         | 14                       | 65           | .1         | .3         | 3                        | 20           | .1         | .2          |
| WI '99          | 16                       | 250          | .1         | .5         | 19                        | 115          | .1         | .4         | 19                        | 132          | .1         | .4         | 18                       | 89           | .1         | .4         | 8                        | 48           | .1         | .6          |
| FA '98          | 14                       | 206          | .1         | .4         | 25                        | 119          | .1         | .5         | 10                        | 60           | .1         | .2         | 19                       | 70           | .1         | .5         | 7                        | 23           | .1         | .5          |
| SU '98          | 24                       | 323          | .1         | .7         | 37                        | 154          | .2         | .7         | 43                        | 189          | .2         | .9         | 15                       | 92           | .1         | .4         | 5                        | 69           | .1         | .3          |
| <b>4-Book</b>   | <b>16</b>                | <b>236</b>   | <b>.1</b>  | <b>.5</b>  | <b>24</b>                 | <b>117</b>   | <b>.1</b>  | <b>.5</b>  | <b>20</b>                 | <b>114</b>   | <b>.1</b>  | <b>.4</b>  | <b>17</b>                | <b>79</b>    | <b>.1</b>  | <b>.4</b>  | <b>6</b>                 | <b>40</b>    | <b>.1</b>  | <b>.4</b>   |
| SP '98          | 24                       | 269          | .1         | .7         | 31                        | 133          | .2         | .6         | 36                        | 128          | .2         | .7         | 22                       | 94           | .1         | .5         | 11                       | 59           | .1         | .7          |
| <b>W10Q-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 177                      | 3670         | 1.0        | 5.3        | 206                       | 1798         | 1.1        | 3.9        | 285                       | 1740         | 1.5        | 5.7        | 229                      | 2110         | 1.2        | 5.6        | 72                       | 1147         | .4         | 5.2         |
| WI '99          | 118                      | 2889         | .6         | 3.5        | 152                       | 1222         | .8         | 2.8        | 207                       | 1604         | 1.1        | 4.0        | 157                      | 1551         | .8         | 3.8        | 36                       | 794          | .2         | 2.7         |
| FA '98          | 169                      | 3137         | .9         | 4.9        | 220                       | 1423         | 1.2        | 4.2        | 286                       | 1641         | 1.5        | 5.7        | 223                      | 1782         | 1.2        | 5.3        | 69                       | 878          | .4         | 4.7         |
| 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         |
| <b>4-Book</b>   | <b>150</b>               | <b>3134</b>  | <b>.8</b>  | <b>4.4</b> | <b>184</b>                | <b>1393</b>  | <b>1.0</b> | <b>3.5</b> | <b>246</b>                | <b>1610</b>  | <b>1.3</b> | <b>4.9</b> | <b>191</b>               | <b>1782</b>  | <b>1.0</b> | <b>4.6</b> | <b>61</b>                | <b>938</b>   | <b>.4</b>  | <b>4.2</b>  |
| 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         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 120                      | 2104         | .6         | 3.6        | 231                       | 1184         | 1.2        | 4.4        | 161                       | 868          | .9         | 3.2        | 166                      | 1300         | .9         | 4.0        | 54                       | 601          | .3         | 3.9        |
| WI '99         | 155                      | 2681         | .8         | 4.6        | 236                       | 1345         | 1.3        | 4.4        | 209                       | 1193         | 1.1        | 4.1        | 240                      | 1641         | 1.3        | 5.8        | 67                       | 893          | .4         | 5.0        |
| FA '98         | 128                      | 2334         | .7         | 3.7        | 203                       | 1216         | 1.1        | 3.9        | 179                       | 1025         | 1.0        | 3.6        | 198                      | 1501         | 1.1        | 4.7        | 59                       | 834          | .3         | 4.0        |
| 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        |
| <b>4-Book</b>  | <b>127</b>               | <b>2211</b>  | <b>.7</b>  | <b>3.8</b> | <b>216</b>                | <b>1190</b>  | <b>1.2</b> | <b>4.1</b> | <b>176</b>                | <b>985</b>   | <b>1.0</b> | <b>3.5</b> | <b>190</b>               | <b>1380</b>  | <b>1.0</b> | <b>4.6</b> | <b>54</b>                | <b>701</b>   | <b>.3</b>  | <b>3.8</b> |
| 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        |
| <b>WJZ-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 199                      | 2608         | 1.1        | 5.9        | 232                       | 1279         | 1.3        | 4.4        | 337                       | 1348         | 1.8        | 6.7        | 248                      | 1546         | 1.3        | 6.0        | 95                       | 846          | .5         | 6.8        |
| WI '99         | 171                      | 2510         | .9         | 5.0        | 164                       | 1094         | .9         | 3.0        | 292                       | 1122         | 1.6        | 5.7        | 228                      | 1332         | 1.2        | 5.5        | 92                       | 782          | .5         | 6.8        |
| FA '98         | 166                      | 2574         | .9         | 4.8        | 188                       | 1203         | 1.0        | 3.6        | 281                       | 1244         | 1.5        | 5.6        | 219                      | 1434         | 1.2        | 5.2        | 81                       | 881          | .4         | 5.5        |
| 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        |
| <b>4-Book</b>  | <b>175</b>               | <b>2543</b>  | <b>1.0</b> | <b>5.1</b> | <b>184</b>                | <b>1165</b>  | <b>1.0</b> | <b>3.5</b> | <b>292</b>                | <b>1212</b>  | <b>1.6</b> | <b>5.8</b> | <b>228</b>               | <b>1454</b>  | <b>1.2</b> | <b>5.5</b> | <b>96</b>                | <b>825</b>   | <b>.5</b>  | <b>6.5</b> |
| 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        |
| <b>VMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 202                      | 3492         | 1.1        | 6.0        | 241                       | 1601         | 1.3        | 4.6        | 376                       | 1776         | 2.0        | 7.5        | 260                      | 2055         | 1.4        | 6.3        | 63                       | 1006         | .3         | 4.5        |
| WI '99         | 188                      | 3443         | 1.0        | 5.5        | 212                       | 1568         | 1.1        | 3.9        | 353                       | 1805         | 1.9        | 6.9        | 248                      | 2183         | 1.3        | 6.0        | 52                       | 885          | .3         | 3.8        |
| FA '98         | 217                      | 3464         | 1.2        | 6.3        | 268                       | 1735         | 1.4        | 5.2        | 406                       | 1787         | 2.2        | 8.2        | 297                      | 2222         | 1.6        | 7.1        | 67                       | 830          | .4         | 4.5        |
| 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        |
| <b>4-Book</b>  | <b>208</b>               | <b>3484</b>  | <b>1.1</b> | <b>6.1</b> | <b>238</b>                | <b>1644</b>  | <b>1.3</b> | <b>4.6</b> | <b>387</b>                | <b>1828</b>  | <b>2.1</b> | <b>7.7</b> | <b>275</b>               | <b>2191</b>  | <b>1.5</b> | <b>6.7</b> | <b>68</b>                | <b>921</b>   | <b>.4</b>  | <b>4.6</b> |
| 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        |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 180                      | 3192         | 1.0        | 5.4        | 271                       | 1671         | 1.5        | 5.2        | 336                       | 1537         | 1.8        | 6.7        | 217                      | 1831         | 1.2        | 5.3        | 43                       | 623          | .2         | 3.1        |
| WI '99         | 163                      | 2936         | .9         | 4.8        | 244                       | 1466         | 1.3        | 4.5        | 275                       | 1490         | 1.5        | 5.4        | 203                      | 1603         | 1.1        | 4.9        | 53                       | 689          | .3         | 3.9        |
| FA '98         | 185                      | 3206         | 1.0        | 5.4        | 241                       | 1475         | 1.3        | 4.6        | 356                       | 1577         | 1.9        | 7.2        | 249                      | 2048         | 1.3        | 5.9        | 47                       | 766          | .3         | 3.2        |
| 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        |
| <b>4-Book</b>  | <b>177</b>               | <b>3181</b>  | <b>1.0</b> | <b>5.2</b> | <b>246</b>                | <b>1527</b>  | <b>1.3</b> | <b>4.7</b> | <b>315</b>                | <b>1528</b>  | <b>1.7</b> | <b>6.3</b> | <b>223</b>               | <b>1831</b>  | <b>1.2</b> | <b>5.4</b> | <b>55</b>                | <b>776</b>   | <b>.3</b>  | <b>3.8</b> |
| 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        |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | * 2                      | 58           | .1         | .1         | 15                        | 51           | .1         | .2         | 3                         | 15           | .1         | .1         | * 1                      | 7            | .1         | .1         | **                       | **           | **         | **         |
| WI '99         | 10                       | 153          | .1         | .3         | 11                        | 51           | .1         | .2         | 13                        | 98           | .1         | .3         | 8                        | 56           | .1         | .2         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 13                       | 172          | .1         | .4         | 13                        | 87           | .1         | .3         | 20                        | 100          | .1         | .4         | 8                        | 52           | .1         | .2         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WOGL-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 135                      | 2820         | .7         | 4.0        | 172                       | 1264         | .9         | 3.3        | 212                       | 1277         | 1.1        | 4.2        | 160                      | 1453         | .9         | 3.9        | 49                       | 661          | .3         | 3.5        |
| WI '99         | 141                      | 2746         | .8         | 4.1        | 175                       | 1263         | .9         | 3.2        | 212                       | 1153         | 1.1        | 4.1        | 184                      | 1505         | 1.0        | 4.5        | 61                       | 674          | .3         | 4.5        |
| FA '98         | 185                      | 3170         | 1.0        | 5.4        | 229                       | 1431         | 1.2        | 4.4        | 293                       | 1436         | 1.6        | 5.9        | 187                      | 1553         | 1.0        | 4.5        | 79                       | 893          | .4         | 5.3        |
| 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        |
| <b>4-Book</b>  | <b>154</b>               | <b>2941</b>  | <b>.8</b>  | <b>4.5</b> | <b>199</b>                | <b>1337</b>  | <b>1.1</b> | <b>3.8</b> | <b>234</b>                | <b>1301</b>  | <b>1.3</b> | <b>4.7</b> | <b>178</b>               | <b>1510</b>  | <b>1.0</b> | <b>4.4</b> | <b>63</b>                | <b>771</b>   | <b>.3</b>  | <b>4.3</b> |
| 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        |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 15                       | 321          | .1         | .4         | 17                        | 122          | .1         | .3         | 22                        | 154          | .1         | .4         | 21                       | 120          | .1         | .5         | 5                        | 64           | .1         | .4         |
| WI '99         | 20                       | 360          | .1         | .6         | 38                        | 205          | .2         | .7         | 33                        | 168          | .2         | .6         | 18                       | 139          | .1         | .4         | 3                        | 46           | .1         | .2         |
| FA '98         | 12                       | 219          | .1         | .4         | 20                        | 82           | .1         | .4         | 18                        | 118          | .1         | .4         | 7                        | 74           | .1         | .2         | 4                        | 24           | .1         | .3         |
| SU '98         | 11                       | 251          | .1         | .3         | 13                        | 82           | .1         | .3         | 13                        | 103          | .1         | .3         | 15                       | 108          | .1         | .4         | 6                        | 56           | .1         | .4         |
| <b>4-Book</b>  | <b>15</b>                | <b>288</b>   | <b>.1</b>  | <b>.4</b>  | <b>22</b>                 | <b>123</b>   | <b>.1</b>  | <b>.4</b>  | <b>22</b>                 | <b>136</b>   | <b>.1</b>  | <b>.4</b>  | <b>15</b>                | <b>110</b>   | <b>.1</b>  | <b>.4</b>  | <b>5</b>                 | <b>48</b>    | <b>.1</b>  | <b>.3</b>  |
| SP '98         | 10                       | 216          | .1         | .3         | 14                        | 104          | .1         | .3         | 17                        | 103          | .1         | .3         | 15                       | 100          | .1         | .4         | 1                        | 23           | .1         | .1         |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 67                       | 1587         | .4         | 2.0        | 62                        | 643          | .3         | 1.2        | 71                        | 718          | .4         | 1.4        | 103                      | 924          | .6         | 2.5        | 56                       | 486          | .3         | 4.0        |
| WI '99         | 65                       | 1264         | .4         | 1.9        | 73                        | 568          | .4         | 1.4        | 79                        | 616          | .4         | 1.5        | 86                       | 703          | .5         | 2.1        | 53                       | 516          | .3         | 3.9        |
| FA '98         | 73                       | 1433         | .4         | 2.1        | 83                        | 560          | .4         | 1.6        | 90                        | 608          | .5         | 1.8        | 97                       | 818          | .5         | 2.3        | 48                       | 559          | .3         | 3.2        |
| 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        |
| <b>4-Book</b>  | <b>68</b>                | <b>1380</b>  | <b>.4</b>  | <b>2.0</b> | <b>69</b>                 | <b>561</b>   | <b>.4</b>  | <b>1.3</b> | <b>81</b>                 | <b>644</b>   | <b>.4</b>  | <b>1.6</b> | <b>94</b>                | <b>801</b>   | <b>.5</b>  | <b>2.3</b> | <b>54</b>                | <b>518</b>   | <b>.3</b>  | <b>3.7</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>WPHT-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 13           | 550         | .1         | .4                        | 16           | 107         | .1         | .3                        | 3            | 79          | .1         | .1                       | 22           | 206         | .1         | .5                       | 16           | 216        | .1         | 1.2        |
| WI '99                   | 28           | 645         | .2         | .8                        | 49           | 226         | .3         | .9                        | 39           | 252         | .2         | .8                       | 41           | 245         | .2         | 1.0                      | 11           | 100        | .1         | .8         |
| FA '98                   | 23           | 484         | .1         | .7                        | 37           | 188         | .2         | .7                        | 32           | 171         | .2         | .6                       | 30           | 165         | .2         | .7                       | 10           | 92         | .1         | .7         |
| SU '98                   | 31           | 825         | .2         | .9                        | 51           | 225         | .3         | 1.0                       | 29           | 205         | .2         | .6                       | 35           | 287         | .2         | .9                       | 24           | 380        | .1         | 1.5        |
| <b>4-Book</b>            | <b>24</b>    | <b>626</b>  | <b>.2</b>  | <b>.7</b>                 | <b>38</b>    | <b>187</b>  | <b>.2</b>  | <b>.7</b>                 | <b>26</b>    | <b>177</b>  | <b>.2</b>  | <b>.5</b>                | <b>32</b>    | <b>226</b>  | <b>.2</b>  | <b>.8</b>                | <b>15</b>    | <b>197</b> | <b>.1</b>  | <b>1.1</b> |
| SP '98                   | 25           | 859         | .1         | .7                        | 33           | 217         | .2         | .6                        | 20           | 234         | .1         | .4                       | 21           | 268         | .1         | .5                       | 38           | 410        | .2         | 2.5        |
| <b>WPLY-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 111          | 2653        | .6         | 3.3                       | 151          | 1149        | .8         | 2.9                       | 178          | 1211        | 1.0        | 3.5                      | 150          | 1696        | .8         | 3.6                      | 40           | 660        | .2         | 2.9        |
| WI '99                   | 89           | 2183        | .5         | 2.6                       | 117          | 961         | .6         | 2.2                       | 134          | 922         | .7         | 2.6                      | 130          | 1371        | .7         | 3.2                      | 29           | 584        | .2         | 2.1        |
| FA '98                   | 71           | 2119        | .4         | 2.1                       | 79           | 952         | .4         | 1.5                       | 97           | 849         | .5         | 1.9                      | 114          | 1375        | .6         | 2.7                      | 27           | 599        | .1         | 1.8        |
| SU '98                   | 76           | 2293        | .4         | 2.2                       | 94           | 947         | .5         | 1.8                       | 97           | 822         | .5         | 2.0                      | 113          | 1233        | .6         | 2.8                      | 32           | 622        | .2         | 2.0        |
| <b>4-Book</b>            | <b>87</b>    | <b>2312</b> | <b>.5</b>  | <b>2.6</b>                | <b>110</b>   | <b>1002</b> | <b>.6</b>  | <b>2.1</b>                | <b>127</b>   | <b>951</b>  | <b>.7</b>  | <b>2.5</b>               | <b>127</b>   | <b>1419</b> | <b>.7</b>  | <b>3.1</b>               | <b>32</b>    | <b>616</b> | <b>.2</b>  | <b>2.2</b> |
| 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        |
| <b>WSSJ-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 20           | 120         | .1         | .6                        | 15           | 58          | .1         | .3                        | 22           | 90          | .1         | .4                       | 24           | 86          | .1         | .6                       | 13           | 61         | .1         | .9         |
| WI '99                   | 11           | 115         | .1         | .3                        | 13           | 69          | .1         | .2                        | 8            | 38          | .2         | .2                       | 9            | 57          | .2         | .2                       | 4            | 37         | .1         | .3         |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| SU '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>WUSL-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 126          | 2142        | .7         | 3.7                       | 163          | 1047        | .9         | 3.1                       | 140          | 1026        | .8         | 2.8                      | 158          | 1198        | .9         | 3.8                      | 89           | 806        | .5         | 6.4        |
| WI '99                   | 158          | 2199        | .9         | 4.6                       | 226          | 1114        | 1.2        | 4.2                       | 200          | 1208        | 1.1        | 3.9                      | 171          | 1111        | .9         | 4.2                      | 102          | 761        | .6         | 7.5        |
| FA '98                   | 162          | 2273        | .9         | 4.7                       | 207          | 1135        | 1.1        | 4.0                       | 203          | 1011        | 1.1        | 4.1                      | 199          | 1177        | 1.1        | 4.8                      | 110          | 803        | .6         | 7.4        |
| SU '98                   | 132          | 2296        | .7         | 3.9                       | 168          | 1051        | .9         | 3.3                       | 169          | 1101        | .9         | 3.4                      | 137          | 1147        | .7         | 3.4                      | 91           | 892        | .5         | 5.6        |
| <b>4-Book</b>            | <b>145</b>   | <b>2228</b> | <b>.8</b>  | <b>4.2</b>                | <b>191</b>   | <b>1087</b> | <b>1.0</b> | <b>3.7</b>                | <b>178</b>   | <b>1087</b> | <b>1.0</b> | <b>3.6</b>               | <b>166</b>   | <b>1158</b> | <b>.9</b>  | <b>4.1</b>               | <b>98</b>    | <b>816</b> | <b>.6</b>  | <b>6.7</b> |
| 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        |
| <b>+WVDB-AM</b>          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | * 6          | 111         | .2         | .2                        | 11           | 58          | .1         | .2                        | 10           | 75          | .1         | .2                       | * 2          | 29          | .1         | .2                       | **           | **         | **         | **         |
| WI '99                   | 4            | 90          | .1         | .1                        | 2            | 22          | .1         | .1                        | 10           | 75          | .1         | .2                       | 2            | 26          | .1         | .2                       | **           | **         | **         | **         |
| FA '98                   | 7            | 95          | .2         | .2                        | 1            | 18          | .1         | .1                        | 15           | 50          | .1         | .3                       | 3            | 23          | .1         | .3                       | **           | **         | **         | **         |
| SU '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>WVDB-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 68           | 1256        | .4         | 2.0                       | 85           | 504         | .5         | 1.6                       | 117          | 576         | .6         | 2.3                      | 59           | 520         | .3         | 1.4                      | 40           | 339        | .2         | 2.9        |
| WI '99                   | 90           | 1522        | .5         | 2.6                       | 93           | 618         | .5         | 1.7                       | 215          | 897         | 1.2        | 4.2                      | 85           | 543         | .5         | 2.1                      | 28           | 295        | .2         | 2.1        |
| FA '98                   | 85           | 1571        | .5         | 2.5                       | 114          | 645         | .6         | 2.2                       | 156          | 719         | .8         | 3.1                      | 75           | 615         | .4         | 1.8                      | 40           | 396        | .2         | 2.7        |
| SU '98                   | 77           | 1710        | .4         | 2.3                       | 68           | 563         | .4         | 1.3                       | 137          | 809         | .7         | 2.8                      | 103          | 726         | .6         | 2.5                      | 29           | 335        | .2         | 1.8        |
| <b>4-Book</b>            | <b>80</b>    | <b>1515</b> | <b>.5</b>  | <b>2.4</b>                | <b>90</b>    | <b>583</b>  | <b>.5</b>  | <b>1.7</b>                | <b>156</b>   | <b>750</b>  | <b>.8</b>  | <b>3.1</b>               | <b>81</b>    | <b>601</b>  | <b>.5</b>  | <b>2.0</b>               | <b>34</b>    | <b>341</b> | <b>.2</b>  | <b>2.4</b> |
| 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        |
| <b>WVJZ-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 1            | 25          | .1         | .1                        | 7            | 7           | .1         | .1                        | 2            | 15          | .1         | .1                       | 2            | 8           | .1         | .1                       | 1            | 10         | .1         | .1         |
| WI '99                   | 1            | 36          | .1         | .1                        | 1            | 8           | .1         | .1                        | 7            | 7           | .1         | .1                       | 1            | 8           | .1         | .1                       | 1            | 8          | .1         | .1         |
| FA '98                   | 1            | 35          | .1         | .1                        | 1            | 8           | .1         | .1                        | 8            | 8           | .1         | .1                       | 1            | 18          | .1         | .1                       | 1            | 8          | .1         | .1         |
| SU '98                   | 4            | 86          | .1         | .1                        | 7            | 8           | .1         | .1                        | 2            | 26          | .1         | .1                       | 2            | 26          | .1         | .1                       | 4            | 52         | .1         | .2         |
| <b>4-Book</b>            | <b>2</b>     | <b>46</b>   | <b>.1</b>  | <b>.1</b>                 | <b>2</b>     | <b>6</b>    | <b>.1</b>  | <b>.1</b>                 | <b>1</b>     | <b>14</b>   | <b>.1</b>  | <b>.1</b>                | <b>1</b>     | <b>15</b>   | <b>.1</b>  | <b>.1</b>                | <b>1</b>     | <b>18</b>  | <b>.1</b>  | <b>.1</b>  |
| SP '98                   | 1            | 47          | .1         | .1                        | 2            | 10          | .1         | .1                        | 1            | 28          | .1         | .1                       | 1            | 28          | .1         | .1                       | 1            | 18         | .1         | .1         |
| <b>WXTU-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 123          | 1750        | .7         | 3.7                       | 186          | 1107        | 1.0        | 3.6                       | 178          | 813         | 1.0        | 3.5                      | 170          | 1150        | .9         | 4.1                      | 40           | 532        | .2         | 2.9        |
| WI '99                   | 118          | 1485        | .6         | 3.5                       | 171          | 876         | .9         | 3.2                       | 191          | 751         | 1.0        | 3.7                      | 148          | 926         | .8         | 3.6                      | 29           | 469        | .2         | 2.1        |
| FA '98                   | 139          | 1899        | .8         | 4.1                       | 211          | 1176        | 1.1        | 4.1                       | 170          | 952         | .9         | 3.4                      | 190          | 1294        | 1.0        | 4.5                      | 55           | 698        | .3         | 3.7        |
| SU '98                   | 140          | 1994        | .7         | 4.1                       | 186          | 1159        | 1.0        | 3.6                       | 196          | 1061        | 1.0        | 4.0                      | 174          | 1287        | .9         | 4.3                      | 48           | 805        | .3         | 3.0        |
| <b>4-Book</b>            | <b>130</b>   | <b>1782</b> | <b>.7</b>  | <b>3.9</b>                | <b>189</b>   | <b>1080</b> | <b>1.0</b> | <b>3.6</b>                | <b>184</b>   | <b>894</b>  | <b>1.0</b> | <b>3.7</b>               | <b>171</b>   | <b>1164</b> | <b>.9</b>  | <b>4.1</b>               | <b>43</b>    | <b>626</b> | <b>.3</b>  | <b>2.9</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXXM-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 106                      | 2275         | .6         | 3.2        | 144                       | 1114         | .8         | 2.8         | 175                       | 959          | .9         | 3.5        | 140                      | 1344         | .8         | 3.4        | 40                       | 618          | .2         | 2.9        |
| WI '99         | 100                      | 2528         | .5         | 2.9        | 148                       | 1270         | .8         | 2.7         | 144                       | 1094         | .8         | 2.8        | 137                      | 1560         | .7         | 3.3        | 38                       | 685          | .2         | 2.8        |
| FA '98         | 79                       | 2088         | .4         | 2.3        | 88                        | 1036         | .5         | 1.7         | 116                       | 913          | .6         | 2.3        | 126                      | 1321         | .7         | 3.0        | 36                       | 667          | .2         | 2.4        |
| SU '98         | 98                       | 2493         | .5         | 2.9        | 125                       | 1246         | .7         | 2.5         | 129                       | 940          | .7         | 2.6        | 137                      | 1455         | .7         | 3.4        | 52                       | 817          | .3         | 3.2        |
| <b>4-Book</b>  | <b>96</b>                | <b>2346</b>  | <b>.5</b>  | <b>2.8</b> | <b>126</b>                | <b>1167</b>  | <b>.7</b>  | <b>2.4</b>  | <b>141</b>                | <b>977</b>   | <b>.8</b>  | <b>2.8</b> | <b>135</b>               | <b>1420</b>  | <b>.7</b>  | <b>3.3</b> | <b>42</b>                | <b>697</b>   | <b>.2</b>  | <b>2.8</b> |
| 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        |
| <b>WYSP-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 268                      | 4101         | 1.4        | 8.0        | 823                       | 2965         | 4.5        | 15.7        | 334                       | 1916         | 1.8        | 6.7        | 212                      | 1743         | 1.1        | 5.1        | 48                       | 727          | .3         | 3.5        |
| WI '99         | 276                      | 4195         | 1.5        | 8.1        | 962                       | 3149         | 5.2        | 17.8        | 346                       | 2099         | 1.9        | 6.8        | 186                      | 1560         | 1.0        | 4.5        | 29                       | 528          | .2         | 2.1        |
| FA '98         | 262                      | 4530         | 1.4        | 7.6        | 825                       | 2975         | 4.5        | 15.9        | 317                       | 1883         | 1.7        | 6.4        | 162                      | 1369         | .9         | 3.9        | 42                       | 597          | .2         | 2.8        |
| SU '98         | 255                      | 4236         | 1.4        | 7.5        | 867                       | 3003         | 4.6        | 17.0        | 301                       | 1952         | 1.6        | 6.1        | 158                      | 1418         | .8         | 3.9        | 60                       | 911          | .3         | 3.7        |
| <b>4-Book</b>  | <b>265</b>               | <b>4266</b>  | <b>1.4</b> | <b>7.8</b> | <b>869</b>                | <b>3023</b>  | <b>4.7</b> | <b>16.6</b> | <b>325</b>                | <b>1963</b>  | <b>1.8</b> | <b>6.5</b> | <b>180</b>               | <b>1523</b>  | <b>1.0</b> | <b>4.4</b> | <b>45</b>                | <b>691</b>   | <b>.3</b>  | <b>3.0</b> |
| 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        |
| <b>WYXR-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 125                      | 2748         | .7         | 3.7        | 195                       | 1547         | 1.1        | 3.7         | 198                       | 1248         | 1.1        | 3.9        | 162                      | 1597         | .9         | 3.9        | 33                       | 573          | .2         | 2.4        |
| WI '99         | 155                      | 3099         | .8         | 4.6        | 234                       | 1583         | 1.3        | 4.3         | 269                       | 1490         | 1.5        | 5.3        | 192                      | 1729         | 1.0        | 4.7        | 54                       | 761          | .3         | 4.0        |
| FA '98         | 146                      | 2974         | .8         | 4.3        | 214                       | 1682         | 1.2        | 4.1         | 211                       | 1434         | 1.1        | 4.2        | 179                      | 1661         | 1.0        | 4.3        | 61                       | 798          | .3         | 4.1        |
| SU '98         | 151                      | 2862         | .8         | 4.4        | 207                       | 1362         | 1.1        | 4.1         | 237                       | 1285         | 1.3        | 4.8        | 195                      | 1672         | 1.0        | 4.8        | 50                       | 914          | .3         | 3.1        |
| <b>4-Book</b>  | <b>144</b>               | <b>2921</b>  | <b>.8</b>  | <b>4.3</b> | <b>213</b>                | <b>1544</b>  | <b>1.2</b> | <b>4.1</b>  | <b>229</b>                | <b>1364</b>  | <b>1.3</b> | <b>4.6</b> | <b>182</b>               | <b>1665</b>  | <b>1.0</b> | <b>4.4</b> | <b>50</b>                | <b>762</b>   | <b>.3</b>  | <b>3.4</b> |
| SP '98         | 159                      | 3022         | .8         | 4.5        | 195                       | 1399         | 1.0        | 3.7         | 244                       | 1346         | 1.3        | 4.7        | 219                      | 1908         | 1.2        | 5.2        | 59                       | 981          | .3         | 3.8        |
| <b>WBYN-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 9                        | 163          | .3         |            | 16                        | 109          | .1         | .3          | 15                        | 84           | .1         | .3         | 9                        | 76           | .2         |            | 2                        | 70           | .1         |            |
| WI '99         | 8                        | 158          | .2         |            | 12                        | 87           | .1         | .2          | 6                         | 46           | .1         |            | 10                       | 87           | .1         | .2         | 3                        | 71           | .2         |            |
| FA '98         | 6                        | 162          | .2         |            | 15                        | 113          | .1         | .3          | 3                         | 28           | .1         |            | 10                       | 106          | .1         | .2         | 2                        | 51           | .1         |            |
| SU '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 14                       | 402          | .1         | .4         | 19                        | 154          | .1         | .4          | 25                        | 202          | .1         | .5         | 16                       | 165          | .1         | .4         | 10                       | 146          | .1         | .7         |
| WI '99         | 21                       | 513          | .1         | .6         | 37                        | 222          | .2         | .7          | 36                        | 188          | .2         | .7         | 22                       | 251          | .1         | .5         | 9                        | 122          | .7         |            |
| FA '98         | 24                       | 479          | .1         | .7         | 29                        | 200          | .2         | .6          | 42                        | 207          | .2         | .8         | 33                       | 289          | .2         | .8         | 7                        | 142          | .5         |            |
| SU '98         | 21                       | 356          | .1         | .6         | 21                        | 147          | .1         | .4          | 42                        | 141          | .2         | .8         | 37                       | 192          | .2         | .9         | 8                        | 108          | .5         |            |
| <b>4-Book</b>  | <b>20</b>                | <b>438</b>   | <b>.1</b>  | <b>.6</b>  | <b>27</b>                 | <b>181</b>   | <b>.2</b>  | <b>.5</b>   | <b>36</b>                 | <b>185</b>   | <b>.2</b>  | <b>.7</b>  | <b>27</b>                | <b>224</b>   | <b>.2</b>  | <b>.7</b>  | <b>9</b>                 | <b>130</b>   | <b>.6</b>  |            |
| SP '98         | 17                       | 357          | .1         | .5         | 23                        | 130          | .1         | .4          | 37                        | 156          | .2         | .7         | 22                       | 189          | .1         | .5         | 7                        | 110          | .5         |            |
| <b>WKXV-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 43                       | 812          | .2         | 1.3        | 67                        | 415          | .4         | 1.3         | 79                        | 386          | .4         | 1.6        | 69                       | 464          | .4         | 1.7        | 13                       | 163          | .1         | .9         |
| WI '99         | 34                       | 795          | .2         | 1.0        | 55                        | 385          | .3         | 1.0         | 59                        | 345          | .3         | 1.2        | 59                       | 513          | .3         | 1.4        | 8                        | 201          | .6         |            |
| FA '98         | 51                       | 883          | .3         | 1.5        | 57                        | 360          | .3         | 1.1         | 93                        | 431          | .5         | 1.9        | 83                       | 525          | .4         | 2.0        | 27                       | 290          | .1         | 1.8        |
| SU '98         | 43                       | 957          | .2         | 1.3        | 57                        | 436          | .3         | 1.1         | 73                        | 408          | .4         | 1.5        | 75                       | 578          | .4         | 1.8        | 16                       | 188          | .1         | 1.0        |
| <b>4-Book</b>  | <b>43</b>                | <b>862</b>   | <b>.2</b>  | <b>1.3</b> | <b>59</b>                 | <b>399</b>   | <b>.3</b>  | <b>1.1</b>  | <b>76</b>                 | <b>393</b>   | <b>.4</b>  | <b>1.6</b> | <b>72</b>                | <b>520</b>   | <b>.4</b>  | <b>1.7</b> | <b>16</b>                | <b>211</b>   | <b>.1</b>  | <b>1.1</b> |
| SP '98         | 40                       | 872          | .2         | 1.1        | 67                        | 444          | .4         | 1.3         | 70                        | 422          | .4         | 1.3        | 64                       | 519          | .3         | 1.5        | 9                        | 178          | .6         |            |
| <b>WLEV-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 25                       | 291          | .1         | .7         | 32                        | 119          | .2         | .6          | 44                        | 110          | .2         | .9         | 34                       | 187          | .2         | .8         | 7                        | 108          | .5         |            |
| WI '99         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 9                        | 196          | .3         |            | 12                        | 93           | .1         | .2          | 17                        | 71           | .1         | .3         | 12                       | 87           | .1         | .3         | 2                        | 51           | .1         |            |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | 8                        | 156          | .2         |            | 8                         | 49           | .2         |             | 16                        | 56           | .1         | .3         | 9                        | 79           | .2         |            |                          |              |            |            |
| <b>WNJO-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 34                       | 592          | .2         | 1.0        | 41                        | 260          | .2         | .8          | 66                        | 293          | .4         | 1.3        | 54                       | 331          | .3         | 1.3        | 6                        | 128          | .4         |            |
| WI '99         | 26                       | 514          | .1         | .8         | 27                        | 225          | .1         | .5          | 46                        | 242          | .2         | .9         | 34                       | 268          | .2         | .8         | 7                        | 143          | .5         |            |
| FA '98         | 23                       | 538          | .1         | .7         | 20                        | 251          | .1         | .4          | 37                        | 222          | .2         | .7         | 37                       | 280          | .2         | .9         | 10                       | 151          | .1         | .7         |
| SU '98         | 44                       | 638          | .2         | 1.3        | 64                        | 319          | .3         | 1.3         | 78                        | 349          | .4         | 1.6        | 49                       | 358          | .3         | 1.2        | 21                       | 169          | .1         | 1.3        |
| <b>4-Book</b>  | <b>32</b>                | <b>571</b>   | <b>.2</b>  | <b>1.0</b> | <b>38</b>                 | <b>264</b>   | <b>.2</b>  | <b>.8</b>   | <b>57</b>                 | <b>277</b>   | <b>.3</b>  | <b>1.1</b> | <b>44</b>                | <b>309</b>   | <b>.3</b>  | <b>1.1</b> | <b>11</b>                | <b>148</b>   | <b>.1</b>  | <b>.7</b>  |
| SP '98         | 23                       | 617          | .1         | .7         | 21                        | 276          | .1         | .4          | 40                        | 294          | .2         | .8         | 32                       | 323          | .2         | .8         | 10                       | 190          | .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

WPST-FM

|               | Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |
|---------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
|               | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| SP '99        | 57                       | 1680         | .3          | 1.7        | 83                        | 761          | .4          | 1.6        | 83                        | 625          | .4          | 1.7        | 79                       | 951          | .4          | 1.9        | 19                       | 422          | .1         | 1.4        |
| WI '99        | 39                       | 1569         | .2          | 1.1        | 54                        | 621          | .3          | 1.0        | 65                        | 629          | .4          | 1.3        | 52                       | 880          | .3          | 1.3        | 10                       | 360          | .1         | .7         |
| FA '98        | 41                       | 1504         | .2          | 1.2        | 59                        | 636          | .3          | 1.1        | 49                        | 585          | .3          | 1.0        | 56                       | 822          | .3          | 1.3        | 10                       | 284          | .1         | .7         |
| SU '98        | 51                       | 1499         | .3          | 1.5        | 64                        | 576          | .3          | 1.3        | 78                        | 670          | .4          | 1.6        | 74                       | 829          | .4          | 1.8        | 26                       | 469          | .1         | 1.6        |
| <b>4-Book</b> | <b>47</b>                | <b>1563</b>  | <b>.3</b>   | <b>1.4</b> | <b>65</b>                 | <b>649</b>   | <b>.3</b>   | <b>1.3</b> | <b>69</b>                 | <b>627</b>   | <b>.4</b>   | <b>1.4</b> | <b>65</b>                | <b>871</b>   | <b>.4</b>   | <b>1.6</b> | <b>16</b>                | <b>384</b>   | <b>.1</b>  | <b>1.1</b> |
| SP '98        | 50                       | 1465         | .3          | 1.4        | 75                        | 659          | .4          | 1.4        | 66                        | 649          | .4          | 1.3        | 82                       | 783          | .4          | 1.9        | 19                       | 424          | .1         | 1.2        |
| <b>TOTALS</b> |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99        | 3361                     | 18026        | 18.2        |            | 5234                      | 16393        | 28.3        |            | 5020                      | 13934        | 27.2        |            | 4123                     | 15827        | 22.3        |            | 1389                     | 9984         | 7.5        |            |
| WI '99        | 3401                     | 18001        | 18.4        |            | 5401                      | 16360        | 29.2        |            | 5113                      | 14055        | 27.7        |            | 4113                     | 15675        | 22.2        |            | 1352                     | 10075        | 7.3        |            |
| FA '98        | 3426                     | 17979        | 18.5        |            | 5194                      | 16195        | 28.1        |            | 4976                      | 13831        | 26.9        |            | 4189                     | 15750        | 22.7        |            | 1481                     | 10342        | 8.0        |            |
| SU '98        | 3420                     | 18191        | 18.3        |            | 5100                      | 15936        | 27.3        |            | 4953                      | 14169        | 26.5        |            | 4058                     | 15771        | 21.7        |            | 1618                     | 10971        | 8.6        |            |
| <b>4-Book</b> | <b>3402</b>              | <b>18049</b> | <b>18.4</b> |            | <b>5232</b>               | <b>16221</b> | <b>28.2</b> |            | <b>5016</b>               | <b>13997</b> | <b>27.1</b> |            | <b>4121</b>              | <b>15756</b> | <b>22.2</b> |            | <b>1460</b>              | <b>10343</b> | <b>7.9</b> |            |
| SP '98        | 3509                     | 18113        | 18.8        |            | 5316                      | 16341        | 28.4        |            | 5204                      | 14064        | 27.8        |            | 4208                     | 15933        | 22.5        |            | 1543                     | 10699        | 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 25-49

Target Listener Estimates - Persons 25-49

|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 195                      | 4152         | 1.1        | 4.1        | 66                 | 1749         | .4         | 3.1        | 170                  | 782          | .9         | 8.1        | 78                   | 518          | .4         | 2.1        | 34                  | 265          | .2         | 1.4        |
| 4-Book          | 211                      | 4269         | 1.2        | 4.4        | 79                 | 2068         | .5         | 3.6        | 191                  | 967          | 1.0        | 8.9        | 89                   | 506          | .5         | 2.4        | 56                  | 322          | .3         | 2.1        |
| <b>WBEB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 379                      | 2792         | 2.0        | 7.9        | 107                | 1535         | .6         | 5.1        | 89                   | 416          | .5         | 4.2        | 207                  | 623          | 1.1        | 5.6        | 130                 | 470          | .7         | 5.2        |
| 4-Book          | 366                      | 2843         | 2.0        | 7.6        | 120                | 1480         | .7         | 5.5        | 122                  | 447          | .7         | 5.7        | 227                  | 635          | 1.2        | 6.1        | 133                 | 442          | .7         | 5.1        |
| <b>WDAS-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 25                       | 212          | .1         | .5         | 28                 | 280          | .2         | 1.3        | 18                   | 48           | .1         | .9         | 25                   | 54           | .1         | .7         | 13                  | 33           | .1         | .5         |
| 4-Book          | 29                       | 256          | .1         | .6         | 31                 | 284          | .2         | 1.4        | 18                   | 41           | .1         | .8         | 22                   | 50           | .1         | .6         | 13                  | 25           | .1         | .5         |
| <b>WDAS-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 325                      | 2284         | 1.8        | 6.8        | 180                | 1565         | 1.0        | 8.5        | 194                  | 517          | 1.0        | 9.2        | 219                  | 630          | 1.2        | 5.9        | 171                 | 474          | .9         | 6.9        |
| 4-Book          | 359                      | 2380         | 2.0        | 7.5        | 211                | 1670         | 1.2        | 9.6        | 188                  | 483          | 1.0        | 8.7        | 274                  | 702          | 1.5        | 7.4        | 250                 | 582          | 1.4        | 9.5        |
| <b>+WEMG-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| <b>WURD-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 26                       | 203          | .1         | .5         | 12                 | 104          | .1         | .6         | 14                   | 35           | .1         | .7         | 23                   | 52           | .1         | .6         | 24                  | 39           | .1         | 1.0        |
| 4-Book          | 24                       | 167          | .1         | .5         | 15                 | 112          | .1         | .7         | 14                   | 33           | .1         | .7         | 28                   | 66           | .2         | .8         | 25                  | 53           | .1         | 1.0        |
| <b>WFIL-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 19                       | 213          | .1         | .4         | 4                  | 65           | .2         | .2         | 4                    | 8            | .2         | .2         | 4                    | 16           | .1         | .1         | 11                  | 30           | .1         | .4         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WHAT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 12                       | 122          | .1         | .2         | 11                 | 99           | .1         | .5         | 8                    | 26           | .4         | .4         | 13                   | 30           | .1         | .4         | 9                   | 25           | .4         | .4         |
| 4-Book          | 20                       | 183          | .1         | .4         | 15                 | 141          | .1         | .7         | 15                   | 32           | .1         | .7         | 19                   | 42           | .1         | .5         | 14                  | 28           | .1         | .6         |
| <b>WIOQ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 243                      | 3132         | 1.3        | 5.1        | 131                | 1897         | .7         | 6.2        | 92                   | 405          | .5         | 4.4        | 288                  | 876          | 1.6        | 7.8        | 170                 | 641          | .9         | 6.8        |
| 4-Book          | 210                      | 2649         | 1.1        | 4.4        | 102                | 1658         | .6         | 4.7        | 80                   | 331          | .5         | 3.7        | 209                  | 779          | 1.1        | 5.7        | 125                 | 498          | .7         | 4.8        |
| <b>WIP -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 184                      | 1847         | 1.0        | 3.8        | 48                 | 802          | .3         | 2.3        | 79                   | 250          | .4         | 3.7        | 99                   | 329          | .5         | 2.7        | 49                  | 213          | .3         | 2.0        |
| 4-Book          | 192                      | 1926         | 1.0        | 4.0        | 60                 | 980          | .4         | 2.8        | 90                   | 304          | .5         | 4.2        | 103                  | 370          | .6         | 2.8        | 59                  | 248          | .3         | 2.3        |
| <b>WJJZ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 277                      | 2088         | 1.5        | 5.8        | 130                | 1338         | .7         | 6.2        | 128                  | 351          | .7         | 6.1        | 197                  | 566          | 1.1        | 5.3        | 177                 | 476          | 1.0        | 7.1        |
| 4-Book          | 239                      | 2019         | 1.3        | 5.0        | 116                | 1340         | .6         | 5.3        | 96                   | 311          | .5         | 4.5        | 182                  | 504          | 1.0        | 4.9        | 177                 | 478          | 1.0        | 6.8        |
| <b>WMGK-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 299                      | 2934         | 1.6        | 6.2        | 124                | 1851         | .7         | 5.9        | 116                  | 448          | .6         | 5.5        | 280                  | 969          | 1.5        | 7.6        | 189                 | 638          | 1.0        | 7.6        |
| 4-Book          | 307                      | 2978         | 1.7        | 6.4        | 128                | 1826         | .7         | 5.8        | 108                  | 410          | .6         | 5.0        | 270                  | 919          | 1.5        | 7.3        | 192                 | 630          | 1.1        | 7.3        |
| <b>WMMR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 279                      | 2821         | 1.5        | 5.8        | 95                 | 1594         | .5         | 4.5        | 105                  | 378          | .6         | 5.0        | 235                  | 757          | 1.3        | 6.4        | 138                 | 582          | .7         | 5.6        |
| 4-Book          | 265                      | 2690         | 1.4        | 5.5        | 101                | 1584         | .5         | 4.6        | 104                  | 427          | .6         | 4.9        | 213                  | 717          | 1.2        | 5.8        | 134                 | 501          | .7         | 5.2        |
| <b>WNAP-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | * 1                      | 30           |            |            | * 3                | 48           |            | .1         |                      |              |            |            | 7                    | 38           |            | .2         | *                   |              |            |            |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WOGL-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 184                      | 2190         | 1.0        | 3.8        | 105                | 1565         | .6         | 5.0        | 87                   | 348          | .5         | 4.1        | 179                  | 644          | 1.0        | 4.9        | 126                 | 382          | .7         | 5.1        |
| 4-Book          | 206                      | 2313         | 1.1        | 4.3        | 122                | 1611         | .7         | 5.5        | 108                  | 373          | .6         | 5.0        | 207                  | 655          | 1.1        | 5.6        | 149                 | 447          | .8         | 5.7        |
| <b>WPEN-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 20                       | 232          | .1         | .4         | 14                 | 164          | .1         | .7         | 18                   | 41           | .1         | .9         | 23                   | 51           | .1         | .6         | 24                  | 36           | .1         | 1.0        |
| 4-Book          | 20                       | 220          | .1         | .4         | 13                 | 145          | .1         | .6         | 14                   | 38           | .1         | .7         | 22                   | 56           | .1         | .6         | 13                  | 33           | .1         | .5         |
| <b>WPHI-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 78                       | 1372         | .4         | 1.6        | 54                 | 768          | .3         | 2.6        | 41                   | 191          | .2         | 1.9        | 90                   | 345          | .5         | 2.4        | 76                  | 256          | .4         | 3.1        |
| 4-Book          | 81                       | 1158         | .4         | 1.7        | 53                 | 703          | .3         | 2.4        | 35                   | 146          | .2         | 1.6        | 88                   | 301          | .5         | 2.4        | 82                  | 256          | .4         | 3.1        |
| <b>WPHT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 13                       | 291          | .1         | .3         | 10                 | 209          | .1         | .5         | 12                   | 16           | .1         | .6         | 6                    | 25           | .2         | .2         | 4                   | 24           | .2         | .2         |
| 4-Book          | 32                       | 393          | .2         | .7         | 16                 | 252          | .1         | .7         | 13                   | 36           | .1         | .6         | 20                   | 54           | .1         | .5         | 11                  | 35           | .1         | .4         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| Persons 25-49            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>WPLY-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 161          | 2347       | .9         | 3.3                | 71           | 1278       | .4         | 3.4                  | 50           | 249        | .3         | 2.4                  | 153          | 585        | .8         | 4.1                 | 87           | 394        | .5         | 3.5 |
| 4-Book                   | 122          | 1938       | .7         | 2.5                | 62           | 1165       | .3         | 2.9                  | 41           | 187        | .2         | 1.9                  | 138          | 558        | .8         | 3.7                 | 79           | 328        | .4         | 3.0 |
| <b>WSSJ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 21           | 120        | .1         | .4                 | 24           | 70         | .1         | 1.1                  | 22           | 37         | .1         | 1.0                  | 41           | 52         | .2         | 1.1                 | 34           | 46         | .2         | 1.4 |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WUSL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 152          | 1765       | .8         | 3.2                | 105          | 1262       | .6         | 5.0                  | 83           | 251        | .4         | 3.9                  | 189          | 546        | 1.0        | 5.1                 | 132          | 370        | .7         | 5.3 |
| 4-Book                   | 178          | 1788       | 1.0        | 3.7                | 116          | 1307       | .7         | 5.3                  | 83           | 241        | .5         | 3.9                  | 172          | 504        | .9         | 4.6                 | 150          | 405        | .8         | 5.8 |
| <b>+WWDB-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 8          | 93         |            | .2                 | * 2          | 26         |            | .1                   | 2            | 18         |            | .1                   | 6            | 8          |            | .2                  | *            | **         | **         | **  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WWDB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 89           | 961        | .5         | 1.9                | 47           | 568        | .3         | 2.2                  | 32           | 114        | .2         | 1.5                  | 29           | 108        | .2         | .8                  | 17           | 47         | .1         | .7  |
| 4-Book                   | 113          | 1155       | .6         | 2.4                | 53           | 639        | .3         | 2.4                  | 41           | 134        | .3         | 1.9                  | 36           | 118        | .2         | 1.0                 | 18           | 60         | .1         | .7  |
| <b>WWJZ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 2            | 15         |            |                    | 1            | 8          |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| 4-Book                   | 2            | 23         |            |                    | 2            | 22         |            | .1                   | 2            | 8          |            | .1                   | 3            | 8          |            | .1                  | 1            | 4          |            |     |
| <b>WXTU-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 178          | 1514       | 1.0        | 3.7                | 80           | 937        | .4         | 3.8                  | 83           | 323        | .4         | 3.9                  | 140          | 465        | .8         | 3.8                 | 104          | 320        | .6         | 4.2 |
| 4-Book                   | 181          | 1530       | 1.0        | 3.8                | 97           | 1079       | .5         | 4.4                  | 110          | 370        | .6         | 5.1                  | 174          | 560        | .9         | 4.7                 | 112          | 379        | .6         | 4.3 |
| <b>WXXM-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 155          | 1891       | .8         | 3.2                | 65           | 1151       | .4         | 3.1                  | 53           | 252        | .3         | 2.5                  | 149          | 506        | .8         | 4.0                 | 67           | 342        | .4         | 2.7 |
| 4-Book                   | 135          | 1970       | .7         | 2.8                | 64           | 1210       | .4         | 2.9                  | 48           | 238        | .3         | 2.2                  | 125          | 565        | .7         | 3.4                 | 81           | 359        | .5         | 3.1 |
| <b>WYSP-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 447          | 3807       | 2.4        | 9.3                | 97           | 1448       | .5         | 4.6                  | 129          | 361        | .7         | 6.1                  | 179          | 567        | 1.0        | 4.9                 | 109          | 468        | .6         | 4.4 |
| 4-Book                   | 448          | 3816       | 2.4        | 9.3                | 90           | 1468       | .5         | 4.1                  | 86           | 282        | .5         | 4.0                  | 166          | 574        | .9         | 4.5                 | 102          | 401        | .6         | 3.9 |
| <b>WYXR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 186          | 2417       | 1.0        | 3.9                | 77           | 1201       | .4         | 3.7                  | 57           | 253        | .3         | 2.7                  | 123          | 426        | .7         | 3.3                 | 109          | 361        | .6         | 4.4 |
| 4-Book                   | 210          | 2465       | 1.1        | 4.4                | 93           | 1445       | .5         | 4.2                  | 92           | 343        | .5         | 4.3                  | 175          | 623        | 1.0        | 4.7                 | 128          | 430        | .7         | 4.9 |
| <b>WBYN-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 13           | 156        | .1         | .3                 | 6            | 103        |            | .3                   | 8            | 48         |            | .4                   | 11           | 49         | .1         | .3                  | 7            | 30         |            | .3  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WJBR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 20           | 314        | .1         | .4                 | 6            | 146        |            | .3                   | 6            | 32         |            | .3                   | 13           | 70         | .1         | .4                  | 12           | 47         | .1         | .5  |
| 4-Book                   | 30           | 347        | .2         | .6                 | 9            | 178        | .1         | .5                   | 11           | 48         | .1         | .5                   | 22           | 75         | .1         | .6                  | 16           | 54         | .1         | .6  |
| <b>WKXW-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 72           | 705        | .4         | 1.5                | 13           | 259        | .1         | .6                   | 13           | 67         | .1         | .6                   | 30           | 112        | .2         | .8                  | 22           | 49         | .1         | .9  |
| 4-Book                   | 69           | 749        | .4         | 1.4                | 14           | 264        | .1         | .6                   | 13           | 56         | .1         | .6                   | 21           | 100        | .1         | .6                  | 15           | 63         | .1         | .6  |
| <b>WLEV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 37           | 244        | .2         | .8                 | 14           | 125        | .1         | .7                   | 22           | 48         | .1         | 1.0                  | 31           | 65         | .2         | .8                  | 11           | 24         | .1         | .4  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WNJO-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 55           | 447        | .3         | 1.1                | 16           | 279        | .1         | .8                   | 7            | 31         |            | .3                   | 29           | 138        | .2         | .8                  | 19           | 78         | .1         | .8  |
| 4-Book                   | 47           | 465        | .3         | 1.0                | 19           | 265        | .1         | .9                   | 16           | 61         | .1         | .7                   | 43           | 145        | .2         | 1.2                 | 26           | 95         | .2         | 1.0 |
| <b>WPST-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 82           | 1394       | .4         | 1.7                | 39           | 858        | .2         | 1.9                  | 21           | 123        | .1         | 1.0                  | 76           | 349        | .4         | 2.1                 | 40           | 224        | .2         | 1.6 |
| 4-Book                   | 67           | 1276       | .4         | 1.4                | 34           | 745        | .2         | 1.6                  | 22           | 120        | .1         | 1.0                  | 66           | 302        | .4         | 1.8                 | 47           | 226        | .3         | 1.8 |
| <b>TOTALS</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 4810         | 17811      | 26.0       |                    | 2108         | 14505      | 11.4       |                      | 2110         | 6043       | 11.4       |                      | 3689         | 9325       | 20.0       |                     | 2484         | 6685       | 13.4       |     |
| 4-Book                   | 4808         | 17815      | 25.9       |                    | 2199         | 14809      | 11.9       |                      | 2158         | 6328       | 11.6       |                      | 3701         | 9278       | 20.0       |                     | 2618         | 6839       | 14.1       |     |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 25-49

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| KYW -AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 28                  | 148          | .2         | 2.0        | 113                | 561          | .6         | 7.5        | 60                 | 329          | .3         | 2.4        | 37                | 176          | .2         | 2.0        | 28                | 216          | .2         | 2.5        |
| 4-Book   | 27                  | 200          | .2         | 1.8        | 153                | 707          | .8         | 9.2        | 67                 | 421          | .4         | 2.5        | 42                | 219          | .2         | 2.1        | 33                | 266          | .2         | 2.8        |
| WBEB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 87                  | 324          | .5         | 6.3        | 55                 | 243          | .3         | 3.6        | 137                | 522          | .7         | 5.4        | 87                | 375          | .5         | 4.6        | 47                | 210          | .3         | 4.1        |
| 4-Book   | 74                  | 319          | .4         | 5.0        | 73                 | 293          | .4         | 4.4        | 159                | 526          | .9         | 5.9        | 100               | 359          | .6         | 5.1        | 64                | 254          | .4         | 5.4        |
| WDAS-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 3                   | 8            | .1         | .2         | 77                 | 174          | .4         | 5.1        | 67                 | 187          | .4         | 2.6        | 10                | 31           | .1         | .5         | 11                | 22           | .1         | 1.0        |
| 4-Book   | 9                   | 20           | .1         | .6         | 89                 | 200          | .5         | 5.4        | 70                 | 188          | .4         | 2.6        | 18                | 38           | .1         | .9         | 10                | 26           | .1         | .9         |
| WDAS-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 129                 | 346          | .7         | 9.3        | 125                | 297          | .7         | 8.3        | 181                | 511          | 1.0        | 7.1        | 184               | 432          | 1.0        | 9.7        | 231               | 425          | 1.2        | 20.3       |
| 4-Book   | 169                 | 438          | .9         | 11.3       | 121                | 297          | .7         | 7.3        | 179                | 498          | 1.0        | 6.6        | 185               | 428          | 1.0        | 9.5        | 300               | 531          | 1.6        | 25.4       |
| +WEMG-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WURD-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 5                   | 12           | .1         | .4         |                    |              |            |            | 16                 | 29           | .1         | .6         | 17                | 21           | .1         | .9         | 2                 | 12           | .1         | .2         |
| 4-Book   | 9                   | 22           | .1         | .6         | 5                  | 16           | .1         | .3         | 18                 | 45           | .1         | .7         | 15                | 34           | .1         | .8         | 6                 | 16           | .1         | .5         |
| WFIL-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 3                   | 22           | .1         | .2         | 5                  | 15           | .1         | .3         | 1                  | 7            | .1         | .1         | 4                 | 27           | .1         | .2         | 2                 | 16           | .1         | .2         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WHAT-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 8                   | 23           | .1         | .6         | 15                 | 45           | .1         | 1.0        | 16                 | 40           | .1         | .6         | 19                | 29           | .1         | 1.0        | 3                 | 16           | .1         | .3         |
| 4-Book   | 8                   | 17           | .1         | .6         | 28                 | 60           | .2         | 1.7        | 21                 | 55           | .1         | .8         | 10                | 21           | .1         | .5         | 6                 | 16           | .1         | .5         |
| WIOQ-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 88                  | 430          | .5         | 6.3        | 56                 | 281          | .3         | 3.7        | 139                | 584          | .8         | 5.4        | 127               | 511          | .7         | 6.7        | 72                | 363          | .4         | 6.3        |
| 4-Book   | 81                  | 343          | .5         | 5.5        | 50                 | 229          | .3         | 3.0        | 118                | 492          | .6         | 4.3        | 86                | 382          | .5         | 4.4        | 55                | 225          | .3         | 4.7        |
| WIP -AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 21                  | 139          | .1         | 1.5        | 43                 | 123          | .2         | 2.8        | 42                 | 156          | .2         | 1.6        | 27                | 109          | .1         | 1.4        | 24                | 122          | .1         | 2.1        |
| 4-Book   | 29                  | 153          | .2         | 2.0        | 48                 | 173          | .3         | 2.9        | 63                 | 240          | .3         | 2.3        | 61                | 230          | .3         | 3.2        | 33                | 147          | .2         | 2.9        |
| WJJZ-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 78                  | 258          | .4         | 5.6        | 99                 | 262          | .5         | 6.6        | 155                | 369          | .8         | 6.1        | 127               | 292          | .7         | 6.7        | 82                | 221          | .4         | 7.2        |
| 4-Book   | 102                 | 333          | .6         | 6.9        | 81                 | 232          | .4         | 5.0        | 128                | 368          | .7         | 4.8        | 102               | 274          | .6         | 5.2        | 56                | 195          | .3         | 4.8        |
| WMGK-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 50                  | 271          | .3         | 3.6        | 35                 | 181          | .2         | 2.3        | 155                | 584          | .8         | 6.1        | 125               | 403          | .7         | 6.6        | 40                | 165          | .2         | 3.5        |
| 4-Book   | 71                  | 325          | .4         | 4.7        | 46                 | 221          | .2         | 2.8        | 158                | 587          | .8         | 5.8        | 127               | 399          | .7         | 6.5        | 41                | 179          | .2         | 3.4        |
| WMMR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 37                  | 231          | .2         | 2.7        | 31                 | 146          | .2         | 2.1        | 95                 | 431          | .5         | 3.7        | 77                | 337          | .4         | 4.1        | 38                | 168          | .2         | 3.3        |
| 4-Book   | 54                  | 265          | .3         | 3.6        | 48                 | 197          | .3         | 2.9        | 109                | 449          | .6         | 4.0        | 103               | 362          | .6         | 5.2        | 40                | 169          | .2         | 3.3        |
| VNAP-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | 6                  | 18           | .1         | .2         | * 2               | 7            | .1         | .1         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| VOGL-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 86                  | 292          | .5         | 6.2        | 85                 | 239          | .5         | 5.6        | 99                 | 390          | .5         | 3.9        | 80                | 317          | .4         | 4.2        | 93                | 283          | .5         | 8.2        |
| 4-Book   | 87                  | 316          | .5         | 5.8        | 121                | 356          | .7         | 7.2        | 131                | 452          | .7         | 4.8        | 114               | 343          | .6         | 5.8        | 61                | 212          | .3         | 5.3        |
| WPEN-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 6                   | 17           | .1         | .4         | 7                  | 24           | .1         | .5         | 21                 | 56           | .1         | .8         | 3                 | 14           | .1         | .2         | 6                 | 45           | .1         | .5         |
| 4-Book   | 6                   | 24           | .1         | .4         | 8                  | 36           | .1         | .5         | 19                 | 56           | .1         | .7         | 8                 | 17           | .1         | .4         | 8                 | 27           | .1         | .7         |
| WPHI-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 71                  | 209          | .4         | 5.1        | 20                 | 83           | .1         | 1.3        | 61                 | 184          | .3         | 2.4        | 41                | 120          | .2         | 2.2        | 28                | 64           | .2         | 2.5        |
| 4-Book   | 59                  | 191          | .3         | 4.0        | 24                 | 82           | .1         | 1.4        | 59                 | 191          | .3         | 2.2        | 43                | 151          | .2         | 2.2        | 31                | 87           | .2         | 2.7        |
| WPHT-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 12                  | 35           | .1         | .9         | 8                  | 17           | .1         | .5         | 15                 | 95           | .1         | .6         | 21                | 81           | .1         | 1.1        | 6                 | 35           | .1         | .5         |
| 4-Book   | 10                  | 46           | .1         | .6         | 21                 | 66           | .1         | 1.3        | 20                 | 86           | .1         | .7         | 19                | 68           | .1         | 1.0        | 14                | 50           | .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 25-49

# Target Listener Estimates

| Persons 25-49    |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|-----|
| Saturday 7PM-MID |           |         |         | Sunday 6AM-10AM |           |         |         | Sunday 10AM-3PM |           |         |         | Sunday 3PM-7PM |           |         |         | Sunday 7PM-MID |           |         |         |     |
| AQH (00)         | Cume (00) | AQH Rtg | AQH Shr | AQH (00)        | Cume (00) | AQH Rtg | AQH Shr | AQH (00)        | Cume (00) | AQH Rtg | AQH Shr | AQH (00)       | Cume (00) | AQH Rtg | AQH Shr | AQH (00)       | Cume (00) | AQH Rtg | AQH Shr |     |
| <b>WPLY-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 39        | 154     | .2      | 2.8             | 37        | 156     | .2      | 2.5             | 92        | 465     | .5      | 3.6            | 69        | 331     | .4      | 3.6            | 31        | 185     | .2      | 2.7 |
| 4-Book           | 35        | 169     | .2      | 2.3             | 31        | 153     | .2      | 1.9             | 82        | 384     | .4      | 3.0            | 62        | 265     | .3      | 3.1            | 22        | 144     | .1      | 1.9 |
| <b>WSSJ-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 19        | 36      | .1      | 1.4             | 14        | 22      | .1      | .9              | 25        | 42      | .1      | 1.0            | 26        | 42      | .1      | 1.4            | 7         | 12      | .1      | .6  |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **  |
| <b>WUSL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 137       | 339     | .7      | 9.8             | 104       | 349     | .6      | 6.9             | 116       | 437     | .6      | 4.5            | 54        | 147     | .3      | 2.9            | 19        | 64      | .1      | 1.7 |
| 4-Book           | 126       | 336     | .7      | 8.5             | 119       | 362     | .6      | 7.2             | 149       | 483     | .8      | 5.5            | 70        | 207     | .4      | 3.6            | 51        | 137     | .3      | 4.3 |
| <b>+WVDB-AM</b>  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           |           |         |         |                 | 3         | 8       |         | .2              |           |         |         |                |           |         |         |                |           |         |         |     |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **  |
| <b>WVDB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 33        | 103     | .2      | 2.4             | 58        | 215     | .3      | 3.8             | 165       | 318     | .9      | 6.5            | 16        | 45      | .1      | .8             | 15        | 71      | .1      | 1.3 |
| 4-Book           | 39        | 114     | .2      | 2.6             | 56        | 222     | .3      | 3.4             | 192       | 366     | 1.1     | 7.0            | 16        | 51      | .1      | .8             | 14        | 62      | .1      | 1.1 |
| <b>WVJZ-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           |           |         |         |                 | 3         | 8       |         | .2              | 2         | 9       |         | .1             | 6         | 8       |         | .3             |           |         |         |     |
| 4-Book           |           |         |         |                 |           |         |         |                 |           |         |         |                | 3         | 4       |         | .1             |           | 1       | 4       | .1  |
| <b>WXTU-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 34        | 99      | .2      | 2.4             | 62        | 241     | .3      | 4.1             | 105       | 277     | .6      | 4.1            | 79        | 181     | .4      | 4.2            | 34        | 125     | .2      | 3.0 |
| 4-Book           | 51        | 215     | .3      | 3.4             | 77        | 249     | .4      | 4.6             | 124       | 392     | .7      | 4.5            | 94        | 289     | .5      | 4.8            | 38        | 162     | .2      | 3.2 |
| <b>WXXM-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 24        | 138     | .1      | 1.7             | 21        | 110     | .1      | 1.4             | 82        | 356     | .4      | 3.2            | 76        | 269     | .4      | 4.0            | 39        | 147     | .2      | 3.4 |
| 4-Book           | 37        | 207     | .2      | 2.4             | 24        | 137     | .1      | 1.5             | 89        | 416     | .5      | 3.3            | 66        | 261     | .4      | 3.4            | 35        | 189     | .2      | 2.9 |
| <b>WYSP-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 57        | 198     | .3      | 4.1             | 54        | 181     | .3      | 3.6             | 123       | 396     | .7      | 4.8            | 80        | 341     | .4      | 4.2            | 41        | 170     | .2      | 3.6 |
| 4-Book           | 48        | 205     | .3      | 3.2             | 34        | 123     | .2      | 2.1             | 144       | 531     | .8      | 5.2            | 100       | 381     | .6      | 5.1            | 32        | 144     | .2      | 2.7 |
| <b>WYXR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 49        | 179     | .3      | 3.5             | 40        | 163     | .2      | 2.6             | 107       | 398     | .6      | 4.2            | 92        | 291     | .5      | 4.9            | 36        | 151     | .2      | 3.2 |
| 4-Book           | 64        | 257     | .3      | 4.3             | 53        | 213     | .3      | 3.2             | 105       | 419     | .6      | 3.9            | 80        | 310     | .4      | 4.1            | 39        | 151     | .2      | 3.4 |
| <b>WBYN-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           |           |         |         |                 | 16        | 47      | .1      | 1.1             | 5         | 47      |         | .2             | 2         | 7       |         | .1             | 1         | 9       |         | .1  |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **  |
| <b>WJBR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 8         | 29      |         | .6              | 1         | 15      |         | .1              | 5         | 37      |         | .2             | 5         | 52      |         | .3             | 2         | 22      |         | .2  |
| 4-Book           | 5         | 21      |         | .4              | 4         | 25      |         | .2              | 11        | 43      |         | .4             | 5         | 28      |         | .3             | 1         | 14      |         | .1  |
| <b>WKXW-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 10        | 45      | .1      | .7              | 14        | 67      | .1      | .9              | 5         | 48      |         | .2             | 7         | 33      |         | .4             | 1         | 14      |         | .1  |
| 4-Book           | 10        | 43      | .1      | .7              | 12        | 46      | .1      | .7              | 16        | 62      | .1      | .6             | 14        | 40      | .1      | .7             | 10        | 33      | .1      | .9  |
| <b>WLEV-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 2         | 8       |         | .1              | 7         | 32      |         | .5              | 20        | 39      | .1      | .8             | 14        | 45      | .1      | .7             | 6         | 24      |         | .5  |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **  |
| <b>WNJO-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 12        | 64      | .1      | .9              | 12        | 63      | .1      | .8              | 23        | 79      | .1      | .9             | 25        | 64      | .1      | 1.3            | 3         | 24      |         | .3  |
| 4-Book           | 11        | 53      | .1      | .7              | 11        | 48      | .1      | .7              | 20        | 68      | .1      | .7             | 20        | 69      | .1      | 1.0            | 8         | 32      | .1      | .6  |
| <b>WPST-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 36        | 160     | .2      | 2.6             | 17        | 96      | .1      | 1.1             | 57        | 271     | .3      | 2.2            | 45        | 198     | .2      | 2.4            | 12        | 66      | .1      | 1.1 |
| 4-Book           | 23        | 130     | .1      | 1.5             | 14        | 90      | .1      | .8              | 46        | 240     | .3      | 1.7            | 38        | 157     | .2      | 2.0            | 11        | 65      | .1      | 1.0 |
| <b>TOTALS</b>    |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 1391      | 4343    | 7.5     |                 | 1510      | 4673    | 8.2     |                 | 2553      | 7078    | 13.8    |                | 1891      | 4981    | 10.2    |                | 1140      | 3393    | 6.2     |     |
| 4-Book           | 1493      | 4599    | 8.1     |                 | 1653      | 5011    | 8.9     |                 | 2723      | 7486    | 14.7    |                | 1955      | 5377    | 10.5    |                | 1176      | 3519    | 6.4     |     |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Persons 25-54

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 173                      | 5558         | .8         | 4.4        | 476                       | 4133         | 2.2        | 7.8        | 131                       | 1720         | .6         | 2.3        | 218                      | 2765         | 1.0        | 4.6        | 51                       | 926          | .2         | 3.2         |
| WI '99          | 218                      | 6322         | 1.0        | 5.5        | 595                       | 4489         | 2.8        | 9.5        | 166                       | 2165         | .8         | 2.8        | 238                      | 3030         | 1.1        | 5.0        | 74                       | 1291         | .3         | 4.8         |
| FA '98          | 185                      | 5553         | .9         | 4.7        | 479                       | 3832         | 2.2        | 8.0        | 149                       | 1837         | .7         | 2.6        | 224                      | 2725         | 1.0        | 4.6        | 62                       | 1147         | .3         | 3.7         |
| SU '98          | 194                      | 5885         | .9         | 4.9        | 502                       | 3868         | 2.3        | 8.5        | 138                       | 1901         | .6         | 2.4        | 233                      | 2763         | 1.1        | 5.0        | 79                       | 1217         | .4         | 4.3         |
| <b>4-Book</b>   | <b>193</b>               | <b>5830</b>  | <b>.9</b>  | <b>4.9</b> | <b>513</b>                | <b>4081</b>  | <b>2.4</b> | <b>8.5</b> | <b>146</b>                | <b>1906</b>  | <b>.7</b>  | <b>2.5</b> | <b>228</b>               | <b>2821</b>  | <b>1.1</b> | <b>4.8</b> | <b>67</b>                | <b>1145</b>  | <b>.3</b>  | <b>4.0</b>  |
| 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         |
| <b>WBEB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 309                      | 4139         | 1.4        | 7.9        | 407                       | 2396         | 1.9        | 6.7        | 624                       | 2164         | 2.9        | 10.7       | 356                      | 2296         | 1.7        | 7.5        | 114                      | 1278         | .5         | 7.1         |
| WI '99          | 298                      | 4057         | 1.4        | 7.6        | 400                       | 2218         | 1.9        | 6.4        | 548                       | 2184         | 2.5        | 9.3        | 353                      | 2322         | 1.6        | 7.4        | 113                      | 1232         | .5         | 7.3         |
| FA '98          | 289                      | 3959         | 1.3        | 7.3        | 388                       | 2337         | 1.8        | 6.5        | 545                       | 2044         | 2.5        | 9.5        | 350                      | 2334         | 1.6        | 7.2        | 98                       | 1141         | .5         | 5.9         |
| SU '98          | 290                      | 3902         | 1.3        | 7.3        | 376                       | 2306         | 1.7        | 6.3        | 574                       | 2238         | 2.7        | 10.1       | 352                      | 2287         | 1.6        | 7.5        | 110                      | 1221         | .5         | 5.9         |
| <b>4-Book</b>   | <b>297</b>               | <b>4014</b>  | <b>1.4</b> | <b>7.5</b> | <b>393</b>                | <b>2314</b>  | <b>1.8</b> | <b>6.5</b> | <b>573</b>                | <b>2158</b>  | <b>2.7</b> | <b>9.9</b> | <b>353</b>               | <b>2310</b>  | <b>1.6</b> | <b>7.4</b> | <b>109</b>               | <b>1218</b>  | <b>.5</b>  | <b>6.6</b>  |
| 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         |
| <b>WDAS-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 28                       | 498          | .1         | .7         | 45                        | 231          | .2         | .7         | 26                        | 145          | .1         | .4         | 22                       | 145          | .1         | .5         | 13                       | 104          | .1         | .8          |
| WI '99          | 51                       | 583          | .2         | 1.3        | 78                        | 290          | .4         | 1.2        | 59                        | 266          | .3         | 1.0        | 46                       | 207          | .2         | 1.0        | 16                       | 130          | .1         | 1.0         |
| FA '98          | 26                       | 441          | .1         | .7         | 42                        | 209          | .2         | .7         | 17                        | 133          | .1         | .3         | 25                       | 166          | .1         | .5         | 5                        | 49           | .1         | .3          |
| SU '98          | 28                       | 450          | .1         | .7         | 55                        | 244          | .3         | .9         | 32                        | 173          | .1         | .6         | 18                       | 98           | .1         | .4         | 6                        | 94           | .1         | .3          |
| <b>4-Book</b>   | <b>33</b>                | <b>493</b>   | <b>.1</b>  | <b>.9</b>  | <b>55</b>                 | <b>244</b>   | <b>.3</b>  | <b>.9</b>  | <b>34</b>                 | <b>179</b>   | <b>.2</b>  | <b>.6</b>  | <b>28</b>                | <b>154</b>   | <b>.1</b>  | <b>.6</b>  | <b>10</b>                | <b>94</b>    | <b>.1</b>  | <b>.6</b>   |
| SP '98          | 41                       | 600          | .2         | 1.0        | 78                        | 302          | .4         | 1.3        | 39                        | 146          | .2         | .6         | 31                       | 183          | .1         | .6         | 4                        | 51           | .1         | .2          |
| <b>WDAS-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 297                      | 3042         | 1.4        | 7.6        | 426                       | 2003         | 2.0        | 7.0        | 345                       | 1555         | 1.6        | 5.9        | 344                      | 1838         | 1.6        | 7.2        | 223                      | 1316         | 1.0        | 13.9        |
| WI '99          | 339                      | 2928         | 1.6        | 8.6        | 456                       | 1786         | 2.1        | 7.3        | 422                       | 1642         | 2.0        | 7.2        | 375                      | 1827         | 1.7        | 7.9        | 262                      | 1332         | 1.2        | 16.9        |
| FA '98          | 320                      | 2936         | 1.5        | 8.1        | 456                       | 1961         | 2.1        | 7.6        | 375                       | 1531         | 1.7        | 6.5        | 363                      | 1778         | 1.7        | 7.5        | 228                      | 1454         | 1.1        | 13.7        |
| SU '98          | 339                      | 3152         | 1.6        | 8.5        | 467                       | 1900         | 2.2        | 7.9        | 425                       | 1782         | 2.0        | 7.4        | 359                      | 1855         | 1.7        | 7.6        | 252                      | 1469         | 1.2        | 13.6        |
| <b>4-Book</b>   | <b>324</b>               | <b>3015</b>  | <b>1.5</b> | <b>8.2</b> | <b>451</b>                | <b>1913</b>  | <b>2.1</b> | <b>7.5</b> | <b>392</b>                | <b>1628</b>  | <b>1.8</b> | <b>6.8</b> | <b>360</b>               | <b>1825</b>  | <b>1.7</b> | <b>7.6</b> | <b>241</b>               | <b>1393</b>  | <b>1.1</b> | <b>14.5</b> |
| 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        |
| <b>+WEMG-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 26                       | 271          | .1         | .7         | 37                        | 182          | .2         | .6         | 38                        | 159          | .2         | .7         | 31                       | 213          | .1         | .6         | 11                       | 89           | .1         | .7          |
| WI '99          | 18                       | 151          | .1         | .5         | 23                        | 76           | .1         | .4         | 24                        | 82           | .1         | .4         | 25                       | 105          | .1         | .5         | 8                        | 67           | .1         | .5          |
| FA '98          | 18                       | 179          | .1         | .5         | 21                        | 126          | .1         | .3         | 27                        | 88           | .1         | .5         | 16                       | 114          | .1         | .3         | 9                        | 47           | .1         | .5          |
| SU '98          | 27                       | 252          | .1         | .7         | 22                        | 161          | .1         | .4         | 32                        | 187          | .1         | .6         | 33                       | 145          | .2         | .7         | 15                       | 77           | .1         | .8          |
| <b>4-Book</b>   | <b>22</b>                | <b>213</b>   | <b>.1</b>  | <b>.6</b>  | <b>26</b>                 | <b>136</b>   | <b>.1</b>  | <b>.4</b>  | <b>30</b>                 | <b>129</b>   | <b>.1</b>  | <b>.6</b>  | <b>26</b>                | <b>144</b>   | <b>.1</b>  | <b>.5</b>  | <b>11</b>                | <b>70</b>    | <b>.1</b>  | <b>.6</b>   |
| SP '98          | 40                       | 311          | .2         | 1.0        | 49                        | 210          | .2         | .8         | 71                        | 228          | .3         | 1.2        | 40                       | 221          | .2         | .8         | 7                        | 91           | .1         | .4          |
| <b>WFIL-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 13                       | 261          | .1         | .3         | 27                        | 165          | .1         | .4         | 20                        | 116          | .1         | .3         | 12                       | 108          | .1         | .3         | 5                        | 76           | .1         | .3          |
| WI '99          | 12                       | 317          | .1         | .3         | 28                        | 200          | .1         | .4         | 5                         | 106          | .1         | .3         | 17                       | 141          | .1         | .4         | 9                        | 97           | .1         | .6          |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98          | 17                       | 358          | .1         | .4         | 40                        | 220          | .2         | .7         | 6                         | 87           | .1         | .3         | 33                       | 164          | .2         | .7         | 8                        | 66           | .1         | .4          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 19                       | 217          | .1         | .5         | 29                        | 120          | .1         | .5         | 18                        | 105          | .1         | .3         | 26                       | 86           | .1         | .5         | 7                        | 31           | .1         | .4          |
| WI '99          | 23                       | 341          | .1         | .6         | 28                        | 151          | .1         | .4         | 29                        | 182          | .1         | .5         | 27                       | 117          | .1         | .6         | 9                        | 62           | .1         | .6          |
| FA '98          | 16                       | 265          | .1         | .4         | 27                        | 132          | .1         | .4         | 13                        | 90           | .1         | .2         | 22                       | 85           | .1         | .5         | 7                        | 23           | .1         | .4          |
| SU '98          | 28                       | 419          | .1         | .7         | 42                        | 190          | .2         | .7         | 51                        | 246          | .2         | .9         | 19                       | 123          | .1         | .4         | 6                        | 73           | .1         | .3          |
| <b>4-Book</b>   | <b>22</b>                | <b>311</b>   | <b>.1</b>  | <b>.6</b>  | <b>32</b>                 | <b>148</b>   | <b>.1</b>  | <b>.5</b>  | <b>28</b>                 | <b>156</b>   | <b>.1</b>  | <b>.5</b>  | <b>24</b>                | <b>103</b>   | <b>.1</b>  | <b>.5</b>  | <b>7</b>                 | <b>47</b>    | <b>.1</b>  | <b>.4</b>   |
| SP '98          | 36                       | 379          | .2         | .9         | 55                        | 186          | .3         | .9         | 53                        | 179          | .2         | .9         | 30                       | 119          | .1         | .6         | 13                       | 77           | .1         | .7          |
| <b>WIOQ-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 185                      | 3897         | .9         | 4.7        | 217                       | 1908         | 1.0        | 3.6        | 301                       | 1845         | 1.4        | 5.2        | 239                      | 2240         | 1.1        | 5.0        | 74                       | 1174         | .3         | 4.6         |
| WI '99          | 127                      | 3072         | .6         | 3.2        | 164                       | 1283         | .8         | 2.6        | 225                       | 1707         | 1.0        | 3.8        | 168                      | 1637         | .8         | 3.5        | 38                       | 852          | .2         | 2.4         |
| FA '98          | 174                      | 3268         | .8         | 4.4        | 232                       | 1483         | 1.1        | 3.9        | 297                       | 1694         | 1.4        | 5.2        | 228                      | 1872         | 1.1        | 4.7        | 70                       | 908          | .3         | 4.2         |
| SU '98          | 141                      | 2971         | .7         | 3.5        | 168                       | 1199         | .8         | 2.8        | 211                       | 1481         | 1.0        | 3.7        | 161                      | 1740         | .7         | 3.4        | 70                       | 967          | .3         | 3.8         |
| <b>4-Book</b>   | <b>157</b>               | <b>3302</b>  | <b>.8</b>  | <b>4.0</b> | <b>195</b>                | <b>1468</b>  | <b>.9</b>  | <b>3.2</b> | <b>259</b>                | <b>1682</b>  | <b>1.2</b> | <b>4.5</b> | <b>199</b>               | <b>1872</b>  | <b>.9</b>  | <b>4.2</b> | <b>63</b>                | <b>975</b>   | <b>.3</b>  | <b>3.8</b>  |
| 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         |

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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 141                      | 2489         | .7         | 3.6        | 285                       | 1468         | 1.3        | 4.7        | 179                       | 1034         | .8         | 3.1        | 192                      | 1561         | .9         | 4.0        | 64                       | 712          | .3         | 4.0        |
| WI '99         | 177                      | 3093         | .8         | 4.5        | 287                       | 1589         | 1.3        | 4.6        | 238                       | 1403         | 1.1        | 4.1        | 266                      | 1876         | 1.2        | 5.6        | 73                       | 996          | .3         | 4.7        |
| FA '98         | 153                      | 2685         | .7         | 3.9        | 264                       | 1465         | 1.2        | 4.4        | 204                       | 1147         | .9         | 3.5        | 231                      | 1714         | 1.1        | 4.8        | 66                       | 926          | .3         | 4.0        |
| SU '98         | 122                      | 2043         | .6         | 3.1        | 234                       | 1204         | 1.1        | 3.9        | 170                       | 963          | .8         | 3.0        | 181                      | 1297         | .8         | 3.9        | 38                       | 523          | .2         | 2.1        |
| <b>4-Book</b>  | <b>148</b>               | <b>2578</b>  | <b>.7</b>  | <b>3.8</b> | <b>268</b>                | <b>1432</b>  | <b>1.2</b> | <b>4.4</b> | <b>198</b>                | <b>1137</b>  | <b>.9</b>  | <b>3.4</b> | <b>218</b>               | <b>1612</b>  | <b>1.0</b> | <b>4.6</b> | <b>60</b>                | <b>789</b>   | <b>.3</b>  | <b>3.7</b> |
| 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        |
| <b>WJZZ-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 259                      | 3134         | 1.2        | 6.6        | 303                       | 1585         | 1.4        | 5.0        | 442                       | 1592         | 2.1        | 7.6        | 321                      | 1858         | 1.5        | 6.7        | 124                      | 1026         | .6         | 7.7        |
| WI '99         | 210                      | 2987         | 1.0        | 5.3        | 213                       | 1348         | 1.0        | 3.4        | 347                       | 1340         | 1.6        | 5.9        | 279                      | 1641         | 1.3        | 5.9        | 103                      | 914          | .5         | 6.6        |
| FA '98         | 198                      | 3002         | .9         | 5.0        | 220                       | 1390         | 1.0        | 3.7        | 335                       | 1461         | 1.6        | 5.8        | 269                      | 1696         | 1.3        | 5.6        | 88                       | 988          | .4         | 5.3        |
| SU '98         | 209                      | 2958         | 1.0        | 5.3        | 205                       | 1369         | .9         | 3.5        | 334                       | 1431         | 1.5        | 5.8        | 271                      | 1801         | 1.3        | 5.8        | 131                      | 971          | .6         | 7.1        |
| <b>4-Book</b>  | <b>219</b>               | <b>3020</b>  | <b>1.0</b> | <b>5.6</b> | <b>235</b>                | <b>1423</b>  | <b>1.1</b> | <b>3.9</b> | <b>365</b>                | <b>1456</b>  | <b>1.7</b> | <b>6.3</b> | <b>285</b>               | <b>1749</b>  | <b>1.4</b> | <b>6.0</b> | <b>112</b>               | <b>975</b>   | <b>.5</b>  | <b>6.7</b> |
| 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        |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 227                      | 3754         | 1.1        | 5.8        | 280                       | 1767         | 1.3        | 4.6        | 427                       | 1907         | 2.0        | 7.3        | 285                      | 2183         | 1.3        | 6.0        | 66                       | 1094         | .3         | 4.1        |
| WI '99         | 196                      | 3694         | .9         | 5.0        | 223                       | 1711         | 1.0        | 3.6        | 366                       | 1917         | 1.7        | 6.2        | 259                      | 2317         | 1.2        | 5.5        | 54                       | 942          | .3         | 3.5        |
| FA '98         | 229                      | 3714         | 1.1        | 5.8        | 283                       | 1864         | 1.3        | 4.7        | 426                       | 1919         | 2.0        | 7.4        | 312                      | 2357         | 1.5        | 6.4        | 72                       | 904          | .3         | 4.3        |
| SU '98         | 240                      | 3736         | 1.1        | 6.0        | 247                       | 1776         | 1.1        | 4.2        | 439                       | 2017         | 2.0        | 7.7        | 314                      | 2454         | 1.5        | 6.7        | 95                       | 1038         | .4         | 5.1        |
| <b>4-Book</b>  | <b>223</b>               | <b>3725</b>  | <b>1.1</b> | <b>5.7</b> | <b>258</b>                | <b>1780</b>  | <b>1.2</b> | <b>4.3</b> | <b>415</b>                | <b>1940</b>  | <b>1.9</b> | <b>7.2</b> | <b>293</b>               | <b>2328</b>  | <b>1.4</b> | <b>6.2</b> | <b>72</b>                | <b>995</b>   | <b>.3</b>  | <b>4.3</b> |
| 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        |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 191                      | 3366         | .9         | 4.9        | 289                       | 1761         | 1.3        | 4.7        | 358                       | 1610         | 1.7        | 6.2        | 229                      | 1919         | 1.1        | 4.8        | 45                       | 671          | .2         | 2.8        |
| WI '99         | 171                      | 3085         | .8         | 4.3        | 255                       | 1514         | 1.2        | 4.1        | 291                       | 1554         | 1.4        | 5.0        | 212                      | 1694         | 1.0        | 4.5        | 56                       | 723          | .3         | 3.6        |
| FA '98         | 197                      | 3433         | .9         | 5.0        | 267                       | 1622         | 1.2        | 4.4        | 374                       | 1667         | 1.7        | 6.5        | 259                      | 2139         | 1.2        | 5.4        | 54                       | 807          | .3         | 3.2        |
| SU '98         | 188                      | 3518         | .9         | 4.7        | 242                       | 1563         | 1.1        | 4.1        | 313                       | 1589         | 1.4        | 5.5        | 232                      | 1924         | 1.1        | 4.9        | 82                       | 1066         | .4         | 4.4        |
| <b>4-Book</b>  | <b>187</b>               | <b>3351</b>  | <b>.9</b>  | <b>4.7</b> | <b>263</b>                | <b>1615</b>  | <b>1.2</b> | <b>4.3</b> | <b>334</b>                | <b>1605</b>  | <b>1.6</b> | <b>5.8</b> | <b>233</b>               | <b>1919</b>  | <b>1.1</b> | <b>4.9</b> | <b>59</b>                | <b>817</b>   | <b>.3</b>  | <b>3.5</b> |
| 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        |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | * 6                      | 109          | .2         |            | 4                         | 37           | .1         |            | 4                         | 34           | .1         |            | * 9                      | 39           | .2         |            |                          |              |            |            |
| WI '99         | 15                       | 182          | .1         | .4         | 16                        | 68           | .1         | .3         | 18                        | 126          | .1         | .3         | 16                       | 79           | .1         | .3         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 24                       | 263          | .1         | .6         | 23                        | 146          | .1         | .4         | 36                        | 181          | .2         | .6         | 16                       | 96           | .1         | .3         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WGL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 195                      | 3717         | .9         | 5.0        | 245                       | 1718         | 1.1        | 4.0        | 302                       | 1684         | 1.4        | 5.2        | 230                      | 1992         | 1.1        | 4.8        | 69                       | 1000         | .3         | 4.3        |
| WI '99         | 199                      | 3685         | .9         | 5.1        | 255                       | 1786         | 1.2        | 4.1        | 285                       | 1537         | 1.3        | 4.9        | 249                      | 2041         | 1.2        | 5.3        | 88                       | 919          | .4         | 5.7        |
| FA '98         | 263                      | 4084         | 1.2        | 6.6        | 322                       | 1931         | 1.5        | 5.4        | 409                       | 1973         | 1.9        | 7.1        | 281                      | 2162         | 1.3        | 5.8        | 108                      | 1193         | .5         | 6.5        |
| SU '98         | 211                      | 3852         | 1.0        | 5.3        | 297                       | 1828         | 1.4        | 5.0        | 306                       | 1743         | 1.4        | 5.4        | 243                      | 1999         | 1.1        | 5.2        | 79                       | 1060         | .4         | 4.3        |
| <b>4-Book</b>  | <b>217</b>               | <b>3835</b>  | <b>1.0</b> | <b>5.5</b> | <b>280</b>                | <b>1816</b>  | <b>1.3</b> | <b>4.6</b> | <b>326</b>                | <b>1734</b>  | <b>1.5</b> | <b>5.7</b> | <b>251</b>               | <b>2049</b>  | <b>1.2</b> | <b>5.3</b> | <b>86</b>                | <b>1043</b>  | <b>.4</b>  | <b>5.2</b> |
| 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        |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 18                       | 428          | .1         | .5         | 18                        | 152          | .1         | .3         | 27                        | 192          | .1         | .5         | 24                       | 169          | .1         | .5         | 9                        | 89           | .1         | .6         |
| WI '99         | 29                       | 505          | .1         | .7         | 58                        | 301          | .3         | .9         | 46                        | 238          | .2         | .8         | 27                       | 192          | .1         | .6         | 6                        | 76           | .1         | .4         |
| FA '98         | 27                       | 330          | .1         | .7         | 40                        | 150          | .2         | .7         | 40                        | 177          | .2         | .7         | 27                       | 139          | .1         | .6         | 15                       | 57           | .1         | .9         |
| SU '98         | 21                       | 399          | .1         | .5         | 24                        | 150          | .1         | .4         | 29                        | 170          | .1         | .5         | 27                       | 190          | .1         | .6         | 10                       | 86           | .1         | .5         |
| <b>4-Book</b>  | <b>24</b>                | <b>416</b>   | <b>.1</b>  | <b>.6</b>  | <b>35</b>                 | <b>188</b>   | <b>.2</b>  | <b>.6</b>  | <b>36</b>                 | <b>194</b>   | <b>.2</b>  | <b>.6</b>  | <b>26</b>                | <b>173</b>   | <b>.1</b>  | <b>.6</b>  | <b>10</b>                | <b>77</b>    | <b>.1</b>  | <b>.6</b>  |
| SP '98         | 15                       | 324          | .1         | .4         | 23                        | 145          | .1         | .4         | 25                        | 154          | .1         | .4         | 20                       | 148          | .1         | .4         | 2                        | 42           | .1         | .1         |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 67                       | 1626         | .3         | 1.7        | 62                        | 643          | .3         | 1.0        | 71                        | 727          | .3         | 1.2        | 103                      | 945          | .5         | 2.2        | 57                       | 505          | .3         | 3.5        |
| WI '99         | 71                       | 1391         | .3         | 1.8        | 77                        | 594          | .4         | 1.2        | 84                        | 656          | .4         | 1.4        | 94                       | 769          | .4         | 2.0        | 66                       | 563          | .3         | 4.2        |
| FA '98         | 75                       | 1480         | .3         | 1.9        | 85                        | 583          | .4         | 1.4        | 91                        | 621          | .4         | 1.6        | 98                       | 842          | .5         | 2.0        | 53                       | 582          | .2         | 3.2        |
| SU '98         | 67                       | 1271         | .3         | 1.7        | 58                        | 490          | .3         | 1.0        | 87                        | 664          | .4         | 1.5        | 90                       | 766          | .4         | 1.9        | 58                       | 518          | .3         | 3.1        |
| <b>4-Book</b>  | <b>70</b>                | <b>1442</b>  | <b>.3</b>  | <b>1.8</b> | <b>71</b>                 | <b>578</b>   | <b>.4</b>  | <b>1.2</b> | <b>83</b>                 | <b>667</b>   | <b>.4</b>  | <b>1.4</b> | <b>96</b>                | <b>831</b>   | <b>.5</b>  | <b>2.0</b> | <b>59</b>                | <b>542</b>   | <b>.3</b>  | <b>3.5</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 25-54

Target Listener Trends - Persons 25-54

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPHT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 23                       | 776          | .1         | .6         | 31                        | 175          | .1         | .5         | 13                        | 125          | .1         | .2         | 37                       | 325          | .2         | .8         | 24                       | 294          | .1         | 1.5        |
| WI '99          | 35                       | 800          | .2         | .9         | 53                        | 295          | .2         | .8         | 49                        | 314          | .2         | .8         | 54                       | 294          | .3         | 1.1        | 17                       | 123          | .1         | 1.1        |
| FA '98          | 29                       | 668          | .1         | .7         | 49                        | 256          | .2         | .8         | 41                        | 220          | .2         | .7         | 35                       | 243          | .2         | .7         | 10                       | 110          |            | .6         |
| SU '98          | 44                       | 1103         | .2         | 1.1        | 80                        | 336          | .4         | 1.3        | 30                        | 247          | .1         | .5         | 51                       | 390          | .2         | 1.1        | 39                       | 489          | .2         | 2.1        |
| <b>4-Book</b>   | <b>33</b>                | <b>837</b>   | <b>.2</b>  | <b>.8</b>  | <b>53</b>                 | <b>266</b>   | <b>.2</b>  | <b>.9</b>  | <b>33</b>                 | <b>227</b>   | <b>.2</b>  | <b>.6</b>  | <b>44</b>                | <b>313</b>   | <b>.2</b>  | <b>.9</b>  | <b>23</b>                | <b>254</b>   | <b>.1</b>  | <b>1.3</b> |
| SP '98          | 30                       | 1008         | .1         | .7         | 48                        | 287          | .2         | .8         | 23                        | 267          | .1         | .4         | 22                       | 275          | .1         | .5         | 44                       | 469          | .2         | 2.5        |
| <b>WPLY-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 114                      | 2725         | .5         | 2.9        | 155                       | 1181         | .7         | 2.5        | 178                       | 1211         | .8         | 3.1        | 155                      | 1720         | .7         | 3.2        | 41                       | 676          | .2         | 2.6        |
| WI '99          | 91                       | 2291         | .4         | 2.3        | 119                       | 1000         | .6         | 1.9        | 134                       | 922          | .6         | 2.3        | 135                      | 1470         | .6         | 2.8        | 29                       | 614          | .1         | 1.9        |
| FA '98          | 74                       | 2268         | .3         | 1.9        | 83                        | 994          | .4         | 1.4        | 99                        | 875          | .5         | 1.7        | 117                      | 1404         | .5         | 2.4        | 29                       | 644          | .1         | 1.7        |
| SU '98          | 77                       | 2357         | .4         | 1.9        | 95                        | 954          | .4         | 1.6        | 98                        | 844          | .5         | 1.7        | 114                      | 1247         | .5         | 2.4        | 32                       | 622          | .1         | 1.7        |
| <b>4-Book</b>   | <b>89</b>                | <b>2410</b>  | <b>.4</b>  | <b>2.3</b> | <b>113</b>                | <b>1032</b>  | <b>.5</b>  | <b>1.9</b> | <b>127</b>                | <b>963</b>   | <b>.6</b>  | <b>2.2</b> | <b>130</b>               | <b>1460</b>  | <b>.6</b>  | <b>2.7</b> | <b>33</b>                | <b>639</b>   | <b>.1</b>  | <b>2.0</b> |
| 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        |
| <b>WSSJ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 22                       | 163          | .1         | .6         | 18                        | 78           | .1         | .3         | 25                        | 122          | .1         | .4         | 28                       | 109          | .1         | .6         | 13                       | 81           | .1         | .8         |
| WI '99          | 11                       | 115          | .1         | .3         | 13                        | 69           | .1         | .2         | 8                         | 38           |            | .1         | 9                        | 57           |            | .2         | 4                        | 37           |            | .3         |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WUSL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 129                      | 2254         | .6         | 3.3        | 169                       | 1095         | .8         | 2.8        | 142                       | 1062         | .7         | 2.4        | 160                      | 1243         | .7         | 3.3        | 91                       | 838          | .4         | 5.7        |
| WI '99          | 161                      | 2332         | .7         | 4.1        | 228                       | 1152         | 1.1        | 3.6        | 202                       | 1243         | .9         | 3.4        | 175                      | 1174         | .8         | 3.7        | 105                      | 811          | .5         | 6.8        |
| FA '98          | 170                      | 2463         | .8         | 4.3        | 217                       | 1212         | 1.0        | 3.6        | 217                       | 1089         | 1.0        | 3.8        | 208                      | 1242         | 1.0        | 4.3        | 114                      | 855          | .5         | 6.8        |
| SU '98          | 141                      | 2428         | .7         | 3.5        | 177                       | 1108         | .8         | 3.0        | 176                       | 1173         | .8         | 3.1        | 148                      | 1199         | .7         | 3.2        | 94                       | 925          | .4         | 5.1        |
| <b>4-Book</b>   | <b>150</b>               | <b>2369</b>  | <b>.7</b>  | <b>3.8</b> | <b>198</b>                | <b>1142</b>  | <b>.9</b>  | <b>3.3</b> | <b>184</b>                | <b>1142</b>  | <b>.9</b>  | <b>3.2</b> | <b>173</b>               | <b>1215</b>  | <b>.8</b>  | <b>3.6</b> | <b>101</b>               | <b>857</b>   | <b>.5</b>  | <b>6.1</b> |
| 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        |
| <b>+WVDB-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | * 9                      | 158          |            | .2         | 13                        | 82           | .1         | .2         | 17                        | 114          | .1         | .3         | * 3                      | 54           |            | .1         |                          |              |            |            |
| WI '99          | 6                        | 122          |            | .2         | 2                         | 22           |            |            | 15                        | 98           | .1         | .3         | 2                        | 26           |            |            | **                       | **           | **         | **         |
| FA '98          | 9                        | 161          |            | .2         | 2                         | 34           |            |            | 16                        | 67           | .1         | .3         | 7                        | 40           |            | .1         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WVDB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 85                       | 1568         | .4         | 2.2        | 104                       | 625          | .5         | 1.7        | 148                       | 709          | .7         | 2.5        | 69                       | 628          | .3         | 1.4        | 51                       | 411          | .2         | 3.2        |
| WI '99          | 116                      | 1839         | .5         | 2.9        | 124                       | 786          | .6         | 2.0        | 269                       | 1082         | 1.3        | 4.6        | 110                      | 664          | .5         | 2.3        | 47                       | 418          | .2         | 3.0        |
| FA '98          | 104                      | 1964         | .5         | 2.6        | 135                       | 819          | .6         | 2.2        | 195                       | 928          | .9         | 3.4        | 90                       | 774          | .4         | 1.9        | 47                       | 502          | .2         | 2.8        |
| SU '98          | 107                      | 2069         | .5         | 2.7        | 101                       | 701          | .5         | 1.7        | 179                       | 982          | .8         | 3.1        | 136                      | 904          | .6         | 2.9        | 50                       | 464          | .2         | 2.7        |
| <b>4-Book</b>   | <b>103</b>               | <b>1860</b>  | <b>.5</b>  | <b>2.6</b> | <b>116</b>                | <b>733</b>   | <b>.6</b>  | <b>1.9</b> | <b>198</b>                | <b>925</b>   | <b>.9</b>  | <b>3.4</b> | <b>101</b>               | <b>743</b>   | <b>.5</b>  | <b>2.1</b> | <b>49</b>                | <b>449</b>   | <b>.2</b>  | <b>2.9</b> |
| 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        |
| <b>WVJZ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 1                        | 40           |            |            | 3                         | 22           |            |            | 2                         | 15           |            |            | 2                        | 16           |            |            | 1                        | 10           |            | .1         |
| WI '99          | 3                        | 76           |            | .1         | 1                         | 16           |            |            | 4                         | 23           |            | .1         | 3                        | 31           |            | .1         |                          | 8            |            |            |
| FA '98          | 1                        | 35           |            |            |                           |              |            |            |                           | 8            |            |            | 1                        | 18           |            |            |                          | 8            |            |            |
| SU '98          | 7                        | 106          |            | .2         | 11                        | 28           | .1         | .2         | 5                         | 46           |            | .1         | 7                        | 46           |            | .1         | 4                        | 65           |            | .2         |
| <b>4-Book</b>   | <b>3</b>                 | <b>64</b>    |            | <b>.1</b>  | <b>4</b>                  | <b>17</b>    |            | <b>.1</b>  | <b>3</b>                  | <b>23</b>    |            | <b>.1</b>  | <b>3</b>                 | <b>28</b>    |            | <b>.1</b>  | <b>1</b>                 | <b>23</b>    |            | <b>.1</b>  |
| SP '98          | 1                        | 64           |            |            | 2                         | 10           |            |            | 2                         | 45           |            |            |                          | 9            |            |            |                          |              |            |            |
| <b>WXTU-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 140                      | 2019         | .7         | 3.6        | 221                       | 1290         | 1.0        | 3.6        | 200                       | 921          | .9         | 3.4        | 190                      | 1324         | .9         | 4.0        | 45                       | 640          | .2         | 2.8        |
| WI '99          | 138                      | 1829         | .6         | 3.5        | 197                       | 1064         | .9         | 3.1        | 223                       | 897          | 1.0        | 3.8        | 173                      | 1123         | .8         | 3.7        | 40                       | 588          | .2         | 2.6        |
| FA '98          | 169                      | 2276         | .8         | 4.3        | 262                       | 1453         | 1.2        | 4.4        | 206                       | 1158         | 1.0        | 3.6        | 226                      | 1539         | 1.1        | 4.7        | 65                       | 747          | .3         | 3.9        |
| SU '98          | 183                      | 2430         | .8         | 4.6        | 244                       | 1446         | 1.1        | 4.1        | 263                       | 1335         | 1.2        | 4.6        | 222                      | 1557         | 1.0        | 4.7        | 63                       | 955          | .3         | 3.4        |
| <b>4-Book</b>   | <b>158</b>               | <b>2139</b>  | <b>.7</b>  | <b>4.0</b> | <b>231</b>                | <b>1313</b>  | <b>1.1</b> | <b>3.8</b> | <b>223</b>                | <b>1078</b>  | <b>1.0</b> | <b>3.9</b> | <b>203</b>               | <b>1386</b>  | <b>1.0</b> | <b>4.3</b> | <b>53</b>                | <b>733</b>   | <b>.3</b>  | <b>3.2</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>WXM-FM</b>            |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 113          | 2448        | .5         | 2.9                       | 153          | 1202        | .7         | 2.5                       | 181          | 1018        | .8         | 3.1                      | 146          | 1441        | .7         | 3.1                      | 45           | 672        | .2         | 2.8        |
| WI '99                   | 101          | 2616        | .5         | 2.6                       | 150          | 1302        | .7         | 2.4                       | 145          | 1118        | .7         | 2.5                      | 139          | 1615        | .6         | 2.9                      | 39           | 718        | .2         | 2.5        |
| FA '98                   | 80           | 2131        | .4         | 2.0                       | 89           | 1053        | .4         | 1.5                       | 119          | 945         | .6         | 2.1                      | 128          | 1343        | .6         | 2.6                      | 36           | 667        | .2         | 2.2        |
| SU '98                   | 102          | 2568        | .5         | 2.6                       | 131          | 1267        | .6         | 2.2                       | 134          | 982         | .6         | 2.3                      | 140          | 1497        | .6         | 3.0                      | 52           | 830        | .2         | 2.8        |
| <b>4-Book</b>            | <b>99</b>    | <b>2441</b> | <b>.5</b>  | <b>2.5</b>                | <b>131</b>   | <b>1206</b> | <b>.6</b>  | <b>2.2</b>                | <b>145</b>   | <b>1016</b> | <b>.7</b>  | <b>2.5</b>               | <b>138</b>   | <b>1474</b> | <b>.6</b>  | <b>2.9</b>               | <b>43</b>    | <b>722</b> | <b>.2</b>  | <b>2.6</b> |
| 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        |
| <b>WYSP-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 278          | 4289        | 1.3        | 7.1                       | 856          | 3116        | 4.0        | 14.0                      | 347          | 1968        | 1.6        | 6.0                      | 225          | 1816        | 1.0        | 4.7                      | 48           | 738        | .2         | 3.0        |
| WI '99                   | 287          | 4397        | 1.3        | 7.3                       | 1021         | 3311        | 4.7        | 16.3                      | 353          | 2164        | 1.6        | 6.0                      | 189          | 1616        | .9         | 4.0                      | 30           | 544        | .1         | 1.9        |
| FA '98                   | 268          | 4775        | 1.2        | 6.8                       | 845          | 3107        | 3.9        | 14.1                      | 320          | 1923        | 1.5        | 5.6                      | 164          | 1408        | .8         | 3.4                      | 43           | 622        | .2         | 2.6        |
| SU '98                   | 265          | 4490        | 1.2        | 6.7                       | 910          | 3178        | 4.2        | 15.3                      | 306          | 2010        | 1.4        | 5.4                      | 159          | 1459        | .7         | 3.4                      | 62           | 941        | .3         | 3.4        |
| <b>4-Book</b>            | <b>275</b>   | <b>4488</b> | <b>1.3</b> | <b>7.0</b>                | <b>908</b>   | <b>3178</b> | <b>4.2</b> | <b>14.9</b>               | <b>332</b>   | <b>2016</b> | <b>1.5</b> | <b>5.8</b>               | <b>184</b>   | <b>1575</b> | <b>.9</b>  | <b>3.9</b>               | <b>46</b>    | <b>711</b> | <b>.2</b>  | <b>2.7</b> |
| 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        |
| <b>WYXR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 140          | 2990        | .7         | 3.6                       | 217          | 1660        | 1.0        | 3.6                       | 223          | 1338        | 1.0        | 3.8                      | 186          | 1762        | .9         | 3.9                      | 37           | 638        | .2         | 2.3        |
| WI '99                   | 166          | 3312        | .8         | 4.2                       | 262          | 1720        | 1.2        | 4.2                       | 285          | 1600        | 1.3        | 4.9                      | 202          | 1798        | .9         | 4.3                      | 56           | 808        | .3         | 3.6        |
| FA '98                   | 157          | 3168        | .7         | 4.0                       | 237          | 1788        | 1.1        | 3.9                       | 225          | 1529        | 1.0        | 3.9                      | 188          | 1767        | .9         | 3.9                      | 66           | 867        | .3         | 4.0        |
| SU '98                   | 167          | 3063        | .8         | 4.2                       | 225          | 1463        | 1.0        | 3.8                       | 270          | 1379        | 1.2        | 4.7                      | 217          | 1784        | 1.0        | 4.6                      | 55           | 980        | .3         | 3.0        |
| <b>4-Book</b>            | <b>158</b>   | <b>3133</b> | <b>.8</b>  | <b>4.0</b>                | <b>235</b>   | <b>1658</b> | <b>1.1</b> | <b>3.9</b>                | <b>251</b>   | <b>1462</b> | <b>1.1</b> | <b>4.3</b>               | <b>198</b>   | <b>1778</b> | <b>.9</b>  | <b>4.2</b>               | <b>54</b>    | <b>823</b> | <b>.3</b>  | <b>3.2</b> |
| 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        |
| <b>WBVN-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 12           | 246         | .1         | .3                        | 21           | 151         | .1         | .3                        | 17           | 107         | .1         | .3                       | 10           | 83          | .2         | .2                       | 3            | 87         | .2         | .2         |
| WI '99                   | 12           | 200         | .1         | .3                        | 17           | 120         | .1         | .3                        | 11           | 79          | .1         | .2                       | 14           | 95          | .1         | .3                       | 7            | 79         | .5         | .5         |
| FA '98                   | 6            | 180         | .2         | .2                        | 16           | 130         | .1         | .3                        | 3            | 28          | .1         | .1                       | 11           | 114         | .1         | .2                       | 2            | 51         | .1         | .1         |
| SU '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>WJBR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 24           | 552         | .1         | .6                        | 28           | 225         | .1         | .5                        | 46           | 322         | .2         | .8                       | 26           | 261         | .1         | .5                       | 14           | 172        | .1         | .9         |
| WI '99                   | 28           | 593         | .1         | .7                        | 45           | 257         | .2         | .7                        | 54           | 246         | .3         | .9                       | 32           | 300         | .1         | .7                       | 9            | 122        | .6         | .6         |
| FA '98                   | 32           | 614         | .1         | .8                        | 39           | 282         | .2         | .6                        | 60           | 267         | .3         | 1.0                      | 45           | 377         | .2         | .9                       | 9            | 174        | .5         | .5         |
| SU '98                   | 26           | 430         | .1         | .7                        | 26           | 172         | .1         | .4                        | 51           | 176         | .2         | .9                       | 43           | 224         | .2         | .9                       | 18           | 143        | .1         | 1.0        |
| <b>4-Book</b>            | <b>28</b>    | <b>547</b>  | <b>.1</b>  | <b>.7</b>                 | <b>35</b>    | <b>234</b>  | <b>.2</b>  | <b>.6</b>                 | <b>53</b>    | <b>253</b>  | <b>.3</b>  | <b>.9</b>                | <b>37</b>    | <b>291</b>  | <b>.2</b>  | <b>.8</b>                | <b>13</b>    | <b>153</b> | <b>.1</b>  | <b>.8</b>  |
| SP '98                   | 21           | 421         | .1         | .5                        | 34           | 161         | .2         | .5                        | 39           | 179         | .2         | .6                       | 24           | 219         | .1         | .5                       | 8            | 133        | .5         | .5         |
| <b>WKXV-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 52           | 1002        | .2         | 1.3                       | 79           | 502         | .4         | 1.3                       | 89           | 451         | .4         | 1.5                      | 87           | 582         | .4         | 1.8                      | 15           | 204        | .1         | .9         |
| WI '99                   | 39           | 879         | .2         | 1.0                       | 59           | 429         | .3         | .9                        | 68           | 383         | .3         | 1.2                      | 69           | 566         | .3         | 1.5                      | 9            | 231        | .6         | .6         |
| FA '98                   | 59           | 1082        | .3         | 1.5                       | 63           | 427         | .3         | 1.0                       | 104          | 540         | .5         | 1.8                      | 103          | 651         | .5         | 2.1                      | 29           | 325        | .1         | 1.7        |
| SU '98                   | 49           | 1093        | .2         | 1.2                       | 69           | 537         | .3         | 1.2                       | 82           | 494         | .4         | 1.4                      | 82           | 650         | .4         | 1.7                      | 20           | 208        | .1         | 1.1        |
| <b>4-Book</b>            | <b>50</b>    | <b>1014</b> | <b>.2</b>  | <b>1.3</b>                | <b>68</b>    | <b>474</b>  | <b>.3</b>  | <b>1.1</b>                | <b>86</b>    | <b>467</b>  | <b>.4</b>  | <b>1.5</b>               | <b>85</b>    | <b>612</b>  | <b>.4</b>  | <b>1.8</b>               | <b>18</b>    | <b>242</b> | <b>.1</b>  | <b>1.1</b> |
| 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         |
| <b>WLEV-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 29           | 364         | .1         | .7                        | 38           | 158         | .2         | .6                        | 54           | 159         | .3         | .9                       | 38           | 236         | .2         | .8                       | 7            | 125        | .4         | .4         |
| WI '99                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| SU '98                   | 12           | 233         | .1         | .3                        | 13           | 107         | .1         | .2                        | 24           | 85          | .1         | .4                       | 16           | 101         | .1         | .3                       | 3            | 60         | .2         | .2         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | 12           | 223         | .1         | .3                        | 10           | 64          | .2         | .2                        | 22           | 78          | .1         | .4                       | 15           | 123         | .1         | .3                       | 1            | 23         | .1         | .1         |
| <b>WNJO-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 41           | 772         | .2         | 1.0                       | 49           | 328         | .2         | .8                        | 79           | 345         | .4         | 1.4                      | 63           | 463         | .3         | 1.3                      | 8            | 169        | .5         | .5         |
| WI '99                   | 34           | 693         | .2         | .9                        | 32           | 291         | .1         | .5                        | 56           | 310         | .3         | 1.0                      | 45           | 350         | .2         | .9                       | 10           | 190        | .6         | .6         |
| FA '98                   | 35           | 725         | .2         | .9                        | 34           | 351         | .2         | .6                        | 68           | 336         | .3         | 1.2                      | 47           | 401         | .2         | 1.0                      | 11           | 182        | .1         | .7         |
| SU '98                   | 53           | 784         | .2         | 1.3                       | 77           | 389         | .4         | 1.3                       | 86           | 393         | .4         | 1.5                      | 58           | 430         | .3         | 1.2                      | 26           | 254        | .1         | 1.4        |
| <b>4-Book</b>            | <b>41</b>    | <b>744</b>  | <b>.2</b>  | <b>1.0</b>                | <b>48</b>    | <b>340</b>  | <b>.2</b>  | <b>.8</b>                 | <b>72</b>    | <b>346</b>  | <b>.4</b>  | <b>1.3</b>               | <b>53</b>    | <b>411</b>  | <b>.3</b>  | <b>1.1</b>               | <b>14</b>    | <b>199</b> | <b>.1</b>  | <b>.8</b>  |
| SP '98                   | 37           | 826         | .2         | .9                        | 36           | 352         | .2         | .6                        | 59           | 416         | .3         | 1.0                      | 44           | 425         | .2         | .9                       | 12           | 237        | .1         | .7         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 25-54

WPST-FM

|               | Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |
|---------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
|               | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| SP '99        | 58                       | 1753         | .3          | 1.5        | 85                        | 785          | .4          | 1.4        | 85                        | 649          | .4          | 1.5        | 81                       | 993          | .4          | 1.7        | 19                       | 422          | .1         | 1.2        |
| WI '99        | 41                       | 1674         | .2          | 1.0        | 55                        | 663          | .3          | .9         | 67                        | 669          | .3          | 1.1        | 54                       | 935          | .3          | 1.1        | 10                       | 383          | .6         | .6         |
| FA '98        | 41                       | 1549         | .2          | 1.0        | 59                        | 643          | .3          | 1.0        | 49                        | 585          | .2          | .9         | 56                       | 836          | .3          | 1.2        | 10                       | 284          | .6         | .6         |
| SU '98        | 54                       | 1567         | .2          | 1.4        | 66                        | 602          | .3          | 1.1        | 83                        | 697          | .4          | 1.5        | 77                       | 857          | .4          | 1.6        | 27                       | 496          | .1         | 1.5        |
| <b>4-Book</b> | <b>49</b>                | <b>1636</b>  | <b>.2</b>   | <b>1.2</b> | <b>66</b>                 | <b>673</b>   | <b>.3</b>   | <b>1.1</b> | <b>71</b>                 | <b>650</b>   | <b>.3</b>   | <b>1.3</b> | <b>67</b>                | <b>905</b>   | <b>.4</b>   | <b>1.4</b> | <b>17</b>                | <b>396</b>   | <b>.1</b>  | <b>1.0</b> |
| 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        |
| <b>TOTALS</b> |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99        | 3917                     | 20995        | 18.2        |            | 6102                      | 19066        | 28.4        |            | 5815                      | 16180        | 27.0        |            | 4778                     | 18359        | 22.2        |            | 1606                     | 11600        | 7.5        |            |
| WI '99        | 3934                     | 20915        | 18.3        |            | 6259                      | 19021        | 29.1        |            | 5875                      | 16224        | 27.3        |            | 4739                     | 18186        | 22.0        |            | 1553                     | 11632        | 7.2        |            |
| FA '98        | 3959                     | 20888        | 18.4        |            | 6003                      | 18895        | 27.9        |            | 5753                      | 16126        | 26.8        |            | 4838                     | 18298        | 22.5        |            | 1668                     | 11743        | 7.8        |            |
| SU '98        | 3974                     | 21028        | 18.4        |            | 5938                      | 18492        | 27.5        |            | 5711                      | 16332        | 26.4        |            | 4698                     | 18363        | 21.7        |            | 1850                     | 12589        | 8.6        |            |
| <b>4-Book</b> | <b>3946</b>              | <b>20957</b> | <b>18.3</b> |            | <b>6076</b>               | <b>18869</b> | <b>28.2</b> |            | <b>5789</b>               | <b>16216</b> | <b>26.9</b> |            | <b>4763</b>              | <b>18302</b> | <b>22.1</b> |            | <b>1669</b>              | <b>11891</b> | <b>7.8</b> |            |
| SP '98        | 4072                     | 20952        | 18.8        |            | 6233                      | 18903        | 28.8        |            | 6005                      | 16178        | 27.8        |            | 4885                     | 18499        | 22.6        |            | 1751                     | 12164        | 8.1        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 25-54

# Target Listener Estimates

| Persons 25-54            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 264          | 5219       | 1.2        | 4.7                | 92           | 2268       | .4         | 3.7                  | 243          | 1127       | 1.1        | 9.3                  | 101          | 647        | .5         | 2.3                 | 60           | 388        | .3         | 2.1 |
| 4-Book                   | 284          | 5325       | 1.3        | 5.1                | 114          | 2682       | .5         | 4.4                  | 271          | 1292       | 1.2        | 10.4                 | 122          | 679        | .6         | 2.8                 | 79           | 435        | .4         | 2.6 |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 475          | 3431       | 2.2        | 8.5                | 145          | 1937       | .7         | 5.8                  | 137          | 583        | .6         | 5.3                  | 302          | 833        | 1.4        | 7.0                 | 171          | 639        | .8         | 5.9 |
| 4-Book                   | 450          | 3431       | 2.1        | 8.1                | 151          | 1830       | .7         | 5.9                  | 156          | 563        | .7         | 6.0                  | 293          | 807        | 1.4        | 6.8                 | 167          | 562        | .8         | 5.5 |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 31           | 310        | .1         | .6                 | 35           | 380        | .2         | 1.4                  | 18           | 48         | .1         | .7                   | 27           | 60         | .1         | .6                  | 18           | 50         | .1         | .6  |
| 4-Book                   | 39           | 329        | .2         | .7                 | 41           | 378        | .2         | 1.6                  | 21           | 50         | .1         | .8                   | 30           | 68         | .1         | .7                  | 20           | 41         | .1         | .7  |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 369          | 2588       | 1.7        | 6.6                | 218          | 1849       | 1.0        | 8.7                  | 237          | 617        | 1.1        | 9.1                  | 263          | 739        | 1.2        | 6.1                 | 208          | 552        | 1.0        | 7.2 |
| 4-Book                   | 400          | 2644       | 1.8        | 7.2                | 242          | 1908       | 1.1        | 9.4                  | 223          | 573        | 1.0        | 8.6                  | 320          | 813        | 1.5        | 7.4                 | 287          | 659        | 1.4        | 9.4 |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 35           | 255        | .2         | .6                 | 19           | 135        | .1         | .8                   | 16           | 45         | .1         | .6                   | 36           | 70         | .2         | .8                  | 29           | 49         | .1         | 1.0 |
| 4-Book                   | 28           | 196        | .1         | .5                 | 20           | 139        | .1         | .8                   | 18           | 42         | .1         | .7                   | 35           | 76         | .2         | .8                  | 31           | 64         | .1         | 1.0 |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 20           | 241        | .1         | .4                 | 5            | 74         | .2         | .2                   | 6            | 17         | .2         | .2                   | 4            | 16         | .1         | .1                  | 11           | 30         | .1         | .4  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 24           | 175        | .1         | .4                 | 19           | 142        | .1         | .8                   | 17           | 37         | .1         | .7                   | 23           | 40         | .1         | .5                  | 13           | 36         | .1         | .5  |
| 4-Book                   | 28           | 237        | .1         | .5                 | 20           | 191        | .1         | .8                   | 20           | 43         | .1         | .8                   | 25           | 53         | .1         | .6                  | 17           | 35         | .1         | .6  |
| <b>WIOQ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 256          | 3334       | 1.2        | 4.6                | 135          | 1993       | .6         | 5.4                  | 94           | 425        | .4         | 3.6                  | 296          | 914        | 1.4        | 6.8                 | 178          | 664        | .8         | 6.2 |
| 4-Book                   | 221          | 2786       | 1.0        | 4.0                | 107          | 1745       | .5         | 4.2                  | 82           | 348        | .4         | 3.2                  | 217          | 814        | 1.0        | 5.0                 | 130          | 519        | .6         | 4.3 |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 216          | 2200       | 1.0        | 3.9                | 59           | 969        | .3         | 2.4                  | 87           | 290        | .4         | 3.3                  | 130          | 427        | .6         | 3.0                 | 59           | 259        | .3         | 2.0 |
| 4-Book                   | 226          | 2259       | 1.1        | 4.1                | 70           | 1133       | .3         | 2.8                  | 101          | 347        | .5         | 3.9                  | 124          | 452        | .6         | 2.9                 | 67           | 278        | .3         | 2.2 |
| <b>WJZZ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 362          | 2517       | 1.7        | 6.5                | 165          | 1563       | .8         | 6.6                  | 173          | 458        | .8         | 6.6                  | 242          | 683        | 1.1        | 5.6                 | 206          | 545        | 1.0        | 7.1 |
| 4-Book                   | 301          | 2420       | 1.4        | 5.4                | 146          | 1603       | .7         | 5.7                  | 127          | 395        | .6         | 4.9                  | 238          | 639        | 1.1        | 5.5                 | 228          | 620        | 1.1        | 7.5 |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 338          | 3138       | 1.6        | 6.1                | 137          | 2008       | .6         | 5.5                  | 130          | 488        | .6         | 5.0                  | 307          | 1048       | 1.4        | 7.1                 | 197          | 669        | .9         | 6.8 |
| 4-Book                   | 329          | 3182       | 1.5        | 5.9                | 137          | 1940       | .6         | 5.3                  | 116          | 439        | .5         | 4.5                  | 289          | 975        | 1.4        | 6.7                 | 205          | 665        | 1.0        | 6.7 |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 297          | 2942       | 1.4        | 5.3                | 101          | 1677       | .5         | 4.0                  | 119          | 415        | .6         | 4.6                  | 248          | 790        | 1.2        | 5.7                 | 144          | 613        | .7         | 5.0 |
| 4-Book                   | 281          | 2829       | 1.3        | 5.1                | 105          | 1645       | .5         | 4.1                  | 109          | 443        | .5         | 4.2                  | 220          | 742        | 1.0        | 5.1                 | 143          | 531        | .7         | 4.7 |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 6          | 81         | .1         | .1                 | * 6          | 77         | .2         | .2                   | 1            | 10         | .2         | .2                   | 7            | 38         | .2         | .2                  | * 8          | 21         | .3         | .3  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WOGL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 262          | 2920       | 1.2        | 4.7                | 161          | 2161       | .7         | 6.4                  | 140          | 520        | .7         | 5.4                  | 304          | 958        | 1.4        | 7.0                 | 199          | 604        | .9         | 6.9 |
| 4-Book                   | 289          | 3037       | 1.3        | 5.2                | 179          | 2190       | .8         | 6.9                  | 156          | 521        | .8         | 6.0                  | 311          | 935        | 1.4        | 7.1                 | 211          | 624        | 1.0        | 6.9 |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 24           | 293        | .1         | .4                 | 16           | 209        | .1         | .6                   | 21           | 49         | .1         | .8                   | 26           | 66         | .1         | .6                  | 25           | 45         | .1         | .9  |
| 4-Book                   | 33           | 316        | .2         | .6                 | 19           | 212        | .1         | .7                   | 23           | 61         | .1         | .9                   | 37           | 93         | .2         | .9                  | 21           | 54         | .1         | .7  |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 78           | 1402       | .4         | 1.4                | 55           | 789        | .3         | 2.2                  | 41           | 191        | .2         | 1.6                  | 91           | 356        | .4         | 2.1                 | 77           | 266        | .4         | 2.7 |
| 4-Book                   | 83           | 1207       | .4         | 1.5                | 55           | 732        | .3         | 2.1                  | 36           | 151        | .2         | 1.4                  | 93           | 325        | .4         | 2.2                 | 86           | 268        | .4         | 2.8 |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 26           | 446        | .1         | .5                 | 16           | 279        | .1         | .6                   | 12           | 16         | .1         | .5                   | 10           | 36         | .2         | .2                  | 4            | 24         | .1         | .1  |
| 4-Book                   | 43           | 543        | .2         | .8                 | 21           | 327        | .1         | .8                   | 14           | 38         | .1         | .6                   | 26           | 68         | .1         | .6                  | 14           | 45         | .1         | .4  |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 25-54

|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 164                      | 2395         | .8         | 2.9        | 74                 | 1310         | .3         | 3.0        | 56                   | 264          | .3         | 2.1        | 155                  | 591          | .7         | 3.6        | 97                  | 409          | .5         | 3.4        |
| 4-Book          | 124                      | 2004         | .6         | 2.2        | 65                 | 1215         | .3         | 2.5        | 44                   | 199          | .2         | 1.7        | 142                  | 576          | .7         | 3.3        | 85                  | 349          | .4         | 2.8        |
| <b>WSSJ-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 24                       | 152          | .1         | .4         | 25                 | 102          | .1         | 1.0        | 22                   | 37           | .1         | .8         | 45                   | 62           | .2         | 1.0        | 34                  | 46           | .2         | 1.2        |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WUSL-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 156                      | 1835         | .7         | 2.8        | 108                | 1325         | .5         | 4.3        | 88                   | 278          | .4         | 3.4        | 192                  | 552          | .9         | 4.4        | 137                 | 386          | .6         | 4.8        |
| 4-Book          | 185                      | 1887         | .9         | 3.4        | 122                | 1384         | .6         | 4.7        | 88                   | 257          | .4         | 3.4        | 177                  | 522          | .8         | 4.1        | 159                 | 423          | .7         | 5.2        |
| <b>+WDBB-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | * 12                     | 132          | .1         | .2         | * 3                | 42           | .1         | .1         | 2                    | 18           | .1         | .1         | 10                   | 23           | .2         | .2         | *                   | **           | **         | **         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WDBB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 110                      | 1178         | .5         | 2.0        | 62                 | 736          | .3         | 2.5        | 58                   | 174          | .3         | 2.2        | 46                   | 163          | .2         | 1.1        | 21                  | 54           | .1         | .7         |
| 4-Book          | 143                      | 1415         | .7         | 2.6        | 69                 | 809          | .3         | 2.7        | 67                   | 198          | .3         | 2.6        | 52                   | 172          | .3         | 1.2        | 29                  | 84           | .2         | .9         |
| <b>WWJZ-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 2                        | 31           |            |            | 1                  | 8            |            |            | 3                    | 11           |            | .1         | 5                    | 16           |            | .1         | 3                   | 10           |            | .1         |
| 4-Book          | 3                        | 38           |            | .1         | 3                  | 31           |            | .1         | 3                    | 11           |            | .1         | 5                    | 16           |            | .1         | 3                   | 10           |            | .1         |
| <b>WXTU-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 203                      | 1758         | .9         | 3.6        | 91                 | 1099         | .4         | 3.6        | 102                  | 389          | .5         | 3.9        | 166                  | 548          | .8         | 3.8        | 122                 | 388          | .6         | 4.2        |
| 4-Book          | 219                      | 1846         | 1.0        | 3.9        | 119                | 1299         | .6         | 4.5        | 134                  | 453          | .7         | 5.1        | 214                  | 663          | 1.0        | 4.9        | 140                 | 468          | .7         | 4.6        |
| <b>WXXM-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 162                      | 2056         | .8         | 2.9        | 71                 | 1237         | .3         | 2.8        | 55                   | 261          | .3         | 2.1        | 152                  | 514          | .7         | 3.5        | 75                  | 351          | .3         | 2.6        |
| 4-Book          | 139                      | 2054         | .7         | 2.5        | 67                 | 1251         | .3         | 2.6        | 51                   | 246          | .3         | 2.0        | 129                  | 578          | .6         | 3.0        | 83                  | 363          | .4         | 2.7        |
| <b>WYSP-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 466                      | 3995         | 2.2        | 8.3        | 98                 | 1481         | .5         | 3.9        | 130                  | 370          | .6         | 5.0        | 180                  | 573          | .8         | 4.1        | 110                 | 477          | .5         | 3.8        |
| 4-Book          | 464                      | 4005         | 2.2        | 8.3        | 92                 | 1527         | .5         | 3.6        | 88                   | 292          | .4         | 3.4        | 168                  | 588          | .8         | 3.9        | 104                 | 407          | .5         | 3.4        |
| <b>WYXR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 210                      | 2612         | 1.0        | 3.8        | 85                 | 1325         | .4         | 3.4        | 81                   | 315          | .4         | 3.1        | 128                  | 460          | .6         | 3.0        | 118                 | 390          | .5         | 4.1        |
| 4-Book          | 230                      | 2640         | 1.1        | 4.2        | 99                 | 1545         | .5         | 3.8        | 102                  | 376          | .5         | 3.9        | 188                  | 664          | .9         | 4.4        | 138                 | 463          | .7         | 4.5        |
| <b>WBYN-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 16                       | 213          | .1         | .3         | 10                 | 146          | .4         | .4         | 9                    | 59           | .3         | .3         | 16                   | 74           | .1         | .4         | 7                   | 30           | .2         | .2         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WJBR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 35                       | 455          | .2         | .6         | 12                 | 205          | .1         | .5         | 8                    | 39           | .3         | .3         | 34                   | 120          | .2         | .8         | 16                  | 56           | .1         | .6         |
| 4-Book          | 42                       | 445          | .2         | .8         | 12                 | 217          | .1         | .5         | 12                   | 53           | .1         | .5         | 28                   | 91           | .1         | .6         | 19                  | 65           | .1         | .6         |
| <b>WKXW-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 85                       | 867          | .4         | 1.5        | 20                 | 351          | .1         | .8         | 20                   | 96           | .1         | .8         | 43                   | 146          | .2         | 1.0        | 28                  | 70           | .1         | 1.0        |
| 4-Book          | 80                       | 882          | .4         | 1.4        | 18                 | 322          | .1         | .7         | 18                   | 78           | .1         | .7         | 26                   | 118          | .1         | .6         | 19                  | 74           | .1         | .6         |
| <b>WLEV-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 44                       | 317          | .2         | .8         | 17                 | 174          | .1         | .7         | 25                   | 57           | .1         | 1.0        | 33                   | 81           | .2         | .8         | 13                  | 39           | .1         | .5         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WNJO-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 65                       | 602          | .3         | 1.2        | 20                 | 389          | .1         | .8         | 15                   | 61           | .1         | .6         | 36                   | 158          | .2         | .8         | 20                  | 85           | .1         | .7         |
| 4-Book          | 59                       | 600          | .3         | 1.1        | 26                 | 376          | .1         | 1.0        | 24                   | 85           | .1         | .9         | 56                   | 186          | .3         | 1.3        | 35                  | 128          | .2         | 1.2        |
| <b>WPST-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 83                       | 1467         | .4         | 1.5        | 39                 | 882          | .2         | 1.6        | 21                   | 123          | .1         | .8         | 76                   | 349          | .4         | 1.8        | 40                  | 231          | .2         | 1.4        |
| 4-Book          | 68                       | 1337         | .4         | 1.2        | 35                 | 777          | .2         | 1.4        | 23                   | 125          | .1         | .9         | 69                   | 315          | .4         | 1.6        | 49                  | 240          | .3         | 1.6        |
| <b>TOTALS</b>   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 5585                     | 20748        | 26.0       |            | 2497               | 16958        | 11.6       |            | 2605                 | 7331         | 12.1       |            | 4338                 | 10925        | 20.2       |            | 2884                | 7805         | 13.4       |            |
| 4-Book          | 5563                     | 20704        | 25.9       |            | 2585               | 17236        | 12.0       |            | 2606                 | 7556         | 12.1       |            | 4340                 | 10834        | 20.2       |            | 3046                | 7973         | 14.2       |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 25-54

# Target Listener Estimates

| Persons 25-54    |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|------|
| Saturday 7PM-MID |           |         |         | Sunday 6AM-10AM |           |         |         | Sunday 10AM-3PM |           |         |         | Sunday 3PM-7PM |           |         |         | Sunday 7PM-MID |           |         |         |      |
| AQH (00)         | Cume (00) | AQH Rtg | AQH Shr | AQH (00)        | Cume (00) | AQH Rtg | AQH Shr | AQH (00)        | Cume (00) | AQH Rtg | AQH Shr | AQH (00)       | Cume (00) | AQH Rtg | AQH Shr | AQH (00)       | Cume (00) | AQH Rtg | AQH Shr |      |
| <b>KYW -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 36        | 202     | .2      | 2.3             | 158       | 806     | .7      | 8.4             | 77        | 403     | .4      | 2.6            | 55        | 253     | .3      | 2.5            | 36        | 272     | .2      | 2.6  |
| 4-Book           | 44        | 281     | .2      | 2.6             | 219       | 969     | 1.0     | 10.7            | 99        | 580     | .5      | 3.2            | 64        | 319     | .3      | 2.9            | 46        | 336     | .2      | 3.3  |
| <b>WBEB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 99        | 379     | .5      | 6.3             | 86        | 342     | .4      | 4.5             | 170       | 638     | .8      | 5.7            | 125       | 482     | .6      | 5.6            | 55        | 269     | .3      | 4.0  |
| 4-Book           | 88        | 384     | .4      | 5.2             | 99        | 392     | .5      | 4.8             | 194       | 640     | .9      | 6.1            | 126       | 443     | .6      | 5.5            | 70        | 291     | .3      | 5.0  |
| <b>WDAS-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 5         | 18      | .1      | .3              | 93        | 236     | .4      | 4.9             | 85        | 228     | .4      | 2.8            | 18        | 58      | .1      | .8             | 20        | 32      | .1      | 1.5  |
| 4-Book           | 11        | 26      | .1      | .7              | 114       | 258     | .5      | 5.6             | 89        | 245     | .4      | 2.8            | 29        | 67      | .2      | 1.3            | 16        | 37      | .1      | 1.2  |
| <b>WDAS-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 148       | 420     | .7      | 9.5             | 162       | 370     | .8      | 8.6             | 217       | 587     | 1.0     | 7.2            | 211       | 493     | 1.0     | 9.5            | 287       | 527     | 1.3     | 21.0 |
| 4-Book           | 185       | 491     | .9      | 11.0            | 148       | 366     | .7      | 7.3             | 205       | 568     | 1.0     | 6.5            | 213       | 485     | 1.0     | 9.4            | 339       | 606     | 1.6     | 24.5 |
| <b>+WEMG-AM</b>  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| <b>WURD-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 5         | 12      | .1      | .3              | 4         | 19      | .1      | .2              | 29        | 51      | .1      | 1.0            | 26        | 31      | .1      | 1.2            | 5         | 25      | .1      | .4   |
| 4-Book           | 10        | 26      | .1      | .6              | 10        | 29      | .1      | .5              | 25        | 57      | .1      | .8             | 25        | 53      | .1      | 1.1            | 9         | 25      | .1      | .6   |
| <b>WFIL-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 3         | 22      | .1      | .2              | 7         | 24      | .1      | .4              | 1         | 7       | .1      | .2             | 4         | 27      | .1      | .2             | 2         | 16      | .1      | .1   |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| <b>WHAT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 8         | 23      | .1      | .5              | 34        | 77      | .2      | 1.8             | 35        | 72      | .2      | 1.2            | 22        | 40      | .1      | 1.0            | 3         | 16      | .1      | .2   |
| 4-Book           | 11        | 24      | .1      | .7              | 39        | 86      | .2      | 1.9             | 30        | 78      | .2      | 1.0            | 12        | 28      | .1      | .5             | 7         | 22      | .1      | .5   |
| <b>WIOQ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 89        | 437     | .4      | 5.7             | 59        | 288     | .3      | 3.1             | 142       | 613     | .7      | 4.7            | 132       | 526     | .6      | 5.9            | 74        | 377     | .3      | 5.4  |
| 4-Book           | 84        | 358     | .4      | 5.0             | 52        | 240     | .3      | 2.5             | 124       | 520     | .6      | 3.9            | 94        | 405     | .4      | 4.1            | 57        | 234     | .3      | 4.1  |
| <b>WIP -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 22        | 146     | .1      | 1.4             | 48        | 157     | .2      | 2.5             | 57        | 219     | .3      | 1.9            | 35        | 122     | .2      | 1.6            | 30        | 149     | .1      | 2.2  |
| 4-Book           | 31        | 164     | .2      | 1.8             | 57        | 204     | .3      | 2.8             | 76        | 293     | .4      | 2.4            | 72        | 264     | .3      | 3.2            | 37        | 171     | .2      | 2.8  |
| <b>WJJZ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 90        | 318     | .4      | 5.8             | 137       | 375     | .6      | 7.2             | 208       | 496     | 1.0     | 6.9            | 157       | 354     | .7      | 7.0            | 107       | 265     | .5      | 7.8  |
| 4-Book           | 119       | 397     | .6      | 7.1             | 100       | 302     | .5      | 4.9             | 159       | 452     | .8      | 5.1            | 124       | 327     | .6      | 5.4            | 72        | 237     | .4      | 5.2  |
| <b>WMGK-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 52        | 306     | .2      | 3.3             | 47        | 227     | .2      | 2.5             | 169       | 649     | .8      | 5.6            | 141       | 445     | .7      | 6.3            | 49        | 207     | .2      | 3.6  |
| 4-Book           | 73        | 344     | .3      | 4.3             | 52        | 240     | .2      | 2.6             | 171       | 633     | .8      | 5.4            | 135       | 419     | .7      | 5.9            | 45        | 199     | .2      | 3.2  |
| <b>WMMR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 39        | 239     | .2      | 2.5             | 31        | 146     | .1      | 1.6             | 96        | 438     | .4      | 3.2            | 78        | 354     | .4      | 3.5            | 46        | 188     | .2      | 3.4  |
| 4-Book           | 57        | 275     | .3      | 3.3             | 51        | 207     | .2      | 2.5             | 111       | 456     | .5      | 3.5            | 105       | 376     | .5      | 4.5            | 43        | 180     | .2      | 3.1  |
| <b>WNAP-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | **        | **      | **      | **              | **        | **      | **      | **              | 7         | 26      | .2      | .2             | * 9       | 17      | .4      | .4             | **        | **      | **      | **   |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| <b>WOGL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 126       | 473     | .6      | 8.1             | 138       | 382     | .6      | 7.3             | 140       | 571     | .7      | 4.7            | 106       | 419     | .5      | 4.8            | 118       | 411     | .5      | 8.7  |
| 4-Book           | 126       | 453     | .6      | 7.5             | 175       | 510     | .8      | 8.6             | 187       | 638     | .9      | 5.9            | 159       | 473     | .8      | 7.0            | 102       | 338     | .5      | 7.4  |
| <b>WPEN-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 9         | 25      | .1      | .6              | 7         | 24      | .1      | .4              | 25        | 71      | .1      | .8             | 6         | 21      | .1      | .3             | 6         | 45      | .1      | .4   |
| 4-Book           | 8         | 30      | .1      | .5              | 11        | 46      | .1      | .5              | 27        | 80      | .1      | .9             | 13        | 33      | .1      | .6             | 9         | 30      | .1      | .6   |
| <b>WPHI-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 73        | 219     | .3      | 4.7             | 20        | 83      | .1      | 1.1             | 61        | 184     | .3      | 2.0            | 43        | 131     | .2      | 1.9            | 28        | 64      | .1      | 2.1  |
| 4-Book           | 60        | 196     | .3      | 3.6             | 24        | 82      | .1      | 1.2             | 59        | 191     | .3      | 1.9            | 44        | 156     | .2      | 1.9            | 31        | 87      | .2      | 2.3  |
| <b>WPHT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 16        | 44      | .1      | 1.0             | 23        | 58      | .1      | 1.2             | 28        | 148     | .1      | .9             | 23        | 96      | .1      | 1.0            | 8         | 41      | .1      | .6   |
| 4-Book           | 14        | 62      | .1      | .8              | 31        | 96      | .1      | 1.5             | 26        | 114     | .1      | .8             | 22        | 85      | .1      | .9             | 20        | 65      | .1      | 1.5  |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Persons 25-54

Target Listener Estimates - Persons 25-54

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPLY-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 39                  | 154          | .2         | 2.5        | 37                 | 156          | .2         | 2.0        | 92                 | 465          | .4         | 3.1        | 76                | 339          | .4         | 3.4        | 32                | 192          | .1         | 2.3        |
| 4-Book   | 37                  | 179          | .2         | 2.2        | 32                 | 161          | .2         | 1.6        | 84                 | 395          | .4         | 2.7        | 65                | 273          | .3         | 2.8        | 22                | 150          | .1         | 1.6        |
| WSSJ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 25                  | 57           | .1         | 1.6        | 14                 | 22           | .1         | .7         | 25                 | 42           | .1         | .8         | 26                | 42           | .1         | 1.2        | 7                 | 12           |            | .5         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WUSL-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 139                 | 350          | .6         | 8.9        | 109                | 359          | .5         | 5.8        | 117                | 443          | .5         | 3.9        | 56                | 156          | .3         | 2.5        | 19                | 64           | .1         | 1.4        |
| 4-Book   | 133                 | 355          | .6         | 7.9        | 127                | 382          | .6         | 6.2        | 156                | 503          | .7         | 4.9        | 79                | 226          | .4         | 3.5        | 53                | 146          | .3         | 3.9        |
| +WVDB-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 3                  | 8            |            | .2         |                    |              |            |            | *                 |              |            |            |                   |              |            |            |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WVDB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 35                  | 110          | .2         | 2.2        | 66                 | 250          | .3         | 3.5        | 215                | 410          | 1.0        | 7.1        | 19                | 52           | .1         | .9         | 19                | 78           | .1         | 1.4        |
| 4-Book   | 46                  | 140          | .3         | 2.7        | 70                 | 275          | .3         | 3.4        | 229                | 436          | 1.1        | 7.2        | 22                | 66           | .1         | 1.0        | 18                | 80           | .1         | 1.3        |
| WWJZ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            | 6                 | 8            |            | .3         |                   |              |            |            |
| 4-Book   |                     | 2            |            |            | 4                  | 10           |            | .2         | 5                  | 14           |            | .2         | 4                 | 6            |            | .2         | 2                 | 5            |            | .1         |
| WXTU-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 34                  | 99           | .2         | 2.2        | 65                 | 260          | .3         | 3.4        | 120                | 336          | .6         | 4.0        | 88                | 233          | .4         | 3.9        | 35                | 133          | .2         | 2.6        |
| 4-Book   | 59                  | 255          | .3         | 3.4        | 91                 | 301          | .4         | 4.5        | 157                | 496          | .7         | 4.9        | 114               | 363          | .5         | 4.9        | 43                | 185          | .2         | 3.0        |
| WXXM-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 28                  | 166          | .1         | 1.8        | 22                 | 117          | .1         | 1.2        | 88                 | 392          | .4         | 2.9        | 92                | 304          | .4         | 4.1        | 47                | 167          | .2         | 3.4        |
| 4-Book   | 38                  | 214          | .2         | 2.2        | 26                 | 146          | .1         | 1.3        | 92                 | 435          | .4         | 2.9        | 70                | 271          | .3         | 3.1        | 37                | 194          | .2         | 2.6        |
| WYSP-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 57                  | 198          | .3         | 3.6        | 54                 | 181          | .3         | 2.9        | 123                | 396          | .6         | 4.1        | 83                | 350          | .4         | 3.7        | 41                | 170          | .2         | 3.0        |
| 4-Book   | 49                  | 211          | .2         | 2.9        | 34                 | 125          | .2         | 1.8        | 150                | 556          | .7         | 4.7        | 106               | 403          | .5         | 4.6        | 32                | 146          | .2         | 2.3        |
| WYXR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 57                  | 204          | .3         | 3.6        | 48                 | 181          | .2         | 2.5        | 112                | 415          | .5         | 3.7        | 94                | 298          | .4         | 4.2        | 41                | 161          | .2         | 3.0        |
| 4-Book   | 69                  | 275          | .3         | 4.1        | 57                 | 233          | .3         | 2.8        | 110                | 445          | .5         | 3.5        | 83                | 325          | .4         | 3.6        | 42                | 156          | .2         | 3.0        |
| WBYN-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 1                   | 9            |            | .1         | 17                 | 63           | .1         | .9         | 19                 | 70           | .1         | .6         | 4                 | 16           |            | .2         | 4                 | 36           |            | .3         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WJBR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 10                  | 35           |            | .6         | 2                  | 22           |            | .1         | 9                  | 52           |            | .3         | 8                 | 68           |            | .4         | 6                 | 35           |            | .4         |
| 4-Book   | 6                   | 30           |            | .4         | 5                  | 33           |            | .2         | 14                 | 55           | .1         | .5         | 6                 | 32           |            | .2         | 2                 | 19           |            | .2         |
| WXXW-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 10                  | 52           |            | .6         | 16                 | 76           | .1         | .8         | 18                 | 75           | .1         | .6         | 19                | 67           | .1         | .9         | 3                 | 21           |            | .2         |
| 4-Book   | 12                  | 50           | .1         | .7         | 15                 | 59           | .1         | .7         | 23                 | 79           | .1         | .8         | 17                | 50           | .1         | .8         | 12                | 38           | .1         | .8         |
| WLEV-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 3                   | 17           |            | .2         | 8                  | 48           |            | .4         | 30                 | 55           | .1         | 1.0        | 15                | 55           | .1         | .7         | 11                | 33           | .1         | .8         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WNJO-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 16                  | 90           | .1         | 1.0        | 16                 | 71           | .1         | .8         | 27                 | 116          | .1         | .9         | 27                | 80           | .1         | 1.2        | 5                 | 39           |            | .4         |
| 4-Book   | 16                  | 84           | .1         | .9         | 15                 | 60           | .1         | .7         | 32                 | 112          | .1         | 1.0        | 25                | 85           | .1         | 1.1        | 10                | 45           | .1         | .7         |
| WPST-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 38                  | 178          | .2         | 2.4        | 17                 | 96           | .1         | .9         | 57                 | 271          | .3         | 1.9        | 45                | 198          | .2         | 2.0        | 12                | 66           | .1         | .9         |
| 4-Book   | 23                  | 135          | .1         | 1.4        | 14                 | 94           | .1         | .7         | 48                 | 246          | .3         | 1.5        | 38                | 159          | .2         | 1.7        | 12                | 66           | .1         | .9         |
| TOTALS   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 1565                | 5018         | 7.3        |            | 1891               | 5762         | 8.8        |            | 3007               | 8337         | 14.0       |            | 2230              | 5849         | 10.4       |            | 1364              | 4015         | 6.3        |            |
| 4-Book   | 1694                | 5311         | 7.9        |            | 2042               | 6121         | 9.5        |            | 3172               | 8749         | 14.8       |            | 2286              | 6250         | 10.7       |            | 1383              | 4138         | 6.4        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 35-64

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 220                      | 6140         | 1.2        | 6.5        | 597                       | 4620         | 3.2        | 11.4        | 179                       | 2228         | .9         | 3.6         | 261                      | 3134         | 1.4        | 6.5        | 66                       | 1162         | .3         | 4.8         |
| WI '99          | 283                      | 6979         | 1.5        | 8.3        | 746                       | 4986         | 3.9        | 13.7        | 235                       | 2814         | 1.2        | 4.6         | 294                      | 3480         | 1.6        | 7.4        | 85                       | 1453         | .4         | 6.6         |
| FA '98          | 250                      | 6054         | 1.3        | 7.3        | 599                       | 4295         | 3.2        | 11.5        | 227                       | 2231         | 1.2        | 4.6         | 302                      | 3178         | 1.6        | 7.5        | 82                       | 1351         | .4         | 6.1         |
| SU '98          | 237                      | 6335         | 1.3        | 6.9        | 614                       | 4462         | 3.3        | 11.7        | 185                       | 2289         | 1.0        | 3.8         | 254                      | 3029         | 1.4        | 6.5        | 95                       | 1453         | .5         | 6.4         |
| <b>4-Book</b>   | <b>248</b>               | <b>6377</b>  | <b>1.3</b> | <b>7.3</b> | <b>639</b>                | <b>4591</b>  | <b>3.4</b> | <b>12.1</b> | <b>207</b>                | <b>2391</b>  | <b>1.1</b> | <b>4.2</b>  | <b>278</b>               | <b>3205</b>  | <b>1.5</b> | <b>7.0</b> | <b>82</b>                | <b>1355</b>  | <b>.4</b>  | <b>6.0</b>  |
| SP '98          | 253                      | 6572         | 1.4        | 7.4        | 678                       | 4630         | 3.6        | 12.8        | 212                       | 2271         | 1.1        | 4.3         | 285                      | 3197         | 1.5        | 7.2        | 84                       | 1392         | .4         | 6.1         |
| <b>WBEB-FM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 306                      | 3911         | 1.6        | 9.0        | 424                       | 2358         | 2.2        | 8.1         | 592                       | 2192         | 3.1        | 12.0        | 354                      | 2285         | 1.9        | 8.9        | 95                       | 1101         | .5         | 7.0         |
| WI '99          | 296                      | 3967         | 1.6        | 8.7        | 393                       | 2177         | 2.1        | 7.2         | 532                       | 2152         | 2.8        | 10.5        | 349                      | 2291         | 1.8        | 8.8        | 121                      | 1215         | .6         | 9.4         |
| FA '98          | 263                      | 3496         | 1.4        | 7.7        | 360                       | 2022         | 1.9        | 6.9         | 507                       | 1939         | 2.7        | 10.3        | 305                      | 2029         | 1.6        | 7.6        | 86                       | 976          | .5         | 6.4         |
| SU '98          | 271                      | 3483         | 1.4        | 7.9        | 380                       | 2054         | 2.0        | 7.3         | 517                       | 1986         | 2.8        | 10.6        | 329                      | 2140         | 1.8        | 8.4        | 86                       | 1056         | .5         | 5.8         |
| <b>4-Book</b>   | <b>284</b>               | <b>3714</b>  | <b>1.5</b> | <b>8.3</b> | <b>389</b>                | <b>2153</b>  | <b>2.1</b> | <b>7.4</b>  | <b>537</b>                | <b>2067</b>  | <b>2.9</b> | <b>10.9</b> | <b>334</b>               | <b>2186</b>  | <b>1.8</b> | <b>8.4</b> | <b>97</b>                | <b>1087</b>  | <b>.5</b>  | <b>7.2</b>  |
| SP '98          | 298                      | 3636         | 1.6        | 8.7        | 416                       | 2090         | 2.2        | 7.8         | 571                       | 1969         | 3.0        | 11.7        | 360                      | 2345         | 1.9        | 9.0        | 93                       | 1043         | .5         | 6.8         |
| <b>WDAS-AM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 46                       | 656          | .2         | 1.4        | 78                        | 324          | .4         | 1.5         | 36                        | 190          | .2         | .7          | 29                       | 204          | .2         | .7         | 17                       | 109          | .1         | 1.2         |
| WI '99          | 45                       | 531          | .2         | 1.3        | 76                        | 268          | .4         | 1.4         | 47                        | 254          | .2         | .9          | 35                       | 182          | .2         | .9         | 12                       | 95           | .1         | .9          |
| FA '98          | 39                       | 516          | .2         | 1.1        | 65                        | 262          | .3         | 1.2         | 36                        | 213          | .2         | .7          | 30                       | 201          | .2         | .7         | 8                        | 67           | .1         | .6          |
| SU '98          | 28                       | 511          | .1         | .8         | 51                        | 275          | .3         | 1.0         | 31                        | 205          | .2         | .6          | 20                       | 126          | .1         | .5         | 8                        | 111          | .1         | .5          |
| <b>4-Book</b>   | <b>40</b>                | <b>554</b>   | <b>.2</b>  | <b>1.2</b> | <b>68</b>                 | <b>282</b>   | <b>.4</b>  | <b>1.3</b>  | <b>38</b>                 | <b>216</b>   | <b>.2</b>  | <b>.7</b>   | <b>29</b>                | <b>178</b>   | <b>.2</b>  | <b>.7</b>  | <b>11</b>                | <b>96</b>    | <b>.1</b>  | <b>.8</b>   |
| SP '98          | 52                       | 606          | .3         | 1.5        | 94                        | 323          | .5         | 1.8         | 46                        | 188          | .2         | .9          | 43                       | 217          | .2         | 1.1        | 12                       | 119          | .1         | .9          |
| <b>WDAS-FM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 245                      | 2397         | 1.3        | 7.2        | 357                       | 1564         | 1.9        | 6.8         | 281                       | 1248         | 1.5        | 5.7         | 276                      | 1404         | 1.5        | 6.9        | 175                      | 1015         | .9         | 12.8        |
| WI '99          | 255                      | 2260         | 1.3        | 7.5        | 389                       | 1407         | 2.1        | 7.2         | 337                       | 1262         | 1.8        | 6.7         | 260                      | 1373         | 1.4        | 6.5        | 139                      | 856          | .7         | 10.8        |
| FA '98          | 224                      | 2129         | 1.2        | 6.6        | 311                       | 1326         | 1.6        | 6.0         | 259                       | 1082         | 1.4        | 5.3         | 251                      | 1277         | 1.3        | 6.3        | 145                      | 870          | .8         | 10.8        |
| SU '98          | 271                      | 2326         | 1.4        | 7.9        | 366                       | 1394         | 2.0        | 7.0         | 343                       | 1294         | 1.8        | 7.0         | 278                      | 1289         | 1.5        | 7.1        | 201                      | 1047         | 1.1        | 13.6        |
| <b>4-Book</b>   | <b>249</b>               | <b>2278</b>  | <b>1.3</b> | <b>7.3</b> | <b>356</b>                | <b>1423</b>  | <b>1.9</b> | <b>6.8</b>  | <b>305</b>                | <b>1222</b>  | <b>1.6</b> | <b>6.2</b>  | <b>266</b>               | <b>1336</b>  | <b>1.4</b> | <b>6.7</b> | <b>165</b>               | <b>947</b>   | <b>.9</b>  | <b>12.0</b> |
| SP '98          | 280                      | 2408         | 1.5        | 8.2        | 378                       | 1495         | 2.0        | 7.1         | 332                       | 1286         | 1.8        | 6.8         | 304                      | 1525         | 1.6        | 7.6        | 194                      | 1153         | 1.0        | 14.2        |
| <b>+WEMG-AM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 29                       | 239          | .2         | .9         | 49                        | 180          | .3         | .9          | 39                        | 142          | .2         | .8          | 36                       | 205          | .2         | .9         | 11                       | 89           | .1         | .8          |
| WI '99          | 9                        | 77           | .1         | .3         | 12                        | 33           | .1         | .2          | 10                        | 42           | .1         | .2          | 11                       | 56           | .1         | .3         | 5                        | 37           | .1         | .4          |
| FA '98          | 18                       | 145          | .1         | .5         | 21                        | 121          | .1         | .4          | 29                        | 76           | .2         | .6          | 18                       | 93           | .1         | .4         | 5                        | 17           | .1         | .4          |
| SU '98          | 20                       | 210          | .1         | .6         | 13                        | 122          | .1         | .2          | 17                        | 133          | .1         | .3          | 28                       | 119          | .1         | .7         | 14                       | 81           | .1         | .9          |
| <b>4-Book</b>   | <b>19</b>                | <b>168</b>   | <b>.1</b>  | <b>.6</b>  | <b>24</b>                 | <b>114</b>   | <b>.2</b>  | <b>.4</b>   | <b>24</b>                 | <b>98</b>    | <b>.2</b>  | <b>.5</b>   | <b>23</b>                | <b>118</b>   | <b>.1</b>  | <b>.6</b>  | <b>9</b>                 | <b>56</b>    | <b>.1</b>  | <b>.6</b>   |
| SP '98          | 28                       | 221          | .1         | .8         | 36                        | 135          | .2         | .7          | 48                        | 152          | .3         | 1.0         | 26                       | 151          | .1         | .7         | 4                        | 64           | .1         | .3          |
| <b>WFIL-AM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 19                       | 309          | .1         | .6         | 33                        | 181          | .2         | .6          | 29                        | 171          | .2         | .6          | 25                       | 166          | .1         | .6         | 10                       | 89           | .1         | .7          |
| WI '99          | 13                       | 309          | .1         | .4         | 30                        | 194          | .2         | .6          | 8                         | 109          | .1         | .2          | 18                       | 131          | .1         | .5         | 9                        | 106          | .1         | .7          |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98          | 18                       | 353          | .1         | .5         | 45                        | 233          | .2         | .9          | 9                         | 122          | .2         | .3          | 30                       | 145          | .2         | .8         | 12                       | 101          | .1         | .8          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 33                       | 305          | .2         | 1.0        | 55                        | 195          | .3         | 1.0         | 28                        | 159          | .1         | .6          | 38                       | 137          | .2         | 1.0        | 18                       | 51           | .1         | 1.3         |
| WI '99          | 45                       | 518          | .2         | 1.3        | 57                        | 261          | .3         | 1.1         | 61                        | 297          | .3         | 1.2         | 53                       | 228          | .3         | 1.3        | 20                       | 112          | .1         | 1.6         |
| FA '98          | 28                       | 395          | .1         | .8         | 39                        | 189          | .2         | .7          | 36                        | 159          | .2         | .7          | 26                       | 125          | .1         | .6         | 10                       | 61           | .1         | .7          |
| SU '98          | 39                       | 447          | .2         | 1.1        | 64                        | 228          | .3         | 1.2         | 73                        | 292          | .4         | 1.5         | 26                       | 145          | .1         | .7         | 10                       | 75           | .1         | .7          |
| <b>4-Book</b>   | <b>36</b>                | <b>416</b>   | <b>.2</b>  | <b>1.1</b> | <b>54</b>                 | <b>218</b>   | <b>.3</b>  | <b>1.0</b>  | <b>50</b>                 | <b>227</b>   | <b>.3</b>  | <b>1.0</b>  | <b>36</b>                | <b>159</b>   | <b>.2</b>  | <b>.9</b>  | <b>15</b>                | <b>75</b>    | <b>.1</b>  | <b>1.1</b>  |
| SP '98          | 39                       | 517          | .2         | 1.1        | 53                        | 236          | .3         | 1.0         | 54                        | 233          | .3         | 1.1         | 29                       | 115          | .2         | .7         | 17                       | 114          | .1         | 1.2         |
| <b>WIOQ-FM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 79                       | 2047         | .4         | 2.3        | 103                       | 957          | .5         | 2.0         | 107                       | 889          | .6         | 2.2         | 99                       | 1143         | .5         | 2.5        | 34                       | 509          | .2         | 2.5         |
| WI '99          | 70                       | 1795         | .4         | 2.1        | 102                       | 772          | .5         | 1.9         | 127                       | 884          | .7         | 2.5         | 83                       | 832          | .4         | 2.1        | 18                       | 433          | .1         | 1.4         |
| FA '98          | 95                       | 1773         | .5         | 2.8        | 145                       | 787          | .8         | 2.8         | 172                       | 851          | .9         | 3.5         | 119                      | 952          | .6         | 3.0        | 25                       | 413          | .1         | 1.9         |
| SU '98          | 76                       | 1749         | .4         | 2.2        | 97                        | 701          | .5         | 1.9         | 103                       | 789          | .5         | 2.1         | 77                       | 977          | .4         | 2.0        | 38                       | 504          | .2         | 2.6         |
| <b>4-Book</b>   | <b>80</b>                | <b>1841</b>  | <b>.4</b>  | <b>2.4</b> | <b>112</b>                | <b>804</b>   | <b>.6</b>  | <b>2.2</b>  | <b>127</b>                | <b>853</b>   | <b>.7</b>  | <b>2.6</b>  | <b>95</b>                | <b>976</b>   | <b>.5</b>  | <b>2.4</b> | <b>29</b>                | <b>465</b>   | <b>.2</b>  | <b>2.1</b>  |
| SP '98          | 84                       | 1764         | .4         | 2.5        | 100                       | 773          | .5         | 1.9         | 123                       | 761          | .7         | 2.5         | 105                      | 950          | .6         | 2.6        | 40                       | 452          | .2         | 2.9         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 35-64

Target Listener Trends - Persons 35-64

|                | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 122                      | 2269         | .6         | 3.6        | 243                       | 1306         | 1.3        | 4.6        | 155                       | 1012         | .8         | 3.2        | 159                      | 1355         | .8         | 4.0        | 63                       | 641          | .3         | 4.6        |
| WI '99         | 147                      | 2517         | .8         | 4.3        | 271                       | 1365         | 1.4        | 5.0        | 191                       | 1214         | 1.0        | 3.8        | 201                      | 1429         | 1.1        | 5.1        | 58                       | 754          | .3         | 4.5        |
| FA '98         | 119                      | 2125         | .6         | 3.5        | 245                       | 1320         | 1.3        | 4.7        | 160                       | 894          | .8         | 3.2        | 158                      | 1250         | .8         | 3.9        | 45                       | 656          | .2         | 3.3        |
| SU '98         | 105                      | 1610         | .6         | 3.1        | 220                       | 960          | 1.2        | 4.2        | 140                       | 766          | .7         | 2.9        | 140                      | 999          | .7         | 3.6        | 36                       | 392          | .2         | 2.4        |
| <b>4-Book</b>  | <b>123</b>               | <b>2130</b>  | <b>.7</b>  | <b>3.6</b> | <b>245</b>                | <b>1238</b>  | <b>1.3</b> | <b>4.6</b> | <b>162</b>                | <b>972</b>   | <b>.8</b>  | <b>3.3</b> | <b>165</b>               | <b>1258</b>  | <b>.9</b>  | <b>4.2</b> | <b>51</b>                | <b>611</b>   | <b>.3</b>  | <b>3.7</b> |
| SP '98         | 102                      | 1831         | .5         | 3.0        | 236                       | 1246         | 1.3        | 4.4        | 136                       | 819          | .7         | 2.8        | 123                      | 1006         | .7         | 3.1        | 28                       | 491          | .1         | 2.0        |
| <b>WJZZ-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 272                      | 3157         | 1.4        | 8.0        | 309                       | 1574         | 1.6        | 5.9        | 449                       | 1707         | 2.4        | 9.1        | 345                      | 1921         | 1.8        | 8.6        | 120                      | 978          | .6         | 8.8        |
| WI '99         | 239                      | 2926         | 1.3        | 7.0        | 258                       | 1417         | 1.4        | 4.8        | 398                       | 1540         | 2.1        | 7.9        | 326                      | 1811         | 1.7        | 8.2        | 106                      | 941          | .6         | 8.2        |
| FA '98         | 200                      | 2879         | 1.1        | 5.9        | 199                       | 1263         | 1.1        | 3.8        | 335                       | 1467         | 1.8        | 6.8        | 281                      | 1740         | 1.5        | 7.0        | 81                       | 891          | .4         | 6.0        |
| 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        |
| <b>4-Book</b>  | <b>231</b>               | <b>2964</b>  | <b>1.2</b> | <b>6.8</b> | <b>245</b>                | <b>1395</b>  | <b>1.3</b> | <b>4.7</b> | <b>378</b>                | <b>1553</b>  | <b>2.0</b> | <b>7.7</b> | <b>310</b>               | <b>1833</b>  | <b>1.6</b> | <b>7.8</b> | <b>107</b>               | <b>944</b>   | <b>.6</b>  | <b>8.1</b> |
| 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        |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 160                      | 2605         | .8         | 4.7        | 199                       | 1238         | 1.1        | 3.8        | 298                       | 1287         | 1.6        | 6.1        | 196                      | 1449         | 1.0        | 4.9        | 43                       | 801          | .2         | 3.2        |
| WI '99         | 150                      | 2526         | .8         | 4.4        | 173                       | 1234         | .9         | 3.2        | 283                       | 1402         | 1.5        | 5.6        | 189                      | 1577         | 1.0        | 4.8        | 36                       | 656          | .2         | 2.8        |
| FA '98         | 152                      | 2585         | .8         | 4.5        | 185                       | 1230         | 1.0        | 3.6        | 283                       | 1340         | 1.5        | 5.7        | 203                      | 1609         | 1.1        | 5.1        | 50                       | 725          | .3         | 3.7        |
| 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        |
| <b>4-Book</b>  | <b>152</b>               | <b>2545</b>  | <b>.8</b>  | <b>4.5</b> | <b>183</b>                | <b>1226</b>  | <b>1.0</b> | <b>3.5</b> | <b>281</b>                | <b>1328</b>  | <b>1.5</b> | <b>5.7</b> | <b>195</b>               | <b>1564</b>  | <b>1.0</b> | <b>4.9</b> | <b>49</b>                | <b>722</b>   | <b>.3</b>  | <b>3.5</b> |
| 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        |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 122                      | 1939         | .6         | 3.6        | 174                       | 977          | .9         | 3.3        | 240                       | 980          | 1.3        | 4.9        | 144                      | 1130         | .8         | 3.6        | 34                       | 431          | .2         | 2.5        |
| WI '99         | 107                      | 1813         | .6         | 3.1        | 175                       | 897          | .9         | 3.2        | 177                       | 887          | .9         | 3.5        | 125                      | 1030         | .7         | 3.1        | 33                       | 361          | .2         | 2.6        |
| FA '98         | 109                      | 2097         | .6         | 3.2        | 172                       | 1087         | .9         | 3.3        | 181                       | 955          | 1.0        | 3.7        | 135                      | 1277         | .7         | 3.4        | 34                       | 495          | .2         | 2.5        |
| 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        |
| <b>4-Book</b>  | <b>112</b>               | <b>1970</b>  | <b>.6</b>  | <b>3.3</b> | <b>169</b>                | <b>991</b>   | <b>.9</b>  | <b>3.2</b> | <b>194</b>                | <b>927</b>   | <b>1.0</b> | <b>3.9</b> | <b>135</b>               | <b>1149</b>  | <b>.7</b>  | <b>3.4</b> | <b>34</b>                | <b>459</b>   | <b>.2</b>  | <b>2.5</b> |
| 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        |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | * 14                     | 153          | .1         | .4         | 11                        | 79           | .1         | .2         | 10                        | 65           | .1         | .2         | * 20                     | 79           | .1         | .5         |                          |              |            |            |
| WI '99         | 18                       | 157          | .1         | .5         | 14                        | 66           | .1         | .3         | 24                        | 121          | .1         | .5         | 19                       | 74           | .1         | .5         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 23                       | 253          | .1         | .7         | 23                        | 145          | .1         | .4         | 30                        | 185          | .2         | .6         | 15                       | 107          | .1         | .4         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WVGL-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 232                      | 4241         | 1.2        | 6.8        | 279                       | 1948         | 1.5        | 5.3        | 361                       | 2078         | 1.9        | 7.3        | 271                      | 2328         | 1.4        | 6.8        | 72                       | 1122         | .4         | 5.3        |
| WI '99         | 248                      | 4050         | 1.3        | 7.3        | 308                       | 2018         | 1.6        | 5.7        | 366                       | 1834         | 1.9        | 7.2        | 296                      | 2214         | 1.6        | 7.5        | 96                       | 979          | .5         | 7.5        |
| FA '98         | 286                      | 4299         | 1.5        | 8.4        | 345                       | 2109         | 1.8        | 6.6        | 443                       | 2186         | 2.3        | 9.0        | 302                      | 2422         | 1.6        | 7.5        | 116                      | 1289         | .6         | 8.6        |
| 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        |
| <b>4-Book</b>  | <b>256</b>               | <b>4169</b>  | <b>1.4</b> | <b>7.5</b> | <b>323</b>                | <b>2039</b>  | <b>1.7</b> | <b>6.1</b> | <b>385</b>                | <b>2003</b>  | <b>2.0</b> | <b>7.8</b> | <b>290</b>               | <b>2308</b>  | <b>1.6</b> | <b>7.3</b> | <b>94</b>                | <b>1149</b>  | <b>.5</b>  | <b>6.9</b> |
| 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        |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 47                       | 871          | .2         | 1.4        | 63                        | 404          | .3         | 1.2        | 76                        | 409          | .4         | 1.5        | 44                       | 322          | .2         | 1.1        | 21                       | 153          | .1         | 1.5        |
| WI '99         | 71                       | 873          | .4         | 2.1        | 107                       | 472          | .6         | 2.0        | 120                       | 489          | .6         | 2.4        | 85                       | 467          | .4         | 2.1        | 21                       | 180          | .1         | 1.6        |
| FA '98         | 71                       | 853          | .4         | 2.1        | 104                       | 455          | .5         | 2.0        | 114                       | 486          | .6         | 2.3        | 73                       | 413          | .4         | 1.8        | 23                       | 166          | .1         | 1.7        |
| 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        |
| <b>4-Book</b>  | <b>63</b>                | <b>879</b>   | <b>.3</b>  | <b>1.9</b> | <b>92</b>                 | <b>440</b>   | <b>.5</b>  | <b>1.8</b> | <b>102</b>                | <b>458</b>   | <b>.5</b>  | <b>2.1</b> | <b>68</b>                | <b>423</b>   | <b>.4</b>  | <b>1.7</b> | <b>21</b>                | <b>182</b>   | <b>.1</b>  | <b>1.5</b> |
| 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        |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 21                       | 674          | .1         | .6         | 22                        | 265          | .1         | .4         | 21                        | 242          | .1         | .4         | 29                       | 301          | .2         | .7         | 17                       | 165          | .1         | 1.2        |
| WI '99         | 27                       | 622          | .1         | .8         | 34                        | 228          | .2         | .6         | 36                        | 215          | .2         | .7         | 35                       | 303          | .2         | .9         | 24                       | 185          | .1         | 1.9        |
| FA '98         | 31                       | 628          | .2         | .9         | 33                        | 230          | .2         | .6         | 40                        | 271          | .2         | .8         | 38                       | 356          | .2         | .9         | 26                       | 210          | .1         | 1.9        |
| SU '98         | 32                       | 600          | .2         | .9         | 28                        | 218          | .1         | .5         | 52                        | 330          | .3         | 1.1        | 37                       | 344          | .2         | .9         | 15                       | 160          | .1         | 1.0        |
| <b>4-Book</b>  | <b>28</b>                | <b>631</b>   | <b>.2</b>  | <b>.8</b>  | <b>29</b>                 | <b>235</b>   | <b>.2</b>  | <b>.5</b>  | <b>37</b>                 | <b>265</b>   | <b>.2</b>  | <b>.8</b>  | <b>35</b>                | <b>326</b>   | <b>.2</b>  | <b>.9</b>  | <b>21</b>                | <b>180</b>   | <b>.1</b>  | <b>1.5</b> |
| SP '98         | 19                       | 572          | .1         | .6         | 20                        | 200          | .1         | .4         | 18                        | 264          | .1         | .4         | 32                       | 347          | .2         | .8         | 11                       | 191          | .1         | .8         |

\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 35-64

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |  |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |  |
|                 | <b>WPHT-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 50                       | 1060         | .3         | 1.5        | 86                        | 356          | .5         | 1.6        | 41                        | 256          | .2         | .8         | 69                       | 445          | .4         | 1.7        | 49                       | 384          | .3         | 3.6        |  |
| WI '99          | 45                       | 1049         | .2         | 1.3        | 88                        | 474          | .5         | 1.6        | 54                        | 412          | .3         | 1.1        | 57                       | 395          | .3         | 1.4        | 25                       | 154          | .1         | 1.9        |  |
| FA '98          | 47                       | 890          | .2         | 1.4        | 88                        | 378          | .5         | 1.7        | 59                        | 294          | .3         | 1.2        | 53                       | 352          | .3         | 1.3        | 12                       | 147          | .1         | .9         |  |
| 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        |  |
| <b>4-Book</b>   | <b>49</b>                | <b>1047</b>  | <b>.3</b>  | <b>1.5</b> | <b>91</b>                 | <b>397</b>   | <b>.5</b>  | <b>1.7</b> | <b>49</b>                 | <b>321</b>   | <b>.3</b>  | <b>1.0</b> | <b>62</b>                | <b>415</b>   | <b>.4</b>  | <b>1.5</b> | <b>31</b>                | <b>269</b>   | <b>.2</b>  | <b>2.2</b> |  |
| 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        |  |
| <b>WPLY-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 44                       | 1218         | .2         | 1.3        | 45                        | 459          | .2         | .9         | 60                        | 479          | .3         | 1.2        | 67                       | 782          | .4         | 1.7        | 21                       | 278          | .1         | 1.5        |  |
| WI '99          | 38                       | 919          | .2         | 1.1        | 54                        | 407          | .3         | 1.0        | 61                        | 345          | .3         | 1.2        | 57                       | 587          | .3         | 1.4        | 6                        | 180          | .1         | .5         |  |
| FA '98          | 31                       | 998          | .2         | .9         | 41                        | 438          | .2         | .8         | 35                        | 328          | .2         | .7         | 44                       | 483          | .2         | 1.1        | 14                       | 236          | .1         | 1.0        |  |
| 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        |  |
| <b>4-Book</b>   | <b>39</b>                | <b>1062</b>  | <b>.2</b>  | <b>1.2</b> | <b>47</b>                 | <b>426</b>   | <b>.3</b>  | <b>.9</b>  | <b>55</b>                 | <b>400</b>   | <b>.3</b>  | <b>1.1</b> | <b>58</b>                | <b>606</b>   | <b>.3</b>  | <b>1.5</b> | <b>14</b>                | <b>243</b>   | <b>.1</b>  | <b>1.0</b> |  |
| SP '98          | 28                       | 1081         | .1         | .8         | 46                        | 417          | .2         | .9         | 46                        | 342          | .2         | .9         | 39                       | 524          | .2         | 1.0        | 5                        | 210          | .1         | .4         |  |
| <b>WSSJ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 20                       | 142          | .1         | .6         | 15                        | 71           | .1         | .3         | 22                        | 101          | .1         | .4         | 24                       | 89           | .1         | .6         | 12                       | 74           | .1         | .9         |  |
| WI '99          | 16                       | 101          | .1         | .5         | 10                        | 48           | .1         | .2         | 21                        | 55           | .1         | .4         | 20                       | 56           | .1         | .5         | 1                        | 23           | .1         | .1         |  |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| <b>WUSL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 52                       | 1112         | .3         | 1.5        | 59                        | 450          | .3         | 1.1        | 65                        | 471          | .3         | 1.3        | 62                       | 540          | .3         | 1.6        | 35                       | 319          | .2         | 2.6        |  |
| WI '99          | 71                       | 1239         | .4         | 2.1        | 75                        | 480          | .4         | 1.4        | 79                        | 504          | .4         | 1.6        | 81                       | 549          | .4         | 2.0        | 62                       | 342          | .3         | 4.8        |  |
| FA '98          | 72                       | 1352         | .4         | 2.1        | 86                        | 514          | .5         | 1.7        | 88                        | 589          | .5         | 1.8        | 83                       | 576          | .4         | 2.1        | 47                       | 399          | .2         | 3.5        |  |
| 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        |  |
| <b>4-Book</b>   | <b>64</b>                | <b>1265</b>  | <b>.4</b>  | <b>1.9</b> | <b>74</b>                 | <b>491</b>   | <b>.4</b>  | <b>1.4</b> | <b>78</b>                 | <b>532</b>   | <b>.4</b>  | <b>1.6</b> | <b>71</b>                | <b>552</b>   | <b>.4</b>  | <b>1.8</b> | <b>44</b>                | <b>351</b>   | <b>.2</b>  | <b>3.2</b> |  |
| 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        |  |
| <b>+WWDB-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | * 16                     | 221          | .1         | .5         | 23                        | 117          | .1         | .4         | 33                        | 159          | .2         | .7         | * 4                      | 53           | .1         | .1         |                          |              |            |            |  |
| WI '99          | 8                        | 208          | .2         | .2         | 5                         | 80           | .1         | .1         | 17                        | 156          | .1         | .3         | 3                        | 36           | .1         | .1         | **                       | **           | **         | **         |  |
| FA '98          | 18                       | 251          | .1         | .5         | 13                        | 89           | .1         | .2         | 32                        | 144          | .2         | .6         | 11                       | 64           | .1         | .3         | **                       | **           | **         | **         |  |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |  |
| <b>WWDB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 118                      | 2026         | .6         | 3.5        | 147                       | 833          | .8         | 2.8        | 196                       | 1035         | 1.0        | 4.0        | 84                       | 771          | .4         | 2.1        | 68                       | 519          | .4         | 5.0        |  |
| WI '99          | 152                      | 2193         | .8         | 4.5        | 185                       | 1007         | 1.0        | 3.4        | 300                       | 1285         | 1.6        | 5.9        | 131                      | 861          | .7         | 3.3        | 79                       | 560          | .4         | 6.1        |  |
| FA '98          | 149                      | 2323         | .8         | 4.4        | 181                       | 1107         | 1.0        | 3.5        | 271                       | 1196         | 1.4        | 5.5        | 125                      | 981          | .7         | 3.1        | 79                       | 585          | .4         | 5.9        |  |
| 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        |  |
| <b>4-Book</b>   | <b>139</b>               | <b>2207</b>  | <b>.7</b>  | <b>4.1</b> | <b>164</b>                | <b>978</b>   | <b>.9</b>  | <b>3.1</b> | <b>252</b>                | <b>1179</b>  | <b>1.3</b> | <b>5.1</b> | <b>119</b>               | <b>894</b>   | <b>.6</b>  | <b>3.0</b> | <b>71</b>                | <b>550</b>   | <b>.4</b>  | <b>5.3</b> |  |
| 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        |  |
| <b>WWJZ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 6                        | 96           | .2         | .2         | 13                        | 59           | .1         | .2         | 6                         | 35           | .1         | .1         | 8                        | 44           | .2         | .2         | 2                        | 46           | .1         | .1         |  |
| WI '99          | 5                        | 141          | .1         | .1         | 8                         | 77           | .1         | .1         | 7                         | 46           | .1         | .1         | 5                        | 42           | .1         | .1         | 3                        | 19           | .1         | .2         |  |
| FA '98          | 2                        | 82           | .1         | .1         | 3                         | 38           | .1         | .1         | 4                         | 27           | .1         | .1         | 1                        | 18           | .1         | .1         | 1                        | 9            | .1         | .1         |  |
| SU '98          | 16                       | 153          | .1         | .5         | 20                        | 44           | .1         | .4         | 14                        | 87           | .1         | .3         | 14                       | 51           | .1         | .4         | 13                       | 82           | .1         | .9         |  |
| <b>4-Book</b>   | <b>7</b>                 | <b>118</b>   | <b>.2</b>  | <b>.2</b>  | <b>11</b>                 | <b>55</b>    | <b>.1</b>  | <b>.2</b>  | <b>8</b>                  | <b>49</b>    | <b>.2</b>  | <b>.2</b>  | <b>7</b>                 | <b>39</b>    | <b>.2</b>  | <b>.2</b>  | <b>5</b>                 | <b>39</b>    | <b>.1</b>  | <b>.3</b>  |  |
| SP '98          | 11                       | 154          | .1         | .3         | 10                        | 58           | .1         | .2         | 21                        | 103          | .1         | .4         | 15                       | 90           | .1         | .4         | 2                        | 36           | .1         | .1         |  |
| <b>WXTU-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |  |
| SP '99          | 139                      | 1985         | .7         | 4.1        | 221                       | 1231         | 1.2        | 4.2        | 194                       | 988          | 1.0        | 3.9        | 181                      | 1290         | 1.0        | 4.5        | 44                       | 648          | .2         | 3.2        |  |
| WI '99          | 133                      | 1846         | .7         | 3.9        | 185                       | 1046         | 1.0        | 3.4        | 190                       | 927          | 1.0        | 3.7        | 171                      | 1101         | .9         | 4.3        | 51                       | 626          | .3         | 4.0        |  |
| FA '98          | 180                      | 2141         | 1.0        | 5.3        | 278                       | 1384         | 1.5        | 5.3        | 240                       | 1122         | 1.3        | 4.9        | 214                      | 1502         | 1.1        | 5.3        | 68                       | 610          | .4         | 5.1        |  |
| 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        |  |
| <b>4-Book</b>   | <b>167</b>               | <b>2099</b>  | <b>.9</b>  | <b>4.9</b> | <b>244</b>                | <b>1293</b>  | <b>1.3</b> | <b>4.6</b> | <b>234</b>                | <b>1124</b>  | <b>1.3</b> | <b>4.7</b> | <b>203</b>               | <b>1379</b>  | <b>1.1</b> | <b>5.1</b> | <b>61</b>                | <b>696</b>   | <b>.3</b>  | <b>4.4</b> |  |
| 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        |  |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 35-64

Target Listener Trends - Persons 35-64

|                | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXM-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 67                       | 1453         | .4         | 2.0        | 92                        | 715          | .5         | 1.8        | 89                        | 606          | .5         | 1.8        | 82                       | 813          | .4         | 2.1        | 38                       | 392          | .2         | 2.8        |
| WI '99         | 37                       | 1212         | .2         | 1.1        | 53                        | 547          | .3         | 1.0        | 61                        | 552          | .3         | 1.2        | 53                       | 705          | .3         | 1.3        | 9                        | 264          |            | .7         |
| FA '98         | 35                       | 979          | .2         | 1.0        | 45                        | 476          | .2         | .9         | 45                        | 373          | .2         | .9         | 57                       | 584          | .3         | 1.4        | 20                       | 268          | .1         | 1.5        |
| SU '98         | 33                       | 1182         | .2         | 1.0        | 53                        | 510          | .3         | 1.0        | 36                        | 418          | .2         | .7         | 45                       | 649          | .2         | 1.2        | 13                       | 324          | .1         | .9         |
| <b>4-Book</b>  | <b>43</b>                | <b>1207</b>  | <b>.3</b>  | <b>1.3</b> | <b>61</b>                 | <b>562</b>   | <b>.3</b>  | <b>1.2</b> | <b>58</b>                 | <b>487</b>   | <b>.3</b>  | <b>1.2</b> | <b>59</b>                | <b>688</b>   | <b>.3</b>  | <b>1.5</b> | <b>20</b>                | <b>312</b>   | <b>.1</b>  | <b>1.5</b> |
| 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         |
| <b>WYSP-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 129                      | 2258         | .7         | 3.8        | 436                       | 1626         | 2.3        | 8.3        | 158                       | 952          | .8         | 3.2        | 94                       | 778          | .5         | 2.4        | 17                       | 274          | .1         | 1.2        |
| WI '99         | 124                      | 2201         | .7         | 3.6        | 508                       | 1589         | 2.7        | 9.4        | 142                       | 1041         | .7         | 2.8        | 51                       | 680          | .3         | 1.3        | 7                        | 182          |            | .5         |
| FA '98         | 136                      | 2834         | .7         | 4.0        | 430                       | 1705         | 2.3        | 8.3        | 131                       | 1053         | .7         | 2.7        | 76                       | 680          | .4         | 1.9        | 30                       | 290          | .2         | 2.2        |
| SU '98         | 143                      | 2528         | .8         | 4.2        | 499                       | 1762         | 2.7        | 9.5        | 174                       | 1032         | .9         | 3.6        | 75                       | 728          | .4         | 1.9        | 27                       | 361          | .1         | 1.8        |
| <b>4-Book</b>  | <b>133</b>               | <b>2455</b>  | <b>.7</b>  | <b>3.9</b> | <b>468</b>                | <b>1671</b>  | <b>2.5</b> | <b>8.9</b> | <b>151</b>                | <b>1020</b>  | <b>.8</b>  | <b>3.1</b> | <b>74</b>                | <b>717</b>   | <b>.4</b>  | <b>1.9</b> | <b>20</b>                | <b>277</b>   | <b>.1</b>  | <b>1.4</b> |
| 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        |
| <b>WYXR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 87                       | 1650         | .5         | 2.6        | 133                       | 894          | .7         | 2.5        | 165                       | 723          | .9         | 3.4        | 109                      | 952          | .6         | 2.7        | 17                       | 341          | .1         | 1.2        |
| WI '99         | 96                       | 1896         | .5         | 2.8        | 173                       | 1074         | .9         | 3.2        | 168                       | 912          | .9         | 3.3        | 110                      | 979          | .6         | 2.8        | 22                       | 417          | .1         | 1.7        |
| FA '98         | 100                      | 1856         | .5         | 2.9        | 150                       | 1027         | .8         | 2.9        | 154                       | 835          | .8         | 3.1        | 110                      | 963          | .6         | 2.7        | 40                       | 449          | .2         | 3.0        |
| SU '98         | 98                       | 1952         | .5         | 2.9        | 128                       | 872          | .7         | 2.4        | 139                       | 842          | .7         | 2.9        | 127                      | 1124         | .7         | 3.2        | 40                       | 559          | .2         | 2.7        |
| <b>4-Book</b>  | <b>95</b>                | <b>1839</b>  | <b>.5</b>  | <b>2.8</b> | <b>146</b>                | <b>967</b>   | <b>.8</b>  | <b>2.8</b> | <b>157</b>                | <b>828</b>   | <b>.8</b>  | <b>3.2</b> | <b>114</b>               | <b>1005</b>  | <b>.6</b>  | <b>2.9</b> | <b>30</b>                | <b>442</b>   | <b>.2</b>  | <b>2.2</b> |
| SP '98         | 96                       | 1953         | .5         | 2.8        | 130                       | 916          | .7         | 2.4        | 154                       | 868          | .8         | 3.1        | 124                      | 1212         | .7         | 3.1        | 27                       | 480          | .1         | 2.0        |
| <b>WBYN-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 15                       | 274          | .1         | .4         | 30                        | 160          | .2         | .6         | 19                        | 117          | .1         | .4         | 12                       | 83           | .1         | .3         | 8                        | 105          |            | .6         |
| WI '99         | 18                       | 293          | .1         | .5         | 31                        | 178          | .2         | .6         | 18                        | 158          | .1         | .4         | 19                       | 168          | .1         | .5         | 9                        | 96           |            | .7         |
| FA '98         | 9                        | 202          |            | .3         | 19                        | 142          | .1         | .4         | 5                         | 49           |            | .1         | 14                       | 127          | .1         | .3         | 5                        | 70           |            | .4         |
| SU '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 26                       | 446          | .1         | .8         | 38                        | 199          | .2         | .7         | 53                        | 272          | .3         | 1.1        | 19                       | 215          | .1         | .5         | 6                        | 71           |            | .4         |
| WI '99         | 24                       | 466          | .1         | .7         | 38                        | 212          | .2         | .7         | 47                        | 194          | .2         | .9         | 29                       | 237          | .2         | .7         | 8                        | 119          |            | .6         |
| FA '98         | 29                       | 479          | .2         | .8         | 35                        | 222          | .2         | .7         | 60                        | 251          | .3         | 1.2        | 39                       | 311          | .2         | 1.0        | 6                        | 150          |            | .4         |
| SU '98         | 23                       | 358          | .1         | .7         | 25                        | 123          | .1         | .5         | 42                        | 148          | .2         | .9         | 31                       | 157          | .2         | .8         | 21                       | 110          | .1         | 1.4        |
| <b>4-Book</b>  | <b>26</b>                | <b>437</b>   | <b>.1</b>  | <b>.8</b>  | <b>34</b>                 | <b>189</b>   | <b>.2</b>  | <b>.7</b>  | <b>51</b>                 | <b>216</b>   | <b>.3</b>  | <b>1.0</b> | <b>30</b>                | <b>230</b>   | <b>.2</b>  | <b>.8</b>  | <b>10</b>                | <b>113</b>   |            | <b>.7</b>  |
| SP '98         | 23                       | 398          | .1         | .7         | 41                        | 172          | .2         | .8         | 34                        | 193          | .2         | .7         | 21                       | 193          | .1         | .5         | 12                       | 122          | .1         | .9         |
| <b>WKXW-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 50                       | 955          | .3         | 1.5        | 68                        | 500          | .4         | 1.3        | 75                        | 402          | .4         | 1.5        | 68                       | 485          | .4         | 1.7        | 17                       | 216          | .1         | 1.2        |
| WI '99         | 47                       | 797          | .2         | 1.4        | 83                        | 488          | .4         | 1.5        | 83                        | 394          | .4         | 1.6        | 67                       | 506          | .4         | 1.7        | 11                       | 200          | .1         | .9         |
| FA '98         | 42                       | 925          | .2         | 1.2        | 65                        | 438          | .3         | 1.2        | 71                        | 427          | .4         | 1.4        | 63                       | 517          | .3         | 1.6        | 16                       | 244          | .1         | 1.2        |
| SU '98         | 49                       | 912          | .3         | 1.4        | 68                        | 430          | .4         | 1.3        | 81                        | 445          | .4         | 1.7        | 81                       | 595          | .4         | 2.1        | 20                       | 231          | .1         | 1.3        |
| <b>4-Book</b>  | <b>47</b>                | <b>897</b>   | <b>.3</b>  | <b>1.4</b> | <b>71</b>                 | <b>464</b>   | <b>.4</b>  | <b>1.3</b> | <b>78</b>                 | <b>417</b>   | <b>.4</b>  | <b>1.6</b> | <b>70</b>                | <b>526</b>   | <b>.4</b>  | <b>1.8</b> | <b>16</b>                | <b>223</b>   | <b>.1</b>  | <b>1.2</b> |
| SP '98         | 45                       | 845          | .2         | 1.3        | 76                        | 434          | .4         | 1.4        | 76                        | 408          | .4         | 1.6        | 71                       | 501          | .4         | 1.8        | 12                       | 218          | .1         | .9         |
| <b>WLEV-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 24                       | 292          | .1         | .7         | 32                        | 143          | .2         | .6         | 40                        | 121          | .2         | .8         | 30                       | 173          | .2         | .8         | 7                        | 117          |            | .5         |
| WI '99         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 14                       | 226          | .1         | .4         | 16                        | 103          | .1         | .3         | 29                        | 102          | .2         | .6         | 18                       | 98           | .1         | .5         | 3                        | 75           |            | .2         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | 16                       | 205          | .1         | .5         | 17                        | 74           | .1         | .3         | 35                        | 106          | .2         | .7         | 24                       | 126          | .1         | .6         | 2                        | 41           |            | .1         |
| <b>WNJO-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 40                       | 788          | .2         | 1.2        | 41                        | 325          | .2         | .8         | 76                        | 394          | .4         | 1.5        | 66                       | 483          | .3         | 1.7        | 9                        | 165          |            | .7         |
| WI '99         | 43                       | 744          | .2         | 1.3        | 42                        | 326          | .2         | .8         | 76                        | 343          | .4         | 1.5        | 56                       | 410          | .3         | 1.4        | 16                       | 210          | .1         | 1.2        |
| FA '98         | 36                       | 756          | .2         | 1.1        | 40                        | 358          | .2         | .8         | 75                        | 363          | .4         | 1.5        | 40                       | 389          | .2         | 1.0        | 9                        | 172          |            | .7         |
| SU '98         | 60                       | 817          | .3         | 1.8        | 73                        | 397          | .4         | 1.4        | 92                        | 426          | .5         | 1.9        | 65                       | 484          | .3         | 1.7        | 31                       | 309          | .2         | 2.1        |
| <b>4-Book</b>  | <b>45</b>                | <b>776</b>   | <b>.2</b>  | <b>1.4</b> | <b>49</b>                 | <b>352</b>   | <b>.3</b>  | <b>1.0</b> | <b>80</b>                 | <b>382</b>   | <b>.4</b>  | <b>1.6</b> | <b>57</b>                | <b>442</b>   | <b>.3</b>  | <b>1.5</b> | <b>16</b>                | <b>214</b>   | <b>.1</b>  | <b>1.2</b> |
| SP '98         | 38                       | 765          | .2         | 1.1        | 38                        | 333          | .2         | .7         | 55                        | 378          | .3         | 1.1        | 45                       | 433          | .2         | 1.1        | 17                       | 256          | .1         | 1.2        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |
|---------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
|               | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPST-FM       |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99        | 24                       | 785          | .1          | .7         | 25                        | 322          | .1          | .5         | 34                        | 275          | .2          | .7         | 36                       | 396          | .2          | .9         | 10                       | 199          | .1         | .7         |
| WI '99        | 20                       | 829          | .1          | .6         | 32                        | 362          | .2          | .6         | 34                        | 317          | .2          | .7         | 24                       | 456          | .1          | .6         | 3                        | 131          |            | .2         |
| FA '98        | 19                       | 839          | .1          | .6         | 28                        | 409          | .1          | .5         | 17                        | 288          | .1          | .3         | 27                       | 407          | .1          | .7         | 4                        | 146          |            | .3         |
| SU '98        | 24                       | 793          | .1          | .7         | 32                        | 291          | .2          | .6         | 29                        | 320          | .2          | .6         | 33                       | 414          | .2          | .8         | 12                       | 269          | .1         | .8         |
| <b>4-Book</b> | <b>22</b>                | <b>812</b>   | <b>.1</b>   | <b>.7</b>  | <b>29</b>                 | <b>346</b>   | <b>.2</b>   | <b>.6</b>  | <b>29</b>                 | <b>300</b>   | <b>.2</b>   | <b>.6</b>  | <b>30</b>                | <b>418</b>   | <b>.2</b>   | <b>.8</b>  | <b>7</b>                 | <b>186</b>   | <b>.1</b>  | <b>.5</b>  |
| SP '98        | 27                       | 777          | .1          | .8         | 48                        | 336          | .3          | .9         | 34                        | 270          | .2          | .7         | 37                       | 370          | .2          | .9         | 10                       | 239          | .1         | .7         |
| <b>TOTALS</b> |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99        | 3387                     | 18448        | 17.9        |            | 5245                      | 16680        | 27.7        |            | 4916                      | 14250        | 26.0        |            | 3989                     | 15918        | 21.1        |            | 1363                     | 9648         | 7.2        |            |
| WI '99        | 3410                     | 18353        | 18.0        |            | 5428                      | 16592        | 28.7        |            | 5067                      | 14307        | 26.7        |            | 3971                     | 15710        | 21.0        |            | 1285                     | 9624         | 6.8        |            |
| FA '98        | 3415                     | 18387        | 18.0        |            | 5203                      | 16649        | 27.5        |            | 4927                      | 14301        | 26.0        |            | 4007                     | 15894        | 21.2        |            | 1345                     | 9832         | 7.1        |            |
| SU '98        | 3426                     | 18209        | 18.3        |            | 5226                      | 16202        | 27.9        |            | 4877                      | 14129        | 26.0        |            | 3913                     | 15736        | 20.9        |            | 1483                     | 10532        | 7.9        |            |
| <b>4-Book</b> | <b>3410</b>              | <b>18349</b> | <b>18.1</b> |            | <b>5276</b>               | <b>16531</b> | <b>28.0</b> |            | <b>4947</b>               | <b>14247</b> | <b>26.2</b> |            | <b>3970</b>              | <b>15815</b> | <b>21.1</b> |            | <b>1369</b>              | <b>9909</b>  | <b>7.3</b> |            |
| SP '98        | 3409                     | 18141        | 18.2        |            | 5308                      | 16262        | 28.3        |            | 4897                      | 13890        | 26.1        |            | 3978                     | 15814        | 21.2        |            | 1367                     | 9969         | 7.3        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 35-64

|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 333                      | 5802         | 1.8        | 7.0        | 123                | 2918         | .6         | 5.3        | 334                  | 1476         | 1.8        | 12.1       | 128                  | 765          | .7         | 3.3        | 86                  | 504          | .5         | 3.3        |
| 4-Book          | 362                      | 5901         | 1.9        | 7.6        | 157                | 3301         | .8         | 6.6        | 391                  | 1695         | 2.1        | 14.7       | 167                  | 875          | .9         | 4.3        | 111                 | 580          | .6         | 4.2        |
| <b>WBEB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 467                      | 3310         | 2.5        | 9.9        | 162                | 1978         | .9         | 6.9        | 186                  | 681          | 1.0        | 6.7        | 309                  | 880          | 1.6        | 7.9        | 189                 | 705          | 1.0        | 7.2        |
| 4-Book          | 429                      | 3185         | 2.3        | 9.1        | 152                | 1843         | .8         | 6.4        | 175                  | 604          | .9         | 6.6        | 286                  | 837          | 1.5        | 7.4        | 176                 | 584          | 1.0        | 6.6        |
| <b>WDAS-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 47                       | 430          | .2         | 1.0        | 63                 | 545          | .3         | 2.7        | 47                   | 100          | .2         | 1.7        | 41                   | 118          | .2         | 1.0        | 22                  | 53           | .1         | .8         |
| 4-Book          | 44                       | 375          | .2         | .9         | 51                 | 432          | .3         | 2.2        | 31                   | 68           | .2         | 1.2        | 37                   | 94           | .2         | .9         | 21                  | 50           | .1         | .8         |
| <b>WDAS-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 303                      | 2026         | 1.6        | 6.4        | 189                | 1552         | 1.0        | 8.1        | 242                  | 569          | 1.3        | 8.8        | 233                  | 619          | 1.2        | 6.0        | 189                 | 503          | 1.0        | 7.2        |
| 4-Book          | 309                      | 1964         | 1.6        | 6.5        | 199                | 1478         | 1.1        | 8.4        | 211                  | 525          | 1.1        | 7.9        | 268                  | 662          | 1.4        | 6.9        | 224                 | 512          | 1.2        | 8.4        |
| <b>+WEMG-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| <b>WURD-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 41                       | 231          | .2         | .9         | 20                 | 116          | .1         | .9         | 24                   | 43           | .1         | .9         | 32                   | 63           | .2         | .8         | 32                  | 54           | .2         | 1.2        |
| 4-Book          | 24                       | 154          | .1         | .5         | 18                 | 110          | .1         | .8         | 17                   | 38           | .1         | .6         | 27                   | 57           | .2         | .7         | 30                  | 59           | .2         | 1.1        |
| <b>WFIL-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 29                       | 278          | .2         | .6         | 6                  | 99           | .3         | .3         | 6                    | 17           | .2         | .2         | 4                    | 16           | .1         | .1         | 11                  | 30           | .1         | .4         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WHAT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 40                       | 256          | .2         | .8         | 33                 | 206          | .2         | 1.4        | 37                   | 67           | .2         | 1.3        | 44                   | 85           | .2         | 1.1        | 26                  | 53           | .1         | 1.0        |
| 4-Book          | 47                       | 320          | .3         | 1.0        | 33                 | 283          | .2         | 1.4        | 28                   | 66           | .2         | 1.1        | 41                   | 89           | .2         | 1.1        | 30                  | 62           | .2         | 1.1        |
| <b>W100-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 103                      | 1749         | .5         | 2.2        | 66                 | 969          | .3         | 2.8        | 34                   | 171          | .2         | 1.2        | 120                  | 445          | .6         | 3.1        | 103                 | 343          | .5         | 3.9        |
| 4-Book          | 113                      | 1528         | .6         | 2.4        | 57                 | 914          | .3         | 2.4        | 40                   | 178          | .2         | 1.5        | 105                  | 417          | .5         | 2.7        | 68                  | 278          | .4         | 2.5        |
| <b>WIP -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 183                      | 1963         | 1.0        | 3.9        | 51                 | 881          | .3         | 2.2        | 59                   | 237          | .3         | 2.1        | 125                  | 412          | .7         | 3.2        | 55                  | 240          | .3         | 2.1        |
| 4-Book          | 188                      | 1868         | 1.0        | 4.0        | 57                 | 923          | .3         | 2.4        | 81                   | 282          | .4         | 3.1        | 102                  | 377          | .6         | 2.7        | 53                  | 216          | .3         | 2.0        |
| <b>WJJZ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 374                      | 2600         | 2.0        | 7.9        | 193                | 1745         | 1.0        | 8.3        | 240                  | 572          | 1.3        | 8.7        | 300                  | 791          | 1.6        | 7.7        | 239                 | 624          | 1.3        | 9.1        |
| 4-Book          | 316                      | 2455         | 1.7        | 6.7        | 163                | 1676         | .9         | 6.9        | 149                  | 446          | .8         | 5.5        | 269                  | 701          | 1.5        | 6.9        | 241                 | 653          | 1.3        | 9.1        |
| <b>WMGK-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 236                      | 2087         | 1.2        | 5.0        | 102                | 1500         | .5         | 4.4        | 118                  | 400          | .6         | 4.3        | 244                  | 767          | 1.3        | 6.2        | 137                 | 485          | .7         | 5.2        |
| 4-Book          | 224                      | 2152         | 1.2        | 4.7        | 94                 | 1362         | .5         | 4.0        | 82                   | 328          | .4         | 3.1        | 205                  | 675          | 1.1        | 5.3        | 127                 | 459          | .7         | 4.8        |
| <b>WMMR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 190                      | 1654         | 1.0        | 4.0        | 60                 | 1010         | .3         | 2.6        | 59                   | 229          | .3         | 2.1        | 162                  | 551          | .9         | 4.1        | 104                 | 427          | .5         | 4.0        |
| 4-Book          | 168                      | 1647         | .9         | 3.5        | 66                 | 1005         | .3         | 2.8        | 75                   | 302          | .4         | 2.8        | 144                  | 499          | .8         | 3.7        | 91                  | 366          | .5         | 3.4        |
| <b>WNAP-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | * 13                     | 125          | .1         | .3         | * 15               | 114          | .1         | .6         | 14                   | 40           | .1         | .5         | 20                   | 45           | .1         | .5         | * 14                | 31           | .1         | .5         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WQGL-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 308                      | 3356         | 1.6        | 6.5        | 204                | 2704         | 1.1        | 8.7        | 192                  | 700          | 1.0        | 6.9        | 383                  | 1268         | 2.0        | 9.8        | 257                 | 754          | 1.4        | 9.8        |
| 4-Book          | 337                      | 3336         | 1.8        | 7.1        | 222                | 2562         | 1.2        | 9.3        | 193                  | 639          | 1.0        | 7.2        | 395                  | 1174         | 2.1        | 10.1       | 264                 | 760          | 1.4        | 9.9        |
| <b>WPEN-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 62                       | 629          | .3         | 1.3        | 37                 | 483          | .2         | 1.6        | 65                   | 165          | .3         | 2.4        | 72                   | 179          | .4         | 1.8        | 38                  | 100          | .2         | 1.4        |
| 4-Book          | 88                       | 702          | .5         | 1.9        | 47                 | 514          | .3         | 2.0        | 64                   | 190          | .3         | 2.4        | 93                   | 229          | .5         | 2.4        | 59                  | 151          | .3         | 2.2        |
| <b>WPHI-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 24                       | 554          | .1         | .5         | 17                 | 287          | .1         | .7         | 18                   | 79           | .1         | .7         | 29                   | 114          | .2         | .7         | 24                  | 81           | .1         | .9         |
| 4-Book          | 34                       | 510          | .2         | .7         | 21                 | 287          | .1         | .9         | 16                   | 69           | .1         | .6         | 43                   | 140          | .3         | 1.1        | 33                  | 101          | .2         | 1.3        |
| <b>WPHT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 63                       | 679          | .3         | 1.3        | 26                 | 406          | .1         | 1.1        | 19                   | 53           | .1         | .7         | 16                   | 75           | .1         | .4         | 25                  | 63           | .1         | 1.0        |
| 4-Book          | 66                       | 736          | .3         | 1.4        | 32                 | 428          | .2         | 1.3        | 21                   | 68           | .1         | .8         | 40                   | 107          | .2         | 1.0        | 27                  | 77           | .1         | 1.0        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

# Target Listener Estimates

| Persons 35-64            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>WPLY-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 58           | 1026       | .3         | 1.2                | 37           | 564        | .2         | 1.6                  | 27           | 109        | .1         | 1.0                  | 70           | 246        | .4         | 1.8                 | 64           | 245        | .3         | 2.4 |
| 4-Book                   | 54           | 846        | .3         | 1.1                | 32           | 540        | .2         | 1.4                  | 26           | 93         | .1         | 1.0                  | 70           | 270        | .4         | 1.8                 | 48           | 178        | .3         | 1.8 |
| <b>WSSJ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 21           | 131        | .1         | .4                 | 23           | 95         | .1         | 1.0                  | 22           | 37         | .1         | .8                   | 42           | 56         | .2         | 1.1                 | 32           | 39         | .2         | 1.2 |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WUSL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 62           | 871        | .3         | 1.3                | 44           | 539        | .2         | 1.9                  | 38           | 101        | .2         | 1.4                  | 70           | 149        | .4         | 1.8                 | 53           | 147        | .3         | 2.0 |
| 4-Book                   | 74           | 935        | .4         | 1.6                | 58           | 693        | .3         | 2.5                  | 39           | 122        | .2         | 1.5                  | 80           | 230        | .5         | 2.1                 | 73           | 187        | .4         | 2.7 |
| <b>+WVDB-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 21         | 186        | .1         | .4                 | * 5          | 59         | .2         | .2                   | 2            | 18         | .1         | .1                   | 16           | 33         | .1         | .4                  | * 2          | 9          | .1         | .1  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WVDB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 147          | 1571       | .8         | 3.1                | 101          | 1047       | .5         | 4.3                  | 122          | 342        | .6         | 4.4                  | 95           | 312        | .5         | 2.4                 | 43           | 135        | .2         | 1.6 |
| 4-Book                   | 185          | 1735       | 1.0        | 3.9                | 104          | 1113       | .6         | 4.4                  | 128          | 363        | .7         | 4.8                  | 103          | 324        | .6         | 2.7                 | 50           | 153        | .3         | 1.8 |
| <b>WWJZ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 9            | 69         | .2         | .2                 | 4            | 55         | .2         | .3                   | 3            | 19         | .1         | .3                   | 7            | 37         | .2         | .2                  | 6            | 28         | .2         | .2  |
| 4-Book                   | 9            | 80         | .2         | .2                 | 8            | 71         | .3         | .3                   | 8            | 28         | .3         | .3                   | 12           | 35         | .1         | .3                  | 6            | 19         | .2         | .2  |
| <b>WXTU-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 198          | 1734       | 1.0        | 4.2                | 97           | 1127       | .5         | 4.1                  | 115          | 395        | .6         | 4.2                  | 183          | 535        | 1.0        | 4.7                 | 121          | 430        | .6         | 4.6 |
| 4-Book                   | 227          | 1847       | 1.2        | 4.8                | 130          | 1310       | .7         | 5.5                  | 157          | 476        | .8         | 5.9                  | 246          | 667        | 1.3        | 6.3                 | 157          | 488        | .8         | 5.8 |
| <b>WXXM-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 88           | 1218       | .5         | 1.9                | 52           | 792        | .3         | 2.2                  | 38           | 169        | .2         | 1.4                  | 108          | 378        | .6         | 2.8                 | 55           | 197        | .3         | 2.1 |
| 4-Book                   | 59           | 995        | .3         | 1.3                | 31           | 583        | .2         | 1.3                  | 25           | 116        | .2         | .9                   | 60           | 275        | .3         | 1.6                 | 42           | 163        | .2         | 1.6 |
| <b>WYSP-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 224          | 2075       | 1.2        | 4.7                | 37           | 678        | .2         | 1.6                  | 44           | 132        | .2         | 1.6                  | 56           | 238        | .3         | 1.4                 | 44           | 234        | .2         | 1.7 |
| 4-Book                   | 225          | 2120       | 1.2        | 4.8                | 46           | 800        | .2         | 1.9                  | 36           | 125        | .2         | 1.4                  | 66           | 265        | .4         | 1.7                 | 46           | 197        | .3         | 1.7 |
| <b>WYXR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 138          | 1393       | .7         | 2.9                | 44           | 707        | .2         | 1.9                  | 55           | 165        | .3         | 2.0                  | 72           | 263        | .4         | 1.8                 | 69           | 262        | .4         | 2.6 |
| 4-Book                   | 140          | 1533       | .7         | 2.9                | 60           | 905        | .3         | 2.5                  | 60           | 206        | .3         | 2.2                  | 119          | 391        | .7         | 3.0                 | 92           | 303        | .5         | 3.4 |
| <b>WBYN-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 20           | 223        | .1         | .4                 | 12           | 166        | .1         | .5                   | 7            | 50         | .3         | .3                   | 15           | 66         | .1         | .4                  | 5            | 22         | .2         | .2  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WJBR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 38           | 365        | .2         | .8                 | 17           | 208        | .1         | .7                   | 11           | 23         | .1         | .4                   | 47           | 130        | .2         | 1.2                 | 17           | 47         | .1         | .6  |
| 4-Book                   | 39           | 356        | .2         | .8                 | 12           | 188        | .1         | .5                   | 10           | 44         | .1         | .4                   | 29           | 84         | .2         | .7                  | 17           | 56         | .1         | .6  |
| <b>WKXW-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 71           | 774        | .4         | 1.5                | 35           | 435        | .2         | 1.5                  | 37           | 156        | .2         | 1.3                  | 69           | 155        | .4         | 1.8                 | 43           | 113        | .2         | 1.6 |
| 4-Book                   | 73           | 769        | .4         | 1.5                | 21           | 332        | .1         | .9                   | 25           | 100        | .1         | .9                   | 33           | 121        | .2         | .9                  | 23           | 83         | .1         | .8  |
| <b>WLEV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 35           | 245        | .2         | .7                 | 15           | 166        | .1         | .6                   | 23           | 49         | .1         | .8                   | 33           | 81         | .2         | .8                  | 13           | 39         | .1         | .5  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WNJO-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 62           | 624        | .3         | 1.3                | 23           | 431        | .1         | 1.0                  | 17           | 63         | .1         | .6                   | 50           | 179        | .3         | 1.3                 | 25           | 110        | .1         | 1.0 |
| 4-Book                   | 63           | 630        | .3         | 1.3                | 31           | 418        | .2         | 1.3                  | 30           | 92         | .2         | 1.1                  | 65           | 211        | .4         | 1.7                 | 40           | 145        | .2         | 1.5 |
| <b>WPST-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 32           | 625        | .2         | .7                 | 20           | 412        | .1         | .9                   | 8            | 32         | .3         | .3                   | 47           | 185        | .2         | 1.2                 | 19           | 97         | .1         | .7  |
| 4-Book                   | 29           | 647        | .2         | .6                 | 18           | 394        | .1         | .8                   | 10           | 52         | .1         | .4                   | 41           | 175        | .2         | 1.0                 | 24           | 106        | .2         | .9  |
| <b>TOTALS</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 4732         | 18180      | 25.0       |                    | 2339         | 15309      | 12.3       |                      | 2763         | 7535       | 14.6       |                      | 3905         | 9871       | 20.6       |                     | 2630         | 6990       | 13.9       |     |
| 4-Book                   | 4748         | 18111      | 25.2       |                    | 2380         | 15325      | 12.6       |                      | 2670         | 7559       | 14.1       |                      | 3900         | 9744       | 20.7       |                     | 2671         | 7014       | 14.2       |     |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Persons 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 |
| <b>KYW -AM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 41               | 267       | .2      | 3.3     | 236             | 1142      | 1.2     | 10.7    | 98              | 476       | .5      | 3.4     | 63             | 298       | .3      | 3.3     | 45             | 329       | .2      | 3.8     |
| 4-Book          | 52               | 340       | .3      | 3.8     | 301             | 1295      | 1.6     | 13.8    | 135             | 744       | .7      | 4.5     | 91             | 433       | .5      | 4.5     | 62             | 405       | .3      | 5.1     |
| <b>WBEB-FM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 57               | 299       | .3      | 4.6     | 119             | 412       | .6      | 5.4     | 226             | 738       | 1.2     | 7.8     | 143            | 498       | .8      | 7.5     | 62             | 333       | .3      | 5.3     |
| 4-Book          | 73               | 339       | .4      | 5.4     | 111             | 438       | .6      | 5.1     | 204             | 658       | 1.1     | 6.9     | 125            | 446       | .7      | 6.2     | 60             | 305       | .3      | 5.1     |
| <b>VDAS-AM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 5                | 18        |         | .4      | 212             | 419       | 1.1     | 9.6     | 139             | 339       | .7      | 4.8     | 31             | 92        | .2      | 1.6     | 19             | 21        | .1      | 1.6     |
| 4-Book          | 11               | 27        | .1      | .9      | 153             | 317       | .8      | 7.0     | 106             | 266       | .6      | 3.6     | 43             | 94        | .3      | 2.2     | 18             | 34        | .1      | 1.6     |
| <b>VDAS-FM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 127              | 326       | .7      | 10.2    | 122             | 295       | .6      | 5.5     | 180             | 482       | 1.0     | 6.2     | 171            | 413       | .9      | 9.0     | 244            | 431       | 1.3     | 20.9    |
| 4-Book          | 137              | 360       | .7      | 10.1    | 121             | 314       | .6      | 5.5     | 174             | 448       | .9      | 5.9     | 171            | 388       | .9      | 8.5     | 274            | 467       | 1.5     | 22.8    |
| <b>+WEMG-AM</b> |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| <b>WURD-AM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 5                | 12        |         | .4      | 13              | 31        | .1      | .6      | 22              | 34        | .1      | .8      | 31             | 34        | .2      | 1.6     | 5              | 25        |         | .4      |
| 4-Book          | 8                | 20        |         | .6      | 11              | 27        | .1      | .5      | 21              | 44        | .1      | .7      | 25             | 49        | .1      | 1.2     | 9              | 24        |         | .7      |
| <b>WFIL-AM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 4                | 30        |         | .3      | 8               | 41        |         | .4      | 11              | 32        | .1      | .4      | 2              | 16        |         | .1      | 6              | 28        |         | .5      |
| 4-Book          | **               | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |
| <b>WHAT-AM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 18               | 33        | .1      | 1.4     | 59              | 122       | .3      | 2.7     | 40              | 94        | .2      | 1.4     | 27             | 60        | .1      | 1.4     | 13             | 26        | .1      | 1.1     |
| 4-Book          | 18               | 40        | .1      | 1.4     | 57              | 139       | .3      | 2.6     | 49              | 126       | .3      | 1.7     | 28             | 61        | .1      | 1.4     | 11             | 29        | .1      | .9      |
| <b>W10Q-FM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 27               | 191       | .1      | 2.2     | 38              | 180       | .2      | 1.7     | 72              | 321       | .4      | 2.5     | 78             | 311       | .4      | 4.1     | 51             | 205       | .3      | 4.4     |
| 4-Book          | 36               | 171       | .2      | 2.6     | 31              | 144       | .2      | 1.4     | 78              | 310       | .4      | 2.6     | 60             | 253       | .3      | 3.0     | 31             | 126       | .2      | 2.6     |
| <b>WIP -AM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 27               | 145       | .1      | 2.2     | 36              | 160       | .2      | 1.6     | 45              | 214       | .2      | 1.6     | 26             | 80        | .1      | 1.4     | 32             | 127       | .2      | 2.7     |
| 4-Book          | 29               | 139       | .2      | 2.2     | 52              | 196       | .3      | 2.3     | 54              | 240       | .3      | 1.9     | 59             | 208       | .3      | 3.0     | 29             | 136       | .2      | 2.5     |
| <b>WJJZ-FM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 90               | 339       | .5      | 7.2     | 145             | 403       | .8      | 6.6     | 248             | 611       | 1.3     | 8.6     | 189            | 435       | 1.0     | 9.9     | 103            | 253       | .5      | 8.8     |
| 4-Book          | 118              | 406       | .6      | 8.6     | 115             | 351       | .6      | 5.2     | 185             | 522       | 1.0     | 6.3     | 153            | 381       | .8      | 7.6     | 78             | 244       | .4      | 6.6     |
| <b>WMGK-FM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 38               | 249       | .2      | 3.1     | 39              | 192       | .2      | 1.8     | 117             | 470       | .6      | 4.1     | 75             | 263       | .4      | 3.9     | 39             | 194       | .2      | 3.3     |
| 4-Book          | 50               | 250       | .3      | 3.6     | 41              | 194       | .2      | 1.9     | 123             | 452       | .7      | 4.2     | 84             | 277       | .5      | 4.1     | 30             | 136       | .2      | 2.5     |
| <b>WMMR-FM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 25               | 153       | .1      | 2.0     | 20              | 100       | .1      | .9      | 45              | 215       | .2      | 1.6     | 34             | 178       | .2      | 1.8     | 26             | 102       | .1      | 2.2     |
| 4-Book          | 36               | 172       | .2      | 2.6     | 37              | 151       | .2      | 1.7     | 64              | 259       | .3      | 2.2     | 51             | 206       | .3      | 2.5     | 24             | 106       | .1      | 2.0     |
| <b>WNAP-AM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          |                  |           |         |         | 18              | 39        | .1      | .8      | 13              | 41        | .1      | .5      | * 9            | 17        |         | .5      |                |           |         |         |
| 4-Book          | **               | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |
| <b>WVGL-FM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 135              | 535       | .7      | 10.9    | 203             | 619       | 1.1     | 9.2     | 198             | 763       | 1.0     | 6.9     | 126            | 494       | .7      | 6.6     | 128            | 461       | .7      | 10.9    |
| 4-Book          | 140              | 485       | .8      | 10.4    | 235             | 662       | 1.3     | 10.7    | 242             | 802       | 1.3     | 8.1     | 178            | 543       | .9      | 8.7     | 125            | 413       | .7      | 10.4    |
| <b>WPEN-AM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 15               | 47        | .1      | 1.2     | 25              | 76        | .1      | 1.1     | 41              | 107       | .2      | 1.4     | 22             | 62        | .1      | 1.2     | 16             | 102       | .1      | 1.4     |
| 4-Book          | 17               | 66        | .1      | 1.2     | 24              | 98        | .1      | 1.1     | 60              | 171       | .3      | 2.0     | 36             | 89        | .2      | 1.8     | 21             | 88        | .1      | 1.7     |
| <b>WPHI-FM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 23               | 80        | .1      | 1.9     | 13              | 53        | .1      | .6      | 10              | 45        | .1      | .3      | 13             | 48        | .1      | .7      | 8              | 19        |         | .7      |
| 4-Book          | 18               | 71        | .1      | 1.4     | 10              | 33        | .1      | .4      | 20              | 63        | .1      | .7      | 16             | 49        | .1      | .8      | 10             | 28        | .1      | .9      |
| <b>WPHT-AM</b>  |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99          | 22               | 70        | .1      | 1.8     | 39              | 102       | .2      | 1.8     | 40              | 167       | .2      | 1.4     | 41             | 125       | .2      | 2.1     | 10             | 60        | .1      | .9      |
| 4-Book          | 15               | 69        | .1      | 1.1     | 54              | 145       | .3      | 2.4     | 43              | 146       | .2      | 1.4     | 34             | 109       | .2      | 1.7     | 20             | 71        | .1      | 1.7     |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

|          |    | Persons 35-64    |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
|----------|----|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|--|
|          |    | Saturday 7PM-MID |           |         |         | Sunday 6AM-10AM |           |         |         | Sunday 10AM-3PM |           |         |         | Sunday 3PM-7PM |           |         |         | Sunday 7PM-MID |           |         |         |  |
|          |    | AQH (00)         | Cume (00) | AQH Rig | AQH Shr | AQH (00)        | Cume (00) | AQH Rig | AQH Shr | AQH (00)        | Cume (00) | AQH Rig | AQH Shr | AQH (00)       | Cume (00) | AQH Rig | AQH Shr | AQH (00)       | Cume (00) | AQH Rig | AQH Shr |  |
| WPLY-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 22               | 77        | .1      | 1.8     | 23              | 102       | .1      | 1.0     | 39              | 215       | .2      | 1.4     | 46             | 164       | .2      | 2.4     | 6              | 41        |         |         |  |
| 4-Book   |    | 15               | 88        | .1      | 1.1     | 18              | 88        | .1      | .9      | 36              | 170       | .2      | 1.2     | 33             | 118       | .2      | 1.7     | 6              | 44        |         |         |  |
| WSSJ-AM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 24               | 51        | .1      | 1.9     | 14              | 22        | .1      | .6      | 21              | 35        | .1      | .7      | 23             | 35        | .1      | 1.2     | 7              | 12        |         |         |  |
| 4-Book   | ** | **               | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |  |
| WUSL-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 52               | 102       | .3      | 4.2     | 60              | 163       | .3      | 2.7     | 68              | 246       | .4      | 2.4     | 10             | 35        | .1      | .5      | 2              | 8         |         |         |  |
| 4-Book   |    | 61               | 147       | .3      | 4.5     | 67              | 199       | .3      | 3.0     | 90              | 287       | .5      | 3.0     | 31             | 90        | .2      | 1.5     | 23             | 69        | .1      | 1.9     |  |
| +WVDB-AM |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    |                  |           |         |         | 3               | 8         |         | .1      | 3               | 9         |         | .1      | *              |           |         |         |                |           |         |         |  |
| 4-Book   | ** | **               | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |  |
| WVDB-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 51               | 169       | .3      | 4.1     | 104             | 396       | .5      | 4.7     | 324             | 568       | 1.7     | 11.2    | 20             | 61        | .1      | 1.0     | 27             | 98        | .1      | 2.3     |  |
| 4-Book   |    | 62               | 204       | .3      | 4.5     | 101             | 381       | .5      | 4.6     | 292             | 545       | 1.6     | 9.8     | 39             | 107       | .2      | 1.9     | 38             | 132       | .2      | 3.2     |  |
| WVJZ-AM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    |                  |           |         |         | 1               | 9         |         |         | 8               | 28        |         | .3      | 7              | 27        |         | .4      |                |           |         |         |  |
| 4-Book   |    | 3                | 9         |         | .2      | 10              | 26        | .1      | .5      | 13              | 35        | .1      | .4      | 8              | 18        |         | .4      | 4              | 9         |         | .3      |  |
| WXTU-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 32               | 119       | .2      | 2.6     | 77              | 316       | .4      | 3.5     | 131             | 382       | .7      | 4.5     | 83             | 262       | .4      | 4.4     | 36             | 135       | .2      | 3.1     |  |
| 4-Book   |    | 60               | 240       | .3      | 4.3     | 102             | 322       | .6      | 4.6     | 173             | 517       | .9      | 5.8     | 110            | 381       | .6      | 5.4     | 40             | 166       | .2      | 3.2     |  |
| WXXM-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 32               | 140       | .2      | 2.6     | 25              | 98        | .1      | 1.1     | 54              | 251       | .3      | 1.9     | 69             | 201       | .4      | 3.6     | 29             | 61        | .2      | 2.5     |  |
| 4-Book   |    | 17               | 99        | .1      | 1.3     | 16              | 76        | .1      | .7      | 36              | 190       | .2      | 1.2     | 34             | 130       | .2      | 1.7     | 18             | 81        | .1      | 1.5     |  |
| WYSP-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 28               | 118       | .1      | 2.3     | 25              | 79        | .1      | 1.1     | 54              | 196       | .3      | 1.9     | 36             | 169       | .2      | 1.9     | 7              | 31        |         | .6      |  |
| 4-Book   |    | 25               | 108       | .1      | 1.9     | 16              | 52        | .1      | .7      | 92              | 323       | .5      | 3.0     | 64             | 247       | .4      | 3.2     | 13             | 52        | .1      | 1.1     |  |
| WYXR-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 24               | 99        | .1      | 1.9     | 29              | 102       | .2      | 1.3     | 49              | 185       | .3      | 1.7     | 39             | 106       | .2      | 2.0     | 19             | 64        | .1      | 1.6     |  |
| 4-Book   |    | 36               | 154       | .2      | 2.6     | 39              | 143       | .2      | 1.8     | 63              | 255       | .4      | 2.1     | 47             | 187       | .3      | 2.3     | 22             | 80        | .1      | 1.8     |  |
| WBYN-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 1                | 9         |         | .1      | 18              | 64        | .1      | .8      | 31              | 99        | .2      | 1.1     | 12             | 34        | .1      | .6      | 7              | 35        |         | .6      |  |
| 4-Book   | ** | **               | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |  |
| WJBR-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 10               | 35        | .1      | .8      | 10              | 30        | .1      | .5      | 23              | 86        | .1      | .8      | 11             | 70        | .1      | .6      | 5              | 27        |         | .4      |  |
| 4-Book   |    | 6                | 23        |         | .4      | 6               | 30        |         | .3      | 16              | 58        | .1      | .6      | 6              | 26        | .1      | .3      | 2              | 16        |         | .2      |  |
| WKXV-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 10               | 55        | .1      | .8      | 32              | 124       | .2      | 1.5     | 48              | 110       | .3      | 1.7     | 37             | 118       | .2      | 1.9     | 6              | 57        |         | .5      |  |
| 4-Book   |    | 8                | 40        | .1      | .6      | 19              | 73        | .1      | .9      | 31              | 90        | .2      | 1.1     | 22             | 60        | .1      | 1.1     | 9              | 41        |         | .7      |  |
| WLEV-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 1                | 9         |         | .1      | 5               | 40        |         | .2      | 23              | 47        | .1      | .8      | 15             | 55        | .1      | .8      | 6              | 25        |         | .5      |  |
| 4-Book   | ** | **               | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |  |
| WNJO-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 18               | 96        | .1      | 1.4     | 16              | 71        | .1      | .7      | 31              | 142       | .2      | 1.1     | 22             | 83        | .1      | 1.2     | 4              | 39        |         | .3      |  |
| 4-Book   |    | 18               | 88        | .1      | 1.3     | 17              | 69        | .1      | .8      | 41              | 145       | .2      | 1.4     | 28             | 95        | .2      | 1.4     | 9              | 49        | .1      | .8      |  |
| WPST-FM  |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 20               | 91        | .1      | 1.6     | 8               | 57        |         | .4      | 31              | 129       | .2      | 1.1     | 15             | 88        | .1      | .8      | 4              | 29        |         | .3      |  |
| 4-Book   |    | 9                | 62        |         | .7      | 8               | 49        |         | .4      | 27              | 128       | .1      | .9      | 19             | 84        | .1      | 1.0     | 5              | 29        |         | .4      |  |
| TOTALS   |    |                  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |  |
| SP '99   |    | 1243             | 4272      | 6.6     | 2201    | 6398            | 11.6      | 2884    | 7737    | 15.2            | 1907      | 5123    | 10.1    | 1169           | 3583      | 6.2     |         |                |           |         |         |  |
| 4-Book   |    | 1361             | 4443      | 7.2     | 2200    | 6383            | 11.7      | 2976    | 8026    | 15.8            | 2021      | 5482    | 10.7    | 1199           | 3671      | 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

Target Listener Trends - Men 12-24

| Men 12-24                |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|------|
| Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |      |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |
| <b>KYW -AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| SP '99                   | 8            | 301        | .2         | 1.5                       | 17           | 190        | .4         | 2.6                       | 11           | 100        | .3         | 1.7                      | 11           | 140        | .3         | 1.5                      | 3            | 70         | .1         | .7   |
| WI '99                   | 10           | 310        | .2         | 1.8                       | 25           | 215        | .6         | 3.8                       | 11           | 52         | .3         | 1.7                      | 12           | 84         | .3         | 1.7                      | 5            | 46         | .1         | 1.1  |
| FA '98                   | 4            | 291        | .1         | .8                        | 15           | 181        | .4         | 2.4                       | 2            | 36         | .4         |                          | 1            | 40         | .1         |                          |              | 29         |            |      |
| SU '98                   | 7            | 362        | .2         | 1.2                       | 15           | 161        | .4         | 2.2                       | 4            | 96         | .1         | .5                       | 4            | 75         | .1         | .5                       | 5            | 80         | .1         | 1.2  |
| 4-Book                   | 7            | 316        | .2         | 1.3                       | 18           | 187        | .5         | 2.8                       | 7            | 71         | .2         | 1.1                      | 7            | 85         | .2         | 1.0                      | 3            | 56         | .1         | .8   |
| 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   |
| <b>WBEB-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| SP '99                   | 9            | 308        | .2         | 1.6                       | 8            | 128        | .2         | 1.2                       | 10           | 80         | .2         | 1.6                      | 13           | 111        | .3         | 1.8                      | 12           | 132        | .3         | 2.8  |
| WI '99                   | 11           | 315        | .3         | 2.0                       | 4            | 91         | .1         | .6                        | 8            | 85         | .2         | 1.3                      | 17           | 131        | .4         | 2.4                      | 9            | 110        | .2         | 2.0  |
| FA '98                   | 8            | 286        | .2         | 1.5                       | 5            | 67         | .1         | .8                        | 10           | 102        | .2         | 1.9                      | 15           | 117        | .4         | 2.0                      | 15           | 91         | .4         | 3.1  |
| SU '98                   | 9            | 293        | .2         | 1.5                       | 8            | 91         | .2         | 1.2                       | 16           | 126        | .4         | 1.9                      | 7            | 101        | .2         | 1.0                      | 5            | 64         | .1         | 1.2  |
| 4-Book                   | 9            | 301        | .2         | 1.7                       | 6            | 94         | .2         | 1.0                       | 11           | 98         | .3         | 1.7                      | 13           | 115        | .3         | 1.8                      | 10           | 99         | .3         | 2.3  |
| 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  |
| <b>WDAS-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| SP '99                   | 1            | 30         |            | .2                        | 1            | 9          |            | .2                        | 3            | 16         |            | .5                       |              | 9          |            |                          |              |            |            |      |
| WI '99                   | 1            | 48         |            | .2                        | 2            | 32         |            | .3                        | 2            | 17         |            | .3                       |              | 10         |            |                          | 10           |            |            |      |
| FA '98                   | 2            | 69         |            | .4                        | 7            | 37         |            | 1.1                       |              |            |            |                          | 2            | 12         |            | .3                       |              |            |            |      |
| SU '98                   |              | 7          |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| 4-Book                   | 1            | 39         |            | .2                        | 3            | 20         |            | .4                        | 1            | 8          |            | .2                       | 1            | 8          |            | .2                       |              | 3          |            |      |
| SP '98                   | 2            | 83         |            | .4                        | 4            | 30         |            | .6                        | 2            | 16         |            | .3                       | 2            | 33         |            | .3                       | 1            | 5          |            | .2   |
| <b>WDAS-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| SP '99                   | 20           | 360        | .5         | 3.7                       | 26           | 153        | .6         | 4.0                       | 21           | 118        | .5         | 3.3                      | 22           | 133        | .5         | 3.0                      | 16           | 120        | .4         | 3.7  |
| WI '99                   | 12           | 266        | .3         | 2.2                       | 12           | 107        | .3         | 1.8                       | 7            | 41         | .2         | 1.1                      | 12           | 68         | .3         | 1.7                      | 15           | 86         | .4         | 3.3  |
| FA '98                   | 18           | 338        | .4         | 3.4                       | 25           | 187        | .6         | 4.0                       | 21           | 153        | .5         | 4.0                      | 23           | 128        | .6         | 3.0                      | 12           | 111        | .3         | 2.5  |
| SU '98                   | 10           | 196        | .2         | 1.7                       | 8            | 70         | .2         | 1.2                       | 17           | 69         | .4         | 2.0                      | 18           | 79         | .4         | 2.5                      | 10           | 62         | .2         | 2.3  |
| 4-Book                   | 15           | 290        | .4         | 2.8                       | 18           | 129        | .4         | 2.8                       | 17           | 95         | .4         | 2.6                      | 19           | 102        | .5         | 2.6                      | 13           | 95         | .3         | 3.0  |
| 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  |
| <b>+WENG-AM</b>          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| <b>WURD-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| SP '99                   | 1            | 24         |            | .2                        | 1            | 13         |            | .2                        | 1            | 13         |            | .2                       |              |            |            |                          |              | 11         |            |      |
| WI '99                   | 3            | 19         |            | .5                        | 6            | 14         |            | .9                        | 7            | 9          |            | 1.1                      | 2            | 9          |            | .3                       |              | 6          |            |      |
| FA '98                   | 2            | 38         |            | .4                        | 3            | 8          |            | .5                        | 2            | 18         |            | .4                       | 3            | 16         |            | .4                       |              |            |            |      |
| SU '98                   |              | 7          |            |                           | 1            | 7          |            | .1                        | 1            | 7          |            | .1                       |              |            |            |                          |              |            |            |      |
| 4-Book                   | 2            | 22         |            | .3                        | 3            | 11         |            | .4                        | 3            | 12         |            | .5                       | 1            | 6          |            | .2                       |              | 4          |            |      |
| SP '98                   | 2            | 49         |            | .4                        | 1            | 7          |            | .1                        | 4            | 18         |            | .7                       | 3            | 23         |            | .4                       | 1            | 9          |            | .2   |
| <b>WFIL-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| SP '99                   |              | 9          |            |                           |              |            |            |                           |              | 9          |            |                          |              |            |            |                          |              | 9          |            |      |
| WI '99                   |              | 9          |            |                           |              |            |            |                           |              | 9          |            |                          |              |            |            |                          |              | 9          |            |      |
| FA '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   |
| SU '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   |
| 4-Book                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   |
| SP '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   |
| <b>WHAT-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| SP '99                   |              | 23         |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| WI '99                   |              | 4          |            |                           |              | 4          |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| FA '98                   |              | 4          |            |                           |              | 4          |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| SU '98                   |              | 24         |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| 4-Book                   |              | 13         |            |                           |              | 1          |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| SP '98                   |              | 13         |            |                           |              | 1          |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| <b>WTOQ-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |
| SP '99                   | 39           | 1102       | 1.0        | 7.1                       | 41           | 407        | 1.0        | 6.2                       | 43           | 410        | 1.1        | 6.7                      | 50           | 655        | 1.2        | 6.9                      | 41           | 397        | 1.0        | 9.4  |
| WI '99                   | 52           | 1000       | 1.3        | 9.4                       | 50           | 464        | 1.2        | 7.5                       | 59           | 411        | 1.4        | 9.4                      | 78           | 518        | 1.9        | 10.9                     | 50           | 532        | 1.2        | 10.8 |
| FA '98                   | 25           | 809        | .6         | 4.7                       | 23           | 389        | .6         | 3.7                       | 14           | 283        | .3         | 2.7                      | 46           | 430        | 1.1        | 6.0                      | 24           | 350        | .6         | 4.9  |
| SU '98                   | 39           | 916        | 1.0        | 6.6                       | 34           | 398        | .8         | 5.1                       | 61           | 481        | 1.5        | 7.3                      | 57           | 509        | 1.4        | 7.8                      | 23           | 329        | .6         | 5.4  |
| 4-Book                   | 39           | 957        | 1.0        | 7.0                       | 37           | 415        | .9         | 5.6                       | 44           | 396        | 1.1        | 6.5                      | 58           | 528        | 1.4        | 7.9                      | 35           | 402        | .9         | 7.6  |
| 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  |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |             |           |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |             |           |
| <b>WIP -AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |           |
| SP '99                   | 12           | 281         | .3         | 2.2                       | 13           | 122        | .3         | 2.0                       | 18           | 71         | .4         | 2.8                      | 12           | 103        | .3         | 1.7                      | 10           | 126        | .2         | 2.3         |           |
| WI '99                   | 17           | 427         | .4         | 3.1                       | 21           | 186        | .5         | 3.2                       | 21           | 133        | .5         | 3.3                      | 19           | 186        | .5         | 2.7                      | 18           | 180        | .4         | 3.9         |           |
| FA '98                   | 13           | 337         | .3         | 2.5                       | 17           | 168        | .4         | 2.7                       | 17           | 110        | .4         | 3.3                      | 20           | 143        | .5         | 2.6                      | 8            | 93         | .2         | 1.6         |           |
| SU '98                   | 11           | 278         | .3         | 1.9                       | 19           | 124        | .5         | 2.8                       | 15           | 127        | .4         | 1.8                      | 18           | 145        | .4         | 2.5                      | 8            | 96         | .2         | 1.9         |           |
| <b>4-Book</b>            | <b>13</b>    | <b>331</b>  | <b>.3</b>  | <b>2.4</b>                | <b>18</b>    | <b>150</b> | <b>.4</b>  | <b>2.7</b>                | <b>18</b>    | <b>110</b> | <b>.4</b>  | <b>2.8</b>               | <b>17</b>    | <b>144</b> | <b>.4</b>  | <b>2.4</b>               | <b>11</b>    | <b>124</b> | <b>.3</b>  | <b>2.4</b>  |           |
| 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         |           |
| <b>WJZ-FM</b>            |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |           |
| SP '99                   | 5            | 166         | .1         | .9                        | 3            | 42         | .1         | .5                        | 5            | 64         | .1         | .8                       | 5            | 63         | .1         | .7                       | 5            | 42         | .1         | 1.2         |           |
| WI '99                   | 5            | 116         | .1         | .9                        | 7            | 39         | .2         | 1.1                       | 8            | 53         | .2         | 1.3                      | 3            | 18         | .1         | .4                       | 3            | 32         | .1         | .7          |           |
| FA '98                   | 7            | 187         | .2         | 1.3                       | 6            | 76         | .1         | 1.0                       | 9            | 52         | .2         | 1.7                      | 11           | 68         | .3         | 1.4                      | 6            | 50         | .1         | 1.2         |           |
| SU '98                   | 5            | 106         | .1         | .8                        | 1            | 18         | .1         | .1                        | 9            | 27         | .2         | 1.1                      | 4            | 38         | .1         | .5                       | 1            | 23         | .1         | .2          |           |
| <b>4-Book</b>            | <b>6</b>     | <b>144</b>  | <b>.1</b>  | <b>1.0</b>                | <b>4</b>     | <b>44</b>  | <b>.1</b>  | <b>.7</b>                 | <b>8</b>     | <b>49</b>  | <b>.2</b>  | <b>1.2</b>               | <b>6</b>     | <b>47</b>  | <b>.2</b>  | <b>.8</b>                | <b>4</b>     | <b>37</b>  | <b>.1</b>  | <b>.8</b>   |           |
| SP '98                   | 6            | 147         | .1         | 1.1                       | 5            | 63         | .1         | .7                        | 3            | 27         | .1         | .5                       | 10           | 77         | .2         | 1.4                      | 4            | 45         | .1         | .8          |           |
| <b>WMGK-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |           |
| SP '99                   | 14           | 329         | .3         | 2.6                       | 13           | 99         | .3         | 2.0                       | 22           | 110        | .5         | 3.4                      | 21           | 157        | .5         | 2.9                      | 14           | 112        | .3         | 3.2         |           |
| WI '99                   | 11           | 331         | .3         | 2.0                       | 10           | 122        | .2         | 1.5                       | 23           | 126        | .6         | 3.7                      | 16           | 149        | .4         | 2.2                      | 6            | 99         | .1         | 1.3         |           |
| FA '98                   | 25           | 496         | .6         | 4.7                       | 17           | 170        | .4         | 2.7                       | 45           | 189        | 1.1        | 8.6                      | 45           | 229        | 1.1        | 5.9                      | 15           | 188        | .4         | 3.1         |           |
| SU '98                   | 25           | 474         | .6         | 4.2                       | 21           | 157        | .5         | 3.1                       | 44           | 238        | 1.1        | 5.3                      | 23           | 231        | .6         | 3.1                      | 15           | 199        | .4         | 3.5         |           |
| <b>4-Book</b>            | <b>19</b>    | <b>408</b>  | <b>.5</b>  | <b>3.4</b>                | <b>15</b>    | <b>137</b> | <b>.4</b>  | <b>2.3</b>                | <b>34</b>    | <b>166</b> | <b>.8</b>  | <b>5.3</b>               | <b>26</b>    | <b>192</b> | <b>.7</b>  | <b>3.5</b>               | <b>13</b>    | <b>150</b> | <b>.3</b>  | <b>2.8</b>  |           |
| SP '98                   | 22           | 514         | .5         | 3.9                       | 20           | 152        | .5         | 3.0                       | 42           | 243        | 1.0        | 7.0                      | 25           | 249        | .6         | 3.5                      | 11           | 150        | .3         | 2.3         |           |
| <b>WMMR-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |           |
| SP '99                   | 30           | 699         | .7         | 5.5                       | 28           | 237        | .7         | 4.3                       | 57           | 348        | 1.4        | 8.9                      | 38           | 375        | .9         | 5.2                      | 18           | 278        | .4         | 4.1         |           |
| WI '99                   | 25           | 649         | .6         | 4.5                       | 32           | 279        | .8         | 4.8                       | 35           | 269        | .9         | 5.6                      | 35           | 323        | .9         | 4.9                      | 11           | 197        | .3         | 2.4         |           |
| FA '98                   | 29           | 629         | .7         | 5.5                       | 19           | 169        | .5         | 3.1                       | 54           | 280        | 1.3        | 10.3                     | 51           | 416        | 1.3        | 6.7                      | 21           | 224        | .5         | 4.3         |           |
| SU '98                   | 41           | 785         | 1.0        | 6.9                       | 37           | 242        | .9         | 5.5                       | 80           | 408        | 2.0        | 9.6                      | 58           | 466        | 1.4        | 7.9                      | 23           | 312        | .6         | 5.4         |           |
| <b>4-Book</b>            | <b>31</b>    | <b>691</b>  | <b>.8</b>  | <b>5.6</b>                | <b>29</b>    | <b>232</b> | <b>.7</b>  | <b>4.4</b>                | <b>57</b>    | <b>326</b> | <b>1.4</b> | <b>8.6</b>               | <b>46</b>    | <b>395</b> | <b>1.1</b> | <b>6.2</b>               | <b>18</b>    | <b>253</b> | <b>.5</b>  | <b>4.1</b>  |           |
| SP '98                   | 27           | 792         | .7         | 4.8                       | 40           | 393        | 1.0        | 6.0                       | 27           | 224        | .7         | 4.5                      | 35           | 420        | .9         | 4.9                      | 13           | 230        | .3         | 2.7         |           |
| <b>WNAP-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |           |
| SP '99                   | *            |             |            |                           |              |            |            |                           |              |            |            |                          | *            |            |            |                          |              |            |            |             |           |
| WI '99                   |              | 11          |            |                           |              |            |            |                           | 7            |            |            |                          |              |            |            |                          |              | **         | **         | **          | **        |
| FA '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **          | **        |
| SU '98                   | 2            | 30          |            | .3                        | 3            | 14         | .1         | .4                        | 2            | 21         |            | .2                       | 1            | 7          |            | .1                       | **           | **         | **         | **          |           |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>   | <b>**</b> |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **          | **        |
| <b>WGL-FM</b>            |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |           |
| SP '99                   | 18           | 298         | .4         | 3.3                       | 18           | 115        | .4         | 2.7                       | 36           | 169        | .9         | 5.6                      | 22           | 93         | .5         | 3.0                      | 8            | 87         | .2         | 1.8         |           |
| WI '99                   | 18           | 175         | .4         | 3.3                       | 27           | 79         | .7         | 4.1                       | 39           | 90         | 1.0        | 6.2                      | 24           | 93         | .6         | 3.4                      | 3            | 67         | .1         | .7          |           |
| FA '98                   | 12           | 304         | .3         | 2.3                       | 14           | 141        | .3         | 2.3                       | 15           | 129        | .4         | 2.9                      | 18           | 142        | .4         | 2.3                      | 12           | 54         | .3         | 2.5         |           |
| SU '98                   | 16           | 307         | .4         | 2.7                       | 14           | 83         | .3         | 2.1                       | 36           | 165        | .9         | 4.3                      | 24           | 178        | .6         | 3.3                      | 4            | 55         | .1         | .9          |           |
| <b>4-Book</b>            | <b>16</b>    | <b>271</b>  | <b>.4</b>  | <b>2.9</b>                | <b>18</b>    | <b>105</b> | <b>.4</b>  | <b>2.8</b>                | <b>32</b>    | <b>138</b> | <b>.8</b>  | <b>4.8</b>               | <b>22</b>    | <b>127</b> | <b>.5</b>  | <b>3.0</b>               | <b>7</b>     | <b>66</b>  | <b>.2</b>  | <b>1.5</b>  |           |
| SP '98                   | 14           | 283         | .3         | 2.5                       | 9            | 106        | .2         | 1.3                       | 25           | 152        | .6         | 4.2                      | 23           | 173        | .6         | 3.2                      | 6            | 108        | .1         | 1.3         |           |
| <b>WPEN-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |           |
| SP '99                   |              | 9           |            |                           |              |            |            |                           | 9            |            |            |                          |              |            |            |                          |              |            |            |             |           |
| WI '99                   | 1            | 9           |            | .2                        |              | 9          |            |                           | 4            | 9          | .1         | .6                       | 3            | 9          | .1         | .4                       |              |            |            |             |           |
| FA '98                   |              | 19          |            |                           |              | 9          |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |           |
| SU '98                   |              | 9           |            |                           |              |            |            |                           | 9            |            |            |                          |              |            |            |                          |              |            |            |             |           |
| <b>4-Book</b>            |              | <b>12</b>   |            | <b>.1</b>                 |              | <b>5</b>   |            |                           | <b>1</b>     | <b>7</b>   |            | <b>.2</b>                | <b>1</b>     | <b>2</b>   |            | <b>.1</b>                |              |            |            |             |           |
| SP '98                   |              | 21          |            |                           |              |            |            |                           |              |            |            |                          |              | 11         |            |                          |              | 11         |            |             |           |
| <b>WPHI-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |           |
| SP '99                   | 74           | 1236        | 1.8        | 13.5                      | 65           | 610        | 1.6        | 9.9                       | 84           | 615        | 2.1        | 13.0                     | 114          | 839        | 2.8        | 15.7                     | 55           | 657        | 1.4        | 12.7        |           |
| WI '99                   | 66           | 1214        | 1.6        | 12.0                      | 55           | 508        | 1.4        | 8.3                       | 46           | 498        | 1.1        | 7.3                      | 89           | 689        | 2.2        | 12.4                     | 76           | 674        | 1.9        | 16.5        |           |
| FA '98                   | 79           | 1160        | 1.9        | 15.0                      | 75           | 514        | 1.8        | 12.1                      | 39           | 490        | 1.0        | 7.5                      | 128          | 778        | 3.1        | 16.7                     | 95           | 668        | 2.3        | 19.6        |           |
| SU '98                   | 68           | 1141        | 1.7        | 11.5                      | 54           | 495        | 1.3        | 8.1                       | 89           | 737        | 2.2        | 10.6                     | 104          | 756        | 2.5        | 14.2                     | 68           | 636        | 1.7        | 15.9        |           |
| <b>4-Book</b>            | <b>72</b>    | <b>1188</b> | <b>1.8</b> | <b>13.0</b>               | <b>62</b>    | <b>532</b> | <b>1.5</b> | <b>9.6</b>                | <b>65</b>    | <b>585</b> | <b>1.6</b> | <b>9.6</b>               | <b>109</b>   | <b>766</b> | <b>2.7</b> | <b>14.8</b>              | <b>74</b>    | <b>659</b> | <b>1.8</b> | <b>16.2</b> |           |
| SP '98                   | 75           | 1267        | 1.8        | 13.2                      | 76           | 632        | 1.9        | 11.3                      | 68           | 636        | 1.7        | 11.3                     | 100          | 874        | 2.4        | 14.0                     | 81           | 713        | 2.0        | 16.9        |           |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 12-24

Target Listener Trends - Men 12-24

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPHT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 1                        | 37           |            | .2         |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| WI '99          | 1                        | 19           |            | .2         | 3                         | 10           | .1         | .5         | 4                         | 10           | .1         | .6         | 2                        | 9            |            | .3         | 1                        | 28           |            | .2         |
| FA '98          | 3                        | 43           | .1         | .6         | 11                        | 32           | .3         | 1.8        |                           |              |            |            |                          |              |            |            | 7                        | 11           | .2         | 1.4        |
| SU '98          | 1                        | 52           |            | .2         |                           |              |            |            |                           |              |            |            | 1                        | 9            |            | .1         | 3                        | 43           | .1         | .7         |
| <b>4-Book</b>   | 2                        | 38           |            | .3         | 4                         | 11           | .1         | .6         | 1                         | 3            |            | .2         | 1                        | 7            |            | .1         | 3                        | 21           | .1         | .6         |
| SP '98          | 1                        | 75           |            | .2         | 1                         | 8            |            | .1         |                           | 9            |            |            |                          | 8            |            |            | 3                        | 42           | .1         | .6         |
| <b>WPLY-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 50                       | 1134         | 1.2        | 9.1        | 53                        | 483          | 1.3        | 8.1        | 51                        | 559          | 1.3        | 7.9        | 77                       | 721          | 1.9        | 10.6       | 52                       | 626          | 1.3        | 12.0       |
| WI '99          | 35                       | 997          | .9         | 6.4        | 28                        | 356          | .7         | 4.2        | 48                        | 431          | 1.2        | 7.6        | 51                       | 567          | 1.3        | 7.1        | 28                       | 439          | .7         | 6.1        |
| FA '98          | 36                       | 1025         | .9         | 6.8        | 41                        | 430          | 1.0        | 6.6        | 29                        | 385          | .7         | 5.6        | 55                       | 579          | 1.4        | 7.2        | 33                       | 540          | .8         | 6.8        |
| SU '98          | 40                       | 1068         | 1.0        | 6.8        | 34                        | 432          | .8         | 5.1        | 56                        | 641          | 1.4        | 6.7        | 49                       | 547          | 1.2        | 6.7        | 35                       | 370          | .9         | 8.2        |
| <b>4-Book</b>   | 40                       | 1056         | 1.0        | 7.3        | 39                        | 425          | 1.0        | 6.0        | 46                        | 504          | 1.2        | 7.0        | 58                       | 604          | 1.5        | 7.9        | 37                       | 494          | .9         | 8.3        |
| 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        |
| <b>WSSJ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| WI '99          |                          | 9            |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WWSL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 91                       | 1385         | 2.2        | 16.6       | 78                        | 658          | 1.9        | 11.9       | 91                        | 682          | 2.2        | 14.1       | 125                      | 860          | 3.1        | 17.3       | 95                       | 651          | 2.3        | 21.9       |
| WI '99          | 85                       | 1446         | 2.1        | 15.4       | 86                        | 670          | 2.1        | 12.9       | 59                        | 601          | 1.4        | 9.4        | 109                      | 802          | 2.7        | 15.2       | 100                      | 712          | 2.5        | 21.7       |
| FA '98          | 79                       | 1440         | 1.9        | 15.0       | 73                        | 662          | 1.8        | 11.8       | 53                        | 589          | 1.3        | 10.2       | 118                      | 830          | 2.9        | 15.4       | 102                      | 778          | 2.5        | 21.0       |
| SU '98          | 83                       | 1341         | 2.0        | 14.1       | 63                        | 564          | 1.5        | 9.4        | 90                        | 767          | 2.2        | 10.8       | 117                      | 853          | 2.9        | 16.0       | 87                       | 743          | 2.1        | 20.3       |
| <b>4-Book</b>   | 85                       | 1403         | 2.1        | 15.3       | 75                        | 639          | 1.8        | 11.5       | 73                        | 660          | 1.8        | 11.1       | 117                      | 836          | 2.9        | 16.0       | 96                       | 721          | 2.4        | 21.2       |
| 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       |
| <b>+WWDB-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | *                        | 10           |            |            |                           |              |            |            |                           |              |            |            | *                        |              |            |            |                          |              |            |            |
| WI '99          |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            | **                       | **           | **         | **         |
| FA '98          | 2                        | 10           |            | .4         |                           |              |            |            | 4                         | 10           | .1         | .8         |                          |              |            |            | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WWDB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 4                        | 126          | .1         | .7         |                           | 8            |            |            | 8                         | 63           | .2         | 1.2        | 5                        | 44           | .1         | .7         | 2                        | 34           |            | .5         |
| WI '99          | 3                        | 40           | .1         | .5         | 1                         | 10           |            | .2         | 5                         | 21           | .1         | .8         | 4                        | 21           | .1         | .6         | 3                        | 9            | .1         | .7         |
| FA '98          | 2                        | 80           |            | .4         | 1                         | 30           |            | .2         | 2                         | 41           |            | .4         | 2                        | 10           |            | .3         | 3                        | 20           | .1         | .6         |
| SU '98          | 6                        | 108          | .1         | 1.0        | 6                         | 50           | .1         | .9         | 5                         | 45           | .1         | .6         | 4                        | 39           | .1         | .5         | 11                       | 31           | .3         | 2.6        |
| <b>4-Book</b>   | 4                        | 89           | .1         | .7         | 2                         | 25           |            | .3         | 5                         | 43           | .1         | .8         | 4                        | 29           | .1         | .5         | 5                        | 24           | .1         | 1.1        |
| SP '98          | 1                        | 26           |            | .2         |                           |              |            |            | 2                         | 18           |            | .3         |                          |              |            |            |                          |              |            |            |
| <b>WWJZ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| WI '99          |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| FA '98          |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SU '98          |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| <b>4-Book</b>   |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '98          | 1                        | 10           |            | .2         | 2                         | 10           |            | .3         |                           |              |            |            |                          |              |            |            | 2                        | 10           |            | .4         |
| <b>WXTU-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 14                       | 201          | .3         | 2.6        | 22                        | 119          | .5         | 3.3        | 28                        | 132          | .7         | 4.3        | 12                       | 106          | .3         | 1.7        | 4                        | 53           | .1         | .9         |
| WI '99          | 10                       | 177          | .2         | 1.8        | 4                         | 60           | .1         | .6         | 15                        | 92           | .4         | 2.4        | 13                       | 111          | .3         | 1.8        | 9                        | 107          | .2         | 2.0        |
| FA '98          | 12                       | 200          | .3         | 2.3        | 11                        | 83           | .3         | 1.8        | 15                        | 91           | .4         | 2.9        | 16                       | 92           | .4         | 2.1        | 6                        | 79           | .1         | 1.2        |
| SU '98          | 22                       | 199          | .5         | 3.7        | 23                        | 108          | .6         | 3.4        | 36                        | 118          | .9         | 4.3        | 30                       | 172          | .7         | 4.1        | 12                       | 90           | .3         | 2.8        |
| <b>4-Book</b>   | 15                       | 194          | .3         | 2.6        | 15                        | 93           | .4         | 2.3        | 24                        | 108          | .6         | 3.5        | 18                       | 120          | .4         | 2.4        | 8                        | 82           | .2         | 1.7        |
| SP '98          | 5                        | 136          | .1         | .9         | 5                         | 55           | .1         | .7         | 5                         | 50           | .1         | .8         | 7                        | 73           | .2         | 1.0        | 2                        | 33           |            | .4         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Men 12-24                |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|------------|----|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |            |    |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |    |
| <b>WXXM-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 10           | 551         | .2         | 1.8                       | 13           | 200        | .3         | 2.0                       | 6            | 120        | .1         | .9                       | 19           | 357        | .5         | 2.6                      | 6            | 172        | .1         | 1.4        |    |
| WI '99                   | 25           | 660         | .6         | 4.5                       | 34           | 271        | .8         | 5.1                       | 46           | 264        | 1.1        | 7.3                      | 33           | 343        | .8         | 4.6                      | 9            | 274        | .2         | 2.0        |    |
| FA '98                   | 19           | 674         | .5         | 3.6                       | 20           | 274        | .5         | 3.2                       | 16           | 265        | .4         | 3.1                      | 35           | 398        | .9         | 4.6                      | 16           | 232        | .4         | 3.3        |    |
| SU '98                   | 23           | 707         | .6         | 3.9                       | 15           | 217        | .4         | 2.2                       | 36           | 353        | .9         | 4.3                      | 33           | 449        | .8         | 4.5                      | 13           | 229        | .3         | 3.0        |    |
| <b>4-Book</b>            | <b>19</b>    | <b>648</b>  | <b>.5</b>  | <b>3.5</b>                | <b>21</b>    | <b>241</b> | <b>.5</b>  | <b>3.1</b>                | <b>26</b>    | <b>251</b> | <b>.6</b>  | <b>3.9</b>               | <b>30</b>    | <b>387</b> | <b>.8</b>  | <b>4.1</b>               | <b>11</b>    | <b>227</b> | <b>.3</b>  | <b>2.4</b> |    |
| 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        |    |
| <b>WYSP-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 90           | 1153        | 2.2        | 16.5                      | 206          | 784        | 5.1        | 31.3                      | 101          | 604        | 2.5        | 15.7                     | 89           | 625        | 2.2        | 12.3                     | 49           | 461        | 1.2        | 11.3       |    |
| WI '99                   | 96           | 1249        | 2.4        | 17.4                      | 200          | 851        | 4.9        | 30.0                      | 124          | 698        | 3.0        | 19.7                     | 110          | 747        | 2.7        | 15.4                     | 41           | 412        | 1.0        | 8.9        |    |
| FA '98                   | 83           | 1194        | 2.0        | 15.7                      | 197          | 820        | 4.8        | 31.7                      | 104          | 544        | 2.6        | 19.9                     | 81           | 502        | 2.0        | 10.6                     | 37           | 382        | .9         | 7.6        |    |
| SU '98                   | 93           | 1319        | 2.3        | 15.8                      | 229          | 902        | 5.6        | 34.3                      | 111          | 684        | 2.7        | 13.3                     | 76           | 592        | 1.9        | 10.4                     | 46           | 413        | 1.1        | 10.7       |    |
| <b>4-Book</b>            | <b>91</b>    | <b>1229</b> | <b>2.2</b> | <b>16.4</b>               | <b>208</b>   | <b>839</b> | <b>5.1</b> | <b>31.8</b>               | <b>110</b>   | <b>633</b> | <b>2.7</b> | <b>17.2</b>              | <b>89</b>    | <b>617</b> | <b>2.2</b> | <b>12.2</b>              | <b>43</b>    | <b>417</b> | <b>1.1</b> | <b>9.6</b> |    |
| 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        |    |
| <b>WYXR-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 8            | 219         | .2         | 1.5                       | 8            | 79         | .2         | 1.2                       | 5            | 86         | .1         | .8                       | 10           | 103        | .2         | 1.4                      | 8            | 68         | .2         | 1.8        |    |
| WI '99                   | 12           | 310         | .3         | 2.2                       | 17           | 140        | .4         | 2.6                       | 7            | 90         | .2         | 1.1                      | 11           | 86         | .3         | 1.5                      | 14           | 105        | .3         | 3.0        |    |
| FA '98                   | 12           | 364         | .3         | 2.3                       | 4            | 49         | .1         | .6                        | 5            | 78         | .1         | 1.0                      | 13           | 132        | .3         | 1.7                      | 23           | 204        | .6         | 4.7        |    |
| SU '98                   | 14           | 375         | .3         | 2.4                       | 14           | 98         | .3         | 2.1                       | 22           | 147        | .5         | 2.6                      | 15           | 143        | .4         | 2.0                      | 11           | 147        | .3         | 2.6        |    |
| <b>4-Book</b>            | <b>12</b>    | <b>317</b>  | <b>.3</b>  | <b>2.1</b>                | <b>11</b>    | <b>92</b>  | <b>.3</b>  | <b>1.6</b>                | <b>10</b>    | <b>100</b> | <b>.2</b>  | <b>1.4</b>               | <b>12</b>    | <b>116</b> | <b>.3</b>  | <b>1.7</b>               | <b>14</b>    | <b>131</b> | <b>.4</b>  | <b>3.0</b> |    |
| 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        |    |
| <b>WBYN-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 1            | 9           | .2         |                           | 1            | 9          | .2         |                           | 2            | 9          | .3         |                          | 3            | 9          | .1         | .4                       |              |            |            |            |    |
| WI '99                   |              | 28          |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| FA '98                   |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SU '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |    |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>WJBR-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 1            | 37          | .2         |                           | 1            | 19         | .2         |                           |              | 7          |            |                          | 2            | 18         | .3         |                          |              | 7          |            |            |    |
| WI '99                   | 2            | 38          | .4         |                           | 1            | 9          | .2         |                           | 3            | 29         | .1         | .5                       | 1            | 19         | .1         |                          | 1            | 8          |            | .2         |    |
| FA '98                   |              | 40          |            |                           |              | 9          |            |                           |              |            |            |                          | 1            | 21         | .1         |                          |              |            |            |            |    |
| SU '98                   |              | 13          |            |                           |              | 4          |            |                           |              |            |            |                          |              |            |            |                          |              | 9          |            |            |    |
| <b>4-Book</b>            | <b>1</b>     | <b>32</b>   | <b>.2</b>  |                           | <b>1</b>     | <b>10</b>  | <b>.1</b>  |                           | <b>1</b>     | <b>9</b>   | <b>.1</b>  |                          | <b>1</b>     | <b>15</b>  | <b>.1</b>  |                          | <b>5</b>     | <b>6</b>   |            | <b>.1</b>  |    |
| SP '98                   | 2            | 53          | .4         |                           |              | 7          |            |                           |              | 7          |            |                          | 3            | 37         | .1         | .4                       |              | 20         | .1         | 1.0        |    |
| <b>WKXW-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 1            | 26          | .2         |                           | 2            | 10         | .3         |                           |              |            |            |                          | 6            | 18         | .1         | .8                       |              |            |            |            |    |
| WI '99                   | 2            | 67          | .4         |                           | 4            | 27         | .1         | .6                        | 1            | 26         | .2         |                          | 3            | 49         | .1         | .4                       | 1            | 14         |            | .2         |    |
| FA '98                   | 3            | 31          | .1         | .6                        |              |            |            |                           | 4            | 21         | .1         | .8                       | 11           | 21         | .3         | 1.4                      | 1            | 10         |            | .2         |    |
| SU '98                   | 2            | 69          | .3         |                           |              | 10         |            |                           | 7            | 34         | .2         | .8                       | 5            | 44         | .1         | .7                       | 1            | 25         |            | .2         |    |
| <b>4-Book</b>            | <b>2</b>     | <b>48</b>   | <b>.4</b>  |                           | <b>2</b>     | <b>12</b>  | <b>.2</b>  |                           | <b>3</b>     | <b>20</b>  | <b>.1</b>  | <b>.5</b>                | <b>6</b>     | <b>33</b>  | <b>.2</b>  | <b>.8</b>                | <b>1</b>     | <b>12</b>  |            | <b>.2</b>  |    |
| SP '98                   | 2            | 42          | .4         |                           | 1            | 27         | .1         |                           | 2            | 11         | .3         |                          | 4            | 25         | .1         | .6                       | 1            | 7          |            | .2         |    |
| <b>WLEV-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| WI '99                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| FA '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| SU '98                   | **           | 17          | **         | **                        | **           | 17         | **         | **                        | **           | 9          | .1         |                          | **           | 9          | **         | **                       | **           | **         | **         | **         |    |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |    |
| SP '98                   | **           | 14          | **         | **                        | **           | 7          | **         | **                        | **           | 7          | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>WNJO-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 2            | 55          | .4         |                           | 1            | 20         | .2         |                           |              |            |            |                          | 3            | 27         | .1         | .4                       |              | 2          | 36         | .5         |    |
| WI '99                   | 1            | 85          | .2         |                           | 2            | 37         | .3         |                           | 2            | 46         | .3         |                          | 2            | 38         | .3         |                          |              |            |            |            |    |
| FA '98                   | 1            | 49          | .2         |                           | 1            | 29         | .2         |                           | 1            | 19         | .2         |                          | 1            | 9          | .1         |                          |              | 19         |            |            |    |
| SU '98                   | 1            | 18          | .2         |                           |              |            |            |                           |              |            |            |                          |              | 9          |            |                          |              | 3          | 9          | .1         | .7 |
| <b>4-Book</b>            | <b>1</b>     | <b>52</b>   | <b>.3</b>  |                           | <b>1</b>     | <b>22</b>  | <b>.2</b>  |                           | <b>1</b>     | <b>16</b>  | <b>.1</b>  |                          | <b>2</b>     | <b>21</b>  | <b>.2</b>  |                          | <b>1</b>     | <b>16</b>  |            | <b>.3</b>  |    |
| SP '98                   | 4            | 101         | .1         | .7                        | 3            | 25         | .1         | .4                        | 5            | 47         | .1         | .8                       | 4            | 66         | .1         | .6                       | 4            | 44         | .1         | .8         |    |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

**Men 12-24**

|                | Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |             |             | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPST-FM</b> |                          |              |             |            |                           |              |            |             |                           |              |             |             |                          |              |             |            |                          |              |            |            |
| SP '99         | 11                       | 510          | .3          | 2.0        | 10                        | 102          | .2         | 1.5         | 11                        | 208          | .3          | 1.7         | 14                       | 216          | .3          | 1.9        | 10                       | 195          | .2         | 2.3        |
| WI '99         | 14                       | 607          | .3          | 2.5        | 13                        | 261          | .3         | 2.0         | 7                         | 182          | .2          | 1.1         | 22                       | 327          | .5          | 3.1        | 19                       | 279          | .5         | 4.1        |
| FA '98         | 15                       | 502          | .4          | 2.8        | 8                         | 177          | .2         | 1.3         | 20                        | 218          | .5          | 3.8         | 23                       | 245          | .6          | 3.0        | 15                       | 218          | .4         | 3.1        |
| SU '98         | 22                       | 786          | .5          | 3.7        | 16                        | 209          | .4         | 2.4         | 25                        | 317          | .6          | 3.0         | 29                       | 412          | .7          | 4.0        | 22                       | 294          | .5         | 5.1        |
| <b>4-Book</b>  | <b>16</b>                | <b>601</b>   | <b>.4</b>   | <b>2.8</b> | <b>12</b>                 | <b>187</b>   | <b>.3</b>  | <b>1.8</b>  | <b>16</b>                 | <b>231</b>   | <b>.4</b>   | <b>2.4</b>  | <b>22</b>                | <b>300</b>   | <b>.5</b>   | <b>3.0</b> | <b>17</b>                | <b>247</b>   | <b>.4</b>  | <b>3.7</b> |
| 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        |
| <b>TOTALS</b>  |                          |              |             |            |                           |              |            |             |                           |              |             |             |                          |              |             |            |                          |              |            |            |
| SP '99         | 547                      | 3889         | 13.4        | 658        | 2915                      | 16.2         | 644        | 2515        | 15.8                      | 724          | 3260        | 17.8        | 434                      | 2656         | 10.7        |            |                          |              |            |            |
| WI '99         | 551                      | 3860         | 13.5        | 666        | 3092                      | 16.4         | 629        | 2416        | 15.4                      | 715          | 3118        | 17.6        | 461                      | 2663         | 11.3        |            |                          |              |            |            |
| FA '98         | 527                      | 3854         | 12.9        | 621        | 3006                      | 15.2         | 522        | 2361        | 12.8                      | 766          | 3027        | 18.8        | 485                      | 2755         | 11.9        |            |                          |              |            |            |
| SU '98         | 590                      | 3833         | 14.4        | 667        | 2784                      | 16.3         | 836        | 3000        | 20.5                      | 733          | 3208        | 17.9        | 428                      | 2599         | 10.5        |            |                          |              |            |            |
| <b>4-Book</b>  | <b>554</b>               | <b>3859</b>  | <b>13.6</b> | <b>653</b> | <b>2949</b>               | <b>16.0</b>  | <b>658</b> | <b>2573</b> | <b>16.1</b>               | <b>735</b>   | <b>3153</b> | <b>18.0</b> | <b>452</b>               | <b>2668</b>  | <b>11.1</b> |            |                          |              |            |            |
| SP '98         | 567                      | 3927         | 13.9        | 671        | 3075                      | 16.4         | 601        | 2555        | 14.7                      | 712          | 3188        | 17.4        | 478                      | 2799         | 11.7        |            |                          |              |            |            |

\*\* 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 12-24

# Target Listener Estimates

| Men 12-24                |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |      |    |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |    |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 13           | 244        | .3         | 1.9                | 5            | 133        | .1         | 1.3                  | 11           | 47         | .3         | 4.1                  | 7            |            |            |                     |              |            |            |      |    |
| 4-Book                   | 11           | 250        | .3         | 1.6                | 5            | 118        | .1         | 1.3                  | 10           | 41         | .3         | 3.6                  | 3            | 19         | .1         | .5                  | 4            | 19         | .1         | .7   |    |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 10           | 205        | .2         | 1.5                | 4            | 102        | .1         | 1.0                  | 4            | 29         | .1         | 1.5                  | 5            | 55         | .1         | .8                  | 2            | 17         |            | .4   |    |
| 4-Book                   | 10           | 205        | .2         | 1.5                | 7            | 112        | .2         | 1.7                  | 5            | 21         | .1         | 1.6                  | 9            | 34         | .2         | 1.4                 | 8            | 26         | .2         | 1.6  |    |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 2            | 16         |            | .3                 | 1            | 23         |            | .3                   |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| 4-Book                   | 2            | 23         |            | .3                 | 1            | 26         |            | .3                   | 1            | 1          |            | .2                   | 1            | 3          |            | .2                  |              |            |            |      |    |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 23           | 239        | .6         | 3.4                | 17           | 180        | .4         | 4.3                  | 6            | 23         | .1         | 2.3                  | 14           | 34         | .3         | 2.2                 | 33           | 37         | .8         | 6.6  |    |
| 4-Book                   | 18           | 207        | .4         | 2.6                | 11           | 135        | .3         | 2.9                  | 11           | 21         | .3         | 3.8                  | 11           | 35         | .2         | 1.7                 | 19           | 32         | .4         | 3.7  |    |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 1            | 13         |            | .1                 | 2            | 24         |            | .5                   |              |            |            |                      | 13           | 24         | .3         | 2.1                 |              |            |            |      |    |
| 4-Book                   | 3            | 15         | .1         | .4                 | 1            | 11         |            | .2                   |              |            |            |                      | 4            | 8          | .1         | .7                  | 2            | 3          |            | .3   |    |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |    |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |    |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   |              |            |            |                    |              | 23         |            |                      |              |            |            |                      |              |            |            |                     |              | 1          | 2          | .2   |    |
| 4-Book                   |              | 1          |            |                    |              | 12         |            | .1                   |              |            |            |                      |              |            |            |                     |              | 1          | 2          | .2   |    |
| <b>WIOQ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 45           | 916        | 1.1        | 6.7                | 28           | 605        | .7         | 7.0                  | 16           | 61         | .4         | 6.0                  | 36           | 146        | .9         | 5.7                 | 34           | 180        | .8         | 6.8  |    |
| 4-Book                   | 46           | 807        | 1.1        | 6.8                | 29           | 515        | .7         | 7.2                  | 22           | 84         | .5         | 7.7                  | 48           | 168        | 1.2        | 7.8                 | 39           | 165        | 1.0        | 7.6  |    |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 15           | 194        | .4         | 2.2                | 8            | 127        | .2         | 2.0                  | 10           | 46         | .2         | 3.8                  | 14           | 35         | .3         | 2.2                 | 13           | 25         | .3         | 2.6  |    |
| 4-Book                   | 18           | 255        | .4         | 2.6                | 7            | 147        | .2         | 1.8                  | 4            | 21         | .1         | 1.6                  | 11           | 48         | .3         | 1.9                 | 9            | 29         | .2         | 1.9  |    |
| <b>WJJZ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 4            | 124        | .1         | .6                 | 7            | 98         | .2         | 1.8                  | 1            | 10         |            | .4                   | 11           | 26         | .3         | 1.7                 | 9            | 27         | .2         | 1.8  |    |
| 4-Book                   | 6            | 94         | .1         | .9                 | 6            | 75         | .2         | 1.5                  | 6            | 17         | .1         | 2.1                  | 8            | 18         | .2         | 1.3                 | 7            | 18         | .2         | 1.4  |    |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 19           | 258        | .5         | 2.8                | 6            | 129        | .1         | 1.5                  | 2            | 18         |            | .8                   | 16           | 54         | .4         | 2.5                 | 11           | 55         | .3         | 2.2  |    |
| 4-Book                   | 26           | 323        | .7         | 3.8                | 11           | 180        | .3         | 2.8                  | 8            | 27         | .2         | 2.6                  | 20           | 59         | .5         | 3.3                 | 24           | 66         | .6         | 4.4  |    |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 42           | 567        | 1.0        | 6.2                | 15           | 346        | .4         | 3.8                  | 3            | 18         | .1         | 1.1                  | 36           | 140        | .9         | 5.7                 | 17           | 66         | .4         | 3.4  |    |
| 4-Book                   | 45           | 579        | 1.1        | 6.5                | 17           | 307        | .4         | 4.2                  | 9            | 33         | .2         | 3.0                  | 40           | 128        | 1.0        | 6.4                 | 32           | 102        | .8         | 6.1  |    |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | *            | **         | **         | **                 | *            | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | *          | **         | **   | ** |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |    |
| <b>WUGL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 26           | 237        | .6         | 3.9                | 9            | 131        | .2         | 2.3                  | 6            | 21         | .1         | 2.3                  | 12           | 21         | .3         | 1.9                 | 19           | 48         | .5         | 3.8  |    |
| 4-Book                   | 25           | 219        | .6         | 3.6                | 7            | 105        | .2         | 1.8                  | 2            | 11         |            | .8                   | 12           | 32         | .3         | 1.8                 | 8            | 24         | .2         | 1.6  |    |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   |              | 9          |            |                    |              | 9          |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| 4-Book                   | 1            | 9          |            | .1                 |              | 7          |            | .1                   |              |            |            |                      |              |            |            |                     |              | 1          | 2          | .1   |    |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 88           | 1080       | 2.2        | 13.1               | 61           | 741        | 1.5        | 15.3                 | 49           | 136        | 1.2        | 18.4                 | 104          | 272        | 2.6        | 16.4                | 63           | 197        | 1.5        | 12.7 |    |
| 4-Book                   | 78           | 1033       | 1.9        | 11.5               | 60           | 703        | 1.5        | 15.2                 | 36           | 124        | .9         | 13.0                 | 87           | 263        | 2.2        | 14.4                | 79           | 230        | 1.9        | 15.4 |    |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 1            | 9          |            | .1                 |              | 18         |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| 4-Book                   | 2            | 17         |            | .2                 |              | 9          |            | .1                   |              |            |            |                      |              |            |            |                     |              |            |            |      |    |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Men 12-24

Target Listener Estimates - Men 12-24

|          | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|----------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|          | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPLY-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 60                       | 998          | 1.5        | 8.9        | 32                 | 589          | .8         | 8.0        | 10                   | 69           | .2         | 3.8        | 47                   | 221          | 1.2        | 7.4        | 28                  | 177          | .7         | 5.6        |
| 4-Book   | 48                       | 885          | 1.2        | 7.0        | 29                 | 564          | .7         | 7.4        | 16                   | 80           | .4         | 5.4        | 43                   | 210          | 1.1        | 7.1        | 34                  | 185          | .9         | 6.6        |
| WSSJ-AM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WUSL-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 97                       | 1199         | 2.4        | 14.4       | 78                 | 889          | 1.9        | 19.6       | 40                   | 140          | 1.0        | 15.0       | 148                  | 384          | 3.6        | 23.4       | 141                 | 364          | 3.5        | 28.3       |
| 4-Book   | 87                       | 1194         | 2.1        | 12.9       | 72                 | 842          | 1.8        | 18.2       | 43                   | 154          | 1.1        | 15.2       | 112                  | 355          | 2.7        | 18.5       | 105                 | 295          | 2.6        | 20.4       |
| +WVDB-AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | *                        | **           | **         | **         | * 2                | 10           | .5         | .5         | 1                    | 10           | .4         | .4         | 7                    | 10           | .2         | 1.1        | *                   | **           | **         | **         |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WVDB-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 5                        | 81           | .1         | .7         | 4                  | 73           | .1         | 1.0        |                      |              |            |            | 4                    | 26           | .1         | .6         | 2                   | 9            | .4         | .4         |
| 4-Book   | 4                        | 67           | .1         | .5         | 3                  | 43           | .1         | .8         | 2                    | 6            | .1         | .8         | 3                    | 13           | .1         | .5         | 1                   | 2            | .1         | .1         |
| WWJZ-AM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| WXTU-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 21                       | 175          | .5         | 3.1        | 7                  | 73           | .2         | 1.8        | 9                    | 27           | .2         | 3.4        | 12                   | 46           | .3         | 1.9        | 10                  | 18           | .2         | 2.0        |
| 4-Book   | 19                       | 157          | .5         | 2.7        | 10                 | 111          | .3         | 2.6        | 10                   | 33           | .2         | 3.2        | 14                   | 41           | .3         | 2.2        | 14                  | 37           | .3         | 2.6        |
| WXXM-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 12                       | 483          | .3         | 1.8        | 7                  | 230          | .2         | 1.8        | 14                   | 51           | .3         | 5.3        | 4                    | 49           | .1         | .6         | 4                   | 37           | .1         | .8         |
| 4-Book   | 26                       | 538          | .6         | 3.8        | 14                 | 300          | .3         | 3.5        | 12                   | 49           | .3         | 4.1        | 23                   | 83           | .6         | 3.7        | 16                  | 70           | .4         | 3.0        |
| WYSP-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 130                      | 1037         | 3.2        | 19.3       | 48                 | 606          | 1.2        | 12.1       | 57                   | 125          | 1.4        | 21.4       | 49                   | 220          | 1.2        | 7.7        | 38                  | 174          | .9         | 7.6        |
| 4-Book   | 134                      | 1114         | 3.3        | 19.7       | 45                 | 585          | 1.1        | 11.4       | 45                   | 136          | 1.1        | 15.8       | 68                   | 234          | 1.7        | 11.1       | 44                  | 165          | 1.1        | 8.5        |
| WYXR-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 8                        | 167          | .2         | 1.2        | 9                  | 92           | .2         | 2.3        | 3                    | 20           | .1         | 1.1        | 12                   | 30           | .3         | 1.9        | 24                  | 31           | .6         | 4.8        |
| 4-Book   | 11                       | 208          | .3         | 1.6        | 10                 | 135          | .3         | 2.6        | 8                    | 22           | .2         | 2.8        | 15                   | 31           | .4         | 2.6        | 15                  | 32           | .4         | 3.0        |
| WBYN-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 2                        | 9            | .3         | .3         | 2                  | 9            | .5         | .5         |                      |              |            |            | 2                    | 9            | .3         | .3         | 5                   | 9            | .1         | 1.0        |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WJBR-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 1                        | 37           | .1         | .1         | 1                  | 7            | .1         | .1         |                      |              |            |            | 2                    | 5            | .1         | .3         | 1                   | 3            | .3         | .3         |
| 4-Book   | 1                        | 27           | .1         | .1         | 1                  | 7            | .1         | .1         |                      |              |            |            | 2                    | 5            | .1         | .3         | 1                   | 3            | .3         | .3         |
| WKXV-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 2                        | 18           | .3         | .3         | 7                  | 7            | .3         | .3         |                      |              |            |            | 1                    | 7            | .2         | .2         |                     |              |            |            |
| 4-Book   | 4                        | 41           | .1         | .5         | 6                  | 6            | .1         | .1         | 2                    | 2            | .1         | .1         | 2                    | 2            | .1         | .1         |                     |              |            |            |
| WLEV-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WNJO-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 1                        | 37           | .1         | .1         | 2                  | 17           | .5         | .5         | 1                    | 8            | .4         | .4         | 9                    | 17           | .2         | 1.4        | 4                   | 8            | .1         | .8         |
| 4-Book   | 1                        | 38           | .2         | .2         | 1                  | 23           | .2         | .2         | 2                    | 2            | .1         | .1         | 6                    | 19           | .2         | .9         | 2                   | 7            | .3         | .3         |
| WPST-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 12                       | 389          | .3         | 1.8        | 11                 | 297          | .3         | 2.8        | 3                    | 28           | .1         | 1.1        | 19                   | 75           | .5         | 3.0        | 8                   | 33           | .2         | 1.6        |
| 4-Book   | 16                       | 471          | .4         | 2.4        | 13                 | 305          | .3         | 3.2        | 7                    | 40           | .2         | 2.2        | 19                   | 83           | .5         | 3.2        | 14                  | 66           | .3         | 2.7        |
| TDALS    |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 673                      | 3707         | 16.5       |            | 398                | 3201         | 9.8        |            | 266                  | 817          | 6.5        |            | 633                  | 1624         | 15.5       |            | 498                 | 1243         | 12.2       |            |
| 4-Book   | 680                      | 3713         | 16.7       |            | 394                | 3054         | 9.7        |            | 282                  | 836          | 6.9        |            | 609                  | 1646         | 14.9       |            | 516                 | 1313         | 12.7       |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| 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 |
| <b>KYW -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 2         | 18      | .5      | 11              | 48        | .3      | 5.3     | 1               | 9         | .2      |         | 10             | 13        | .2      | 2.6     | 3              | 27        | .1      | 1.0     |
| 4-Book           | 3         | 15      | .6      | 11              | 43        | .3      | 5.7     | 2               | 13        | .1      | .6      | 4              | 10        | .1      | 1.1     | 4              | 19        | .1      | 1.2     |
| <b>WBEB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 2         | 8       | .5      | 3               | 10        | .1      | 1.4     | 2               | 18        | .5      |         | 2              | 19        | .5      |         | 9              | 18        | .2      | 3.0     |
| 4-Book           | 6         | 24      | .2      | 1               | 3         | .4      |         | 8               | 23        | .2      | 2.0     | 11             | 31        | .2      | 2.5     | 7              | 25        | .2      | 2.2     |
| <b>WDAS-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           |           |         |         | 5               | 23        | .1      | 2.4     | 2               | 7         | .5      |         |                |           |         |         | 1              | 2         |         | .2      |
| 4-Book           |           |         |         | 6               | 22        | .1      | 3.6     | 3               | 13        | .7      |         | 1              | 5         | .1      |         | 1              | 2         |         | .2      |
| <b>WDAS-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 28        | 35      | .7      | 4               | 20        | .1      | 1.9     | 18              | 76        | .4      | 4.1     | 19             | 56        | .5      | 5.0     | 13             | 31        | .3      | 4.3     |
| 4-Book           | 13        | 24      | .4      | 7               | 16        | .2      | 4.0     | 8               | 29        | .2      | 1.9     | 13             | 40        | .3      | 3.1     | 12             | 30        | .3      | 3.9     |
| <b>+WEMG-AM</b>  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| <b>WURD-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| 4-Book           |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| <b>WFIL-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |
| <b>WHAT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           |           |         |         |                 |           |         |         | 4               | 23        | .1      | .9      |                |           |         |         |                |           |         |         |
| 4-Book           | 1         | 2       | .2      | 1               | 2         | .4      |         | 1               | 6         | .2      |         |                |           |         |         | 1              | 2         |         | .2      |
| <b>WIOQ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 45        | 148     | 1.1     | 20              | 83        | .5      | 9.7     | 29              | 188       | .7      | 6.7     | 21             | 85        | .5      | 5.6     | 18             | 99        | .4      | 5.9     |
| 4-Book           | 34        | 151     | .8      | 15              | 69        | .4      | 8.3     | 28              | 137       | .7      | 7.0     | 24             | 110       | .6      | 5.9     | 17             | 88        | .4      | 5.6     |
| <b>WIP -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 11        | 35      | .3      | 2               | 9         | .1      | 1.0     | 2               | 10        | .5      |         | 1              | 10        | .3      |         | 7              | 30        | .2      | 2.3     |
| 4-Book           | 6         | 29      | .1      | 3               | 9         | .1      | 1.7     | 6               | 33        | .1      | 1.5     | 9              | 30        | .2      | 2.1     | 8              | 46        | .2      | 2.4     |
| <b>WJZ-FM</b>    |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 18        | 42      | .4      | 4               | 20        | .1      | 1.9     | 2               | 16        | .5      |         | 4              | 19        | .1      | 1.1     | 3              | 9         | .1      | 1.0     |
| 4-Book           | 10        | 25      | .2      | 3               | 10        | .1      | 1.2     | 2               | 9         | .5      |         | 6              | 15        | .2      | 1.5     | 5              | 15        | .1      | 1.6     |
| <b>WMGK-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 8         | 26      | .2      | 2               | 18        | .1      | 1.0     | 4               | 37        | .1      | .9      | 1              | 9         | .3      |         | 4              | 36        | .1      | 1.3     |
| 4-Book           | 11        | 51      | .3      | 3               | 15        | .1      | 1.6     | 10              | 47        | .3      | 2.5     | 8              | 31        | .2      | 1.9     | 7              | 38        | .2      | 2.5     |
| <b>WMMR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 14        | 94      | .3      | 2               | 18        | .1      | 1.0     | 16              | 82        | .4      | 3.7     | 18             | 93        | .4      | 4.8     | 10             | 86        | .2      | 3.3     |
| 4-Book           | 12        | 71      | .3      | 2               | 14        | 1.2     |         | 15              | 73        | .4      | 3.7     | 15             | 64        | .4      | 3.6     | 8              | 55        | .2      | 2.6     |
| <b>WNAP-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |
| <b>WOGL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 4         | 18      | .1      | 14              | 22        | .3      | 6.8     | 4               | 20        | .1      | .9      | 2              | 9         | .5      |         | 12             | 27        | .3      | 3.9     |
| 4-Book           | 2         | 14      | .1      | 10              | 23        | .2      | 5.5     | 8               | 27        | .2      | 2.0     | 6              | 17        | .1      | 1.4     | 7              | 17        | .2      | 2.5     |
| <b>WPEN-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         | 1              | 9         |         | .3      |
| 4-Book           |           |         |         |                 |           |         |         |                 |           |         |         | 1              | 5         | .2      |         | 2              |           |         | .1      |
| <b>WPHI-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 72        | 233     | 1.8     | 34              | 67        | .8      | 16.4    | 69              | 190       | 1.7     | 15.9    | 48             | 152       | 1.2     | 12.7    | 41             | 140       | 1.0     | 13.4    |
| 4-Book           | 80        | 267     | 2.0     | 22              | 68        | .6      | 12.0    | 55              | 179       | 1.3     | 13.7    | 60             | 178       | 1.5     | 14.6    | 51             | 167       | 1.3     | 16.8    |
| <b>WPHT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           |           |         |         |                 |           |         |         |                 |           |         |         | 3              | 18        | .1      | .8      |                |           |         |         |
| 4-Book           |           |         |         |                 |           |         |         |                 |           |         |         | 3              | 9         | .1      | .8      |                |           |         |         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

**Men 12-24**

Target Listener Estimates - Men 12-24

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPLY-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 32                  | 170          | .8         | 7.8        | 9                  | 48           | .2         | 4.3        | 55                 | 220          | 1.4        | 12.6       | 40                | 161          | 1.0        | 10.6       | 25                | 116          | .6         | 8.2        |
| 4-Book   | 36                  | 181          | .9         | 8.7        | 11                 | 63           | .3         | 6.2        | 37                 | 172          | .9         | 9.3        | 32                | 135          | .8         | 7.8        | 20                | 101          | .5         | 6.4        |
| WSSJ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WUSL-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 67                  | 297          | 1.6        | 16.4       | 29                 | 94           | .7         | 14.0       | 75                 | 217          | 1.8        | 17.2       | 68                | 202          | 1.7        | 18.0       | 49                | 167          | 1.2        | 16.1       |
| 4-Book   | 79                  | 258          | 1.9        | 19.5       | 34                 | 113          | .8         | 17.8       | 72                 | 239          | 1.8        | 18.4       | 75                | 229          | 1.8        | 18.1       | 49                | 186          | 1.2        | 15.5       |
| +WVDB-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WVDB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 2                   | 9            | .5         |            | 3                  | 10           | .1         | 1.4        | 14                 | 55           | .3         | 3.2        | 1                 | 9            | .3         |            | 2                 | 9            | .7         |            |
| 4-Book   | 3                   | 8            | .1         | .7         | 1                  | 3            |            | .4         | 8                  | 21           | .2         | 1.9        | 4                 | 9            | .1         | .9         | 2                 | 9            | .6         |            |
| WVJZ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WXTU-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 5                   | 27           | .1         | 1.2        | 6                  | 26           | .1         | 2.9        | 7                  | 26           | .2         | 1.6        | 8                 | 8            | .2         | 2.1        |                   |              |            |            |
| 4-Book   | 9                   | 28           | .2         | 2.2        | 6                  | 23           | .1         | 3.7        | 12                 | 45           | .3         | 3.0        | 9                 | 22           | .2         | 2.1        | 6                 | 19           | .2         | 2.1        |
| WXXM-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 4                   | 21           | .1         | 1.0        | 2                  | 26           |            | 1.0        | 3                  | 27           | .1         | .7         | 19                | 55           | .5         | 5.0        | 12                | 55           | .3         | 3.9        |
| 4-Book   | 8                   | 49           | .2         | 2.0        | 4                  | 26           | .1         | 2.0        | 18                 | 77           | .4         | 4.6        | 18                | 77           | .5         | 4.5        | 14                | 70           | .3         | 4.5        |
| WYSP-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 57                  | 173          | 1.4        | 13.9       | 22                 | 64           | .5         | 10.6       | 65                 | 224          | 1.6        | 14.9       | 51                | 130          | 1.3        | 13.5       | 39                | 155          | 1.0        | 12.8       |
| 4-Book   | 41                  | 140          | 1.0        | 10.1       | 14                 | 58           | .3         | 7.0        | 56                 | 208          | 1.4        | 14.2       | 52                | 152          | 1.3        | 12.7       | 36                | 129          | .9         | 11.3       |
| WYXR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 13                  | 22           | .3         | 3.2        | 2                  | 15           |            | 1.0        | 10                 | 56           | .2         | 2.3        | 4                 | 19           | .1         | 1.1        | 5                 | 21           | .1         | 1.6        |
| 4-Book   | 10                  | 32           | .2         | 2.3        | 7                  | 22           | .2         | 3.7        | 14                 | 52           | .3         | 3.6        | 8                 | 30           | .2         | 2.0        | 7                 | 27           | .2         | 2.1        |
| WBYN-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | 2                  | 9            |            | 1.0        | 3                  | 9            | .1         | .7         | 4                 | 9            | .1         | 1.1        | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WJBR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 1                  | 2            |            | .3         |                    |              |            |            | 3                 |              | .1         |            |                   |              |            |            |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WKXV-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            | 2                  |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WLEV-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WNJO-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 1                  | 2            |            | .3         |                    | 2            |            |            | 1                 | 2            |            | .1         |                   | 2            |            | .1         |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WPST-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 12                  | 66           | .3         | 2.9        | 2                  | 17           |            | 1.0        | 19                 | 84           | .5         | 4.4        | 19                | 68           | .5         | 5.0        | 2                 | 28           |            | .7         |
| 4-Book   | 15                  | 90           | .4         | 3.7        | 4                  | 23           | .1         | 1.9        | 14                 | 76           | .3         | 3.4        | 17                | 75           | .4         | 4.2        | 12                | 61           | .3         | 3.8        |
| TOTALS   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 409                 | 1193         | 10.0       |            | 207                | 643          | 5.1        |            | 435                | 1360         | 10.7       |            | 378               | 1054         | 9.3        |            | 305               | 984          | 7.5        |            |
| 4-Book   | 407                 | 1192         | 10.0       |            | 185                | 605          | 4.6        |            | 394                | 1233         | 9.7        |            | 412               | 1078         | 10.1       |            | 306               | 969          | 7.5        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Men 18-34                |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|------------|-----------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |            |           |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |           |
| <b>KYW -AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
| SP '99                   | 22           | 855         | .4         | 2.0                       | 63           | 578        | 1.1        | 3.8                       | 16           | 251        | .3         | 1.0                      | 25           | 343        | .4         | 1.9                      | 5            | 120        | .1         | .9         |           |
| WI '99                   | 25           | 869         | .4         | 2.3                       | 75           | 644        | 1.3        | 4.7                       | 20           | 223        | .4         | 1.3                      | 29           | 352        | .5         | 2.2                      | 11           | 150        | .2         | 1.8        |           |
| FA '98                   | 15           | 759         | .3         | 1.4                       | 37           | 425        | .7         | 2.3                       | 16           | 232        | .3         | 1.1                      | 18           | 307        | .3         | 1.3                      | 6            | 163        | .1         | 1.0        |           |
| SU '98                   | 28           | 1025        | .5         | 2.6                       | 75           | 626        | 1.3        | 4.9                       | 23           | 284        | .4         | 1.4                      | 38           | 467        | .7         | 2.9                      | 11           | 220        | .2         | 1.9        |           |
| <b>4-Book</b>            | <b>23</b>    | <b>877</b>  | <b>.4</b>  | <b>2.1</b>                | <b>63</b>    | <b>568</b> | <b>1.1</b> | <b>3.9</b>                | <b>19</b>    | <b>248</b> | <b>.4</b>  | <b>1.2</b>               | <b>28</b>    | <b>367</b> | <b>.5</b>  | <b>2.1</b>               | <b>8</b>     | <b>163</b> | <b>.2</b>  | <b>1.4</b> |           |
| 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        |           |
| <b>WBEB-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
| SP '99                   | 39           | 515         | .7         | 3.6                       | 36           | 229        | .6         | 2.2                       | 71           | 232        | 1.3        | 4.4                      | 50           | 251        | .9         | 3.8                      | 26           | 191        | .5         | 4.6        |           |
| WI '99                   | 28           | 439         | .5         | 2.6                       | 26           | 158        | .5         | 1.6                       | 38           | 202        | .7         | 2.4                      | 44           | 268        | .8         | 3.3                      | 18           | 134        | .3         | 3.0        |           |
| FA '98                   | 30           | 483         | .5         | 2.8                       | 29           | 196        | .5         | 1.8                       | 57           | 220        | 1.0        | 3.8                      | 46           | 263        | .8         | 3.3                      | 18           | 136        | .3         | 2.9        |           |
| SU '98                   | 20           | 488         | .3         | 1.9                       | 26           | 201        | .5         | 1.7                       | 35           | 207        | .6         | 2.2                      | 18           | 207        | .3         | 1.4                      | 11           | 150        | .2         | 1.9        |           |
| <b>4-Book</b>            | <b>29</b>    | <b>481</b>  | <b>.5</b>  | <b>2.7</b>                | <b>29</b>    | <b>196</b> | <b>.5</b>  | <b>1.8</b>                | <b>50</b>    | <b>215</b> | <b>.9</b>  | <b>3.2</b>               | <b>40</b>    | <b>247</b> | <b>.7</b>  | <b>3.0</b>               | <b>18</b>    | <b>153</b> | <b>.3</b>  | <b>3.1</b> |           |
| 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        |           |
| <b>WDAS-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
| SP '99                   | 2            | 32          | .2         | .2                        | 3            | 23         | .1         | .2                        | 7            | 32         | .1         | .4                       | 1            | 18         | .1         | .1                       |              | 5          |            |            |           |
| WI '99                   | 2            | 74          | .2         | .2                        | 1            | 6          | .1         | .1                        | 3            | 21         | .1         | .2                       | 1            | 19         | .1         | .1                       |              | 6          |            |            |           |
| FA '98                   | 3            | 65          | .1         | .3                        | 9            | 56         | .2         | .6                        | 3            | 10         | .1         | .1                       | 3            | 22         | .1         | .2                       |              |            |            |            |           |
| SU '98                   | 3            | 34          | .1         | .3                        | 9            | 34         | .2         | .6                        | 4            | 17         | .1         | .3                       | 3            | 9          | .1         | .2                       |              |            |            |            |           |
| <b>4-Book</b>            | <b>3</b>     | <b>51</b>   | <b>.1</b>  | <b>.3</b>                 | <b>6</b>     | <b>30</b>  | <b>.1</b>  | <b>.4</b>                 | <b>4</b>     | <b>20</b>  | <b>.1</b>  | <b>.2</b>                | <b>2</b>     | <b>17</b>  | <b>.1</b>  | <b>.2</b>                |              | <b>3</b>   |            |            |           |
| SP '98                   | 2            | 70          | .2         | .2                        | 2            | 10         | .1         | .1                        | 2            | 10         | .1         | .1                       |              | 10         | .1         | .1                       |              |            |            |            |           |
| <b>WDAS-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
| SP '99                   | 51           | 665         | .9         | 4.7                       | 69           | 387        | 1.2        | 4.2                       | 76           | 343        | 1.3        | 4.7                      | 63           | 325        | 1.1        | 4.8                      | 43           | 292        | .8         | 7.6        |           |
| WI '99                   | 68           | 635         | 1.2        | 6.3                       | 72           | 357        | 1.3        | 4.6                       | 89           | 316        | 1.6        | 5.6                      | 78           | 339        | 1.4        | 5.8                      | 83           | 340        | 1.5        | 13.8       |           |
| FA '98                   | 70           | 757         | 1.2        | 6.5                       | 106          | 527        | 1.9        | 6.7                       | 90           | 408        | 1.6        | 6.0                      | 82           | 387        | 1.5        | 5.9                      | 48           | 367        | .8         | 7.8        |           |
| SU '98                   | 43           | 607         | .7         | 4.1                       | 58           | 357        | 1.0        | 3.8                       | 63           | 340        | 1.1        | 4.0                      | 51           | 331        | .9         | 3.9                      | 33           | 235        | .6         | 5.6        |           |
| <b>4-Book</b>            | <b>58</b>    | <b>666</b>  | <b>1.0</b> | <b>5.4</b>                | <b>76</b>    | <b>407</b> | <b>1.4</b> | <b>4.8</b>                | <b>80</b>    | <b>352</b> | <b>1.4</b> | <b>5.1</b>               | <b>69</b>    | <b>346</b> | <b>1.2</b> | <b>5.1</b>               | <b>52</b>    | <b>309</b> | <b>.9</b>  | <b>8.7</b> |           |
| 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        |           |
| <b>+WEMG-AM</b>          |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
| <b>WURD-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
| SP '99                   | 3            | 44          | .1         | .3                        | 4            | 37         | .1         | .2                        | 5            | 20         | .1         | .3                       | 1            | 7          | .1         | .1                       |              |            |            |            |           |
| WI '99                   | 6            | 37          | .1         | .6                        | 8            | 31         | .1         | .5                        | 16           | 18         | .3         | 1.0                      | 9            | 23         | .2         | .7                       |              | 6          |            |            |           |
| FA '98                   | 4            | 59          | .1         | .4                        | 4            | 18         | .1         | .3                        | 4            | 24         | .1         | .3                       | 6            | 41         | .1         | .4                       | 3            | 24         | .1         | .5         |           |
| SU '98                   | 5            | 43          | .1         | .5                        | 3            | 27         | .1         | .2                        | 13           | 43         | .2         | .8                       | 7            | 30         | .1         | .5                       | 1            | 6          |            | .2         |           |
| <b>4-Book</b>            | <b>5</b>     | <b>46</b>   | <b>.1</b>  | <b>.5</b>                 | <b>5</b>     | <b>28</b>  | <b>.1</b>  | <b>.3</b>                 | <b>10</b>    | <b>26</b>  | <b>.2</b>  | <b>.6</b>                | <b>6</b>     | <b>25</b>  | <b>.1</b>  | <b>.4</b>                | <b>1</b>     | <b>9</b>   |            | <b>.2</b>  |           |
| SP '98                   | 4            | 58          | .1         | .3                        | 5            | 40         | .1         | .3                        | 7            | 32         | .1         | .4                       | 5            | 18         | .1         | .4                       | 1            | 9          |            | .2         |           |
| <b>WFIL-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
| SP '99                   | 1            | 43          | .1         | .1                        | 4            | 26         | .1         | .2                        |              | 11         |            |                          |              |            |            |                          | 1            | 16         |            | .2         |           |
| WI '99                   | 1            | 41          | .1         | .1                        | 5            | 10         | .1         | .3                        |              | 9          |            |                          | 1            | 20         | .1         | .1                       |              | 10         |            |            |           |
| FA '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         | **        |
| SU '98                   | 2            | 70          | .2         | .2                        | 5            | 40         | .1         | .3                        | 1            | 5          | .1         | .1                       | 4            | 19         | .1         | .3                       |              | 10         |            |            |           |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  | <b>**</b> |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         | **        |
| <b>WHAT-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
| SP '99                   |              | 29          |            |                           |              | 11         |            |                           |              | 9          |            |                          |              | 9          |            |                          |              |            |            |            |           |
| WI '99                   |              | 13          |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
| FA '98                   | 1            | 10          | .1         | .1                        |              |            |            |                           |              |            |            |                          | 4            | 10         | .1         | .3                       |              |            |            |            |           |
| SU '98                   | 4            | 83          | .1         | .4                        | 7            | 29         | .1         | .5                        | 6            | 40         | .1         | .4                       | 3            | 23         | .1         | .2                       | 2            | 17         |            | .3         |           |
| <b>4-Book</b>            | <b>1</b>     | <b>34</b>   | <b>.1</b>  | <b>.1</b>                 | <b>2</b>     | <b>10</b>  | <b>.1</b>  | <b>.1</b>                 | <b>2</b>     | <b>12</b>  | <b>.1</b>  | <b>.1</b>                | <b>2</b>     | <b>11</b>  | <b>.1</b>  | <b>.1</b>                | <b>1</b>     | <b>4</b>   |            | <b>.1</b>  |           |
| SP '98                   | 6            | 25          | .1         | .5                        | 12           | 17         | .2         | .7                        | 10           | 17         | .2         | .6                       | 5            | 17         | .1         | .4                       |              |            |            |            |           |
| <b>W100-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |           |
| SP '99                   | 71           | 1364        | 1.3        | 6.6                       | 75           | 593        | 1.3        | 4.6                       | 120          | 654        | 2.1        | 7.4                      | 87           | 819        | 1.5        | 6.6                      | 44           | 489        | .8         | 7.8        |           |
| WI '99                   | 46           | 1026        | .8         | 4.3                       | 44           | 389        | .8         | 2.8                       | 72           | 558        | 1.3        | 4.5                      | 69           | 510        | 1.2        | 5.2                      | 26           | 428        | .5         | 4.3        |           |
| FA '98                   | 43           | 964         | .8         | 4.0                       | 43           | 347        | .8         | 2.7                       | 61           | 488        | 1.1        | 4.1                      | 58           | 555        | 1.0        | 4.2                      | 36           | 321        | .6         | 5.9        |           |
| SU '98                   | 53           | 1043        | .9         | 5.0                       | 59           | 407        | 1.0        | 3.9                       | 82           | 492        | 1.4        | 5.1                      | 79           | 602        | 1.4        | 6.0                      | 30           | 431        | .5         | 5.1        |           |
| <b>4-Book</b>            | <b>53</b>    | <b>1099</b> | <b>1.0</b> | <b>5.0</b>                | <b>55</b>    | <b>434</b> | <b>1.0</b> | <b>3.5</b>                | <b>84</b>    | <b>548</b> | <b>1.5</b> | <b>5.3</b>               | <b>73</b>    | <b>622</b> | <b>1.3</b> | <b>5.5</b>               | <b>34</b>    | <b>417</b> | <b>.6</b>  | <b>5.8</b> |           |
| 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        |           |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99         | 54                       | 863          | 1.0        | 5.0        | 92                        | 478          | 1.6        | 5.6        | 85                        | 365          | 1.5        | 5.3         | 70                       | 529          | 1.2        | 5.3        | 27                       | 304          | .5         | 4.8         |
| WI '99         | 66                       | 1165         | 1.2        | 6.1        | 79                        | 554          | 1.4        | 5.0        | 109                       | 571          | 1.9        | 6.8         | 101                      | 735          | 1.8        | 7.6        | 32                       | 392          | .6         | 5.3         |
| FA '98         | 58                       | 942          | 1.0        | 5.4        | 71                        | 505          | 1.3        | 4.5        | 87                        | 478          | 1.5        | 5.8         | 101                      | 656          | 1.8        | 7.2        | 24                       | 327          | .4         | 3.9         |
| SU '98         | 52                       | 879          | .9         | 4.9        | 69                        | 512          | 1.2        | 4.5        | 84                        | 447          | 1.5        | 5.3         | 91                       | 611          | 1.6        | 6.9        | 16                       | 267          | .3         | 2.7         |
| <b>4-Book</b>  | <b>58</b>                | <b>962</b>   | <b>1.0</b> | <b>5.4</b> | <b>78</b>                 | <b>512</b>   | <b>1.4</b> | <b>4.9</b> | <b>91</b>                 | <b>465</b>   | <b>1.6</b> | <b>5.8</b>  | <b>91</b>                | <b>633</b>   | <b>1.6</b> | <b>6.8</b> | <b>25</b>                | <b>323</b>   | <b>.5</b>  | <b>4.2</b>  |
| 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         |
| <b>WJZZ-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99         | 13                       | 362          | .2         | 1.2        | 17                        | 166          | .3         | 1.0        | 19                        | 153          | .3         | 1.2         | 16                       | 189          | .3         | 1.2        | 9                        | 112          | .2         | 1.6         |
| WI '99         | 19                       | 350          | .3         | 1.8        | 13                        | 111          | .2         | .8         | 29                        | 115          | .5         | 1.8         | 32                       | 160          | .6         | 2.4        | 8                        | 108          | .1         | 1.3         |
| FA '98         | 28                       | 385          | .5         | 2.6        | 33                        | 159          | .6         | 2.1        | 48                        | 180          | .8         | 3.2         | 32                       | 174          | .6         | 2.3        | 22                       | 172          | .4         | 3.6         |
| SU '98         | 18                       | 315          | .3         | 1.7        | 14                        | 131          | .2         | .9         | 26                        | 115          | .5         | 1.6         | 19                       | 149          | .3         | 1.4        | 16                       | 114          | .3         | 2.7         |
| <b>4-Book</b>  | <b>20</b>                | <b>353</b>   | <b>.3</b>  | <b>1.8</b> | <b>19</b>                 | <b>142</b>   | <b>.3</b>  | <b>1.2</b> | <b>31</b>                 | <b>141</b>   | <b>.5</b>  | <b>2.0</b>  | <b>25</b>                | <b>168</b>   | <b>.5</b>  | <b>1.8</b> | <b>14</b>                | <b>127</b>   | <b>.3</b>  | <b>2.3</b>  |
| 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         |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99         | 58                       | 818          | 1.0        | 5.4        | 65                        | 334          | 1.2        | 4.0        | 118                       | 427          | 2.1        | 7.3         | 72                       | 453          | 1.3        | 5.4        | 22                       | 179          | .4         | 3.9         |
| WI '99         | 35                       | 831          | .6         | 3.2        | 35                        | 344          | .6         | 2.2        | 67                        | 442          | 1.2        | 4.2         | 49                       | 503          | .9         | 3.7        | 17                       | 233          | .3         | 2.8         |
| FA '98         | 70                       | 940          | 1.2        | 6.5        | 80                        | 449          | 1.4        | 5.0        | 139                       | 490          | 2.5        | 9.3         | 100                      | 577          | 1.8        | 7.2        | 22                       | 253          | .4         | 3.6         |
| SU '98         | 70                       | 933          | 1.2        | 6.6        | 61                        | 379          | 1.1        | 4.0        | 140                       | 487          | 2.4        | 8.8         | 84                       | 548          | 1.5        | 6.4        | 28                       | 273          | .5         | 4.8         |
| <b>4-Book</b>  | <b>58</b>                | <b>881</b>   | <b>1.0</b> | <b>5.4</b> | <b>60</b>                 | <b>377</b>   | <b>1.1</b> | <b>3.8</b> | <b>116</b>                | <b>462</b>   | <b>2.1</b> | <b>7.4</b>  | <b>76</b>                | <b>520</b>   | <b>1.4</b> | <b>5.7</b> | <b>22</b>                | <b>235</b>   | <b>.4</b>  | <b>3.8</b>  |
| 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         |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99         | 77                       | 1436         | 1.4        | 7.1        | 114                       | 739          | 2.0        | 6.9        | 132                       | 733          | 2.3        | 8.2         | 95                       | 798          | 1.7        | 7.2        | 23                       | 364          | .4         | 4.1         |
| WI '99         | 73                       | 1324         | 1.3        | 6.7        | 94                        | 589          | 1.7        | 5.9        | 131                       | 762          | 2.3        | 8.2         | 100                      | 733          | 1.8        | 7.5        | 24                       | 380          | .4         | 4.0         |
| FA '98         | 86                       | 1285         | 1.5        | 8.0        | 81                        | 478          | 1.4        | 5.1        | 189                       | 707          | 3.3        | 12.6        | 125                      | 871          | 2.2        | 9.0        | 33                       | 375          | .6         | 5.4         |
| SU '98         | 100                      | 1610         | 1.7        | 9.4        | 103                       | 656          | 1.8        | 6.8        | 195                       | 884          | 3.4        | 12.2        | 137                      | 883          | 2.4        | 10.4       | 50                       | 619          | .9         | 8.5         |
| <b>4-Book</b>  | <b>84</b>                | <b>1414</b>  | <b>1.5</b> | <b>7.8</b> | <b>98</b>                 | <b>616</b>   | <b>1.7</b> | <b>6.2</b> | <b>162</b>                | <b>772</b>   | <b>2.8</b> | <b>10.3</b> | <b>114</b>               | <b>821</b>   | <b>2.0</b> | <b>8.5</b> | <b>33</b>                | <b>435</b>   | <b>.6</b>  | <b>5.5</b>  |
| 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         |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99         | *                        | 5            |            |            |                           | 5            |            |            |                           |              |            |             | *                        |              |            |            |                          |              |            |             |
| WI '99         | 1                        | 39           |            | .1         | 3                         | 13           | .1         | .2         | 1                         | 24           |            | .1          | 1                        | 11           |            | .1         | **                       | **           | **         | **          |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98         | 5                        | 42           | .1         | .5         | 4                         | 17           | .1         | .3         | 8                         | 17           | .1         | .5          | 3                        | 16           | .1         | .2         | **                       | **           | **         | **          |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WOGL-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99         | 25                       | 415          | .4         | 2.3        | 26                        | 149          | .5         | 1.6        | 49                        | 269          | .9         | 3.0         | 36                       | 191          | .6         | 2.7        | 8                        | 101          | .1         | 1.4         |
| WI '99         | 33                       | 470          | .6         | 3.0        | 40                        | 165          | .7         | 2.5        | 60                        | 235          | 1.1        | 3.8         | 43                       | 271          | .8         | 3.2        | 16                       | 146          | .3         | 2.7         |
| FA '98         | 26                       | 518          | .5         | 2.4        | 30                        | 237          | .5         | 1.9        | 43                        | 272          | .8         | 2.9         | 33                       | 219          | .6         | 2.4        | 16                       | 92           | .3         | 2.6         |
| SU '98         | 26                       | 607          | .5         | 2.5        | 27                        | 198          | .5         | 1.8        | 46                        | 284          | .8         | 2.9         | 43                       | 262          | .7         | 3.3        | 10                       | 127          | .2         | 1.7         |
| <b>4-Book</b>  | <b>28</b>                | <b>503</b>   | <b>.5</b>  | <b>2.6</b> | <b>31</b>                 | <b>187</b>   | <b>.6</b>  | <b>2.0</b> | <b>50</b>                 | <b>265</b>   | <b>.9</b>  | <b>3.2</b>  | <b>39</b>                | <b>236</b>   | <b>.7</b>  | <b>2.9</b> | <b>13</b>                | <b>117</b>   | <b>.2</b>  | <b>2.1</b>  |
| 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         |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99         | 2                        | 32           |            | .2         | 1                         | 21           |            | .1         | 2                         | 32           |            | .1          | 5                        | 22           | .1         | .4         |                          |              |            |             |
| WI '99         | 4                        | 61           | .1         | .4         | 6                         | 41           | .1         | .4         | 6                         | 36           | .1         | .4          | 5                        | 25           | .1         | .4         |                          |              |            |             |
| FA '98         |                          | 47           |            |            |                           | 9            |            |            | 1                         | 28           |            | .1          |                          | 9            |            |            |                          |              |            |             |
| SU '98         |                          | 49           |            |            | 2                         | 18           |            | .1         | 1                         | 30           |            | .1          |                          |              |            |            |                          |              |            |             |
| <b>4-Book</b>  | <b>2</b>                 | <b>47</b>    |            | <b>.2</b>  | <b>2</b>                  | <b>22</b>    |            | <b>.2</b>  | <b>3</b>                  | <b>32</b>    |            | <b>.2</b>   | <b>3</b>                 | <b>14</b>    | .1         | .2         |                          |              |            | <b>3</b>    |
| SP '98         |                          | 31           |            |            |                           | 10           |            |            |                           |              |            |             |                          | 11           |            |            |                          |              |            | 11          |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99         | 76                       | 1251         | 1.3        | 7.0        | 63                        | 519          | 1.1        | 3.8        | 91                        | 644          | 1.6        | 5.6         | 115                      | 834          | 2.0        | 8.7        | 63                       | 570          | 1.1        | 11.2        |
| WI '99         | 62                       | 1006         | 1.1        | 5.7        | 51                        | 404          | .9         | 3.2        | 68                        | 577          | 1.2        | 4.3         | 72                       | 570          | 1.3        | 5.4        | 66                       | 563          | 1.2        | 11.0        |
| FA '98         | 71                       | 1047         | 1.3        | 6.6        | 82                        | 454          | 1.5        | 5.2        | 58                        | 485          | 1.0        | 3.9         | 101                      | 619          | 1.8        | 7.2        | 78                       | 528          | 1.4        | 12.7        |
| SU '98         | 54                       | 859          | .9         | 5.1        | 44                        | 400          | .8         | 2.9        | 75                        | 579          | 1.3        | 4.7         | 81                       | 627          | 1.4        | 6.2        | 55                       | 514          | 1.0        | 9.3         |
| <b>4-Book</b>  | <b>66</b>                | <b>1041</b>  | <b>1.2</b> | <b>6.1</b> | <b>60</b>                 | <b>444</b>   | <b>1.1</b> | <b>3.8</b> | <b>73</b>                 | <b>571</b>   | <b>1.3</b> | <b>4.6</b>  | <b>92</b>                | <b>663</b>   | <b>1.6</b> | <b>6.9</b> | <b>66</b>                | <b>544</b>   | <b>1.2</b> | <b>11.1</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>WPHT-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 1                        | 105          |            | .1         | 1                         | 10           |            | .1         |                           |              |            |            | 4                        | 37           | .1         | .3         | 1                        | 47           |            | .2          |
| WI '99         | 7                        | 160          | .1         | .6         | 7                         | 53           | .1         | .4         | 17                        | 86           | .3         | 1.1        | 7                        | 46           | .1         | .5         | 2                        | 20           |            | .3          |
| FA '98         | 4                        | 60           | .1         | .4         | 14                        | 29           | .2         | .9         |                           |              |            |            | 8                        | 21           |            | .1         | 1                        | 21           |            | 1.3         |
| SU '98         | 6                        | 260          | .1         | .6         | 7                         | 53           | .1         | .5         | 1                         | 11           |            | .1         | 7                        | 55           | .1         | .5         | 10                       | 190          | .2         | 1.7         |
| <b>4-Book</b>  | 5                        | <b>146</b>   | .1         | .4         | 7                         | <b>36</b>    | .1         | .5         | 5                         | <b>24</b>    | .1         | .3         | 5                        | <b>35</b>    | .1         | .3         | 5                        | <b>70</b>    | .1         | .9          |
| SP '98         | 5                        | 189          | .1         | .4         | 2                         | 18           |            | .1         | 1                         | 41           |            | .1         | 3                        | 67           | .1         | .2         | 16                       | 133          | .3         | 2.4         |
| <b>WPLY-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 69                       | 1493         | 1.2        | 6.4        | 100                       | 617          | 1.8        | 6.1        | 118                       | 700          | 2.1        | 7.3        | 83                       | 897          | 1.5        | 6.3        | 36                       | 565          | .6         | 6.4         |
| WI '99         | 61                       | 1229         | 1.1        | 5.6        | 61                        | 515          | 1.1        | 3.9        | 108                       | 636          | 1.9        | 6.8        | 87                       | 749          | 1.5        | 6.5        | 25                       | 433          | .4         | 4.2         |
| FA '98         | 41                       | 1234         | .7         | 3.8        | 40                        | 446          | .7         | 2.5        | 58                        | 553          | 1.0        | 3.9        | 62                       | 736          | 1.1        | 4.4        | 20                       | 412          | .4         | 3.3         |
| SU '98         | 38                       | 1183         | .7         | 3.6        | 37                        | 381          | .6         | 2.4        | 53                        | 486          | .9         | 3.3        | 58                       | 605          | 1.0        | 4.4        | 23                       | 401          | .4         | 3.9         |
| <b>4-Book</b>  | 52                       | <b>1285</b>  | .9         | <b>4.9</b> | 60                        | <b>490</b>   | 1.1        | <b>3.7</b> | 84                        | <b>594</b>   | 1.5        | <b>5.3</b> | 73                       | <b>747</b>   | 1.3        | <b>5.4</b> | 26                       | <b>453</b>   | .5         | <b>4.5</b>  |
| 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         |
| <b>WSSJ-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         |                          |              |            |            | 1                         | 14           |            | .1         |                           |              |            |            | 1                        | 7            |            | .1         |                          |              |            |             |
| WI '99         | 1                        | 29           |            | .1         |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>4-Book</b>  | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WUSL-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 97                       | 1419         | 1.7        | 9.0        | 95                        | 665          | 1.7        | 5.8        | 107                       | 778          | 1.9        | 6.6        | 129                      | 888          | 2.3        | 9.7        | 90                       | 668          | 1.6        | 16.0        |
| WI '99         | 105                      | 1325         | 1.9        | 9.7        | 126                       | 705          | 2.2        | 8.0        | 122                       | 766          | 2.2        | 7.6        | 106                      | 775          | 1.9        | 7.9        | 90                       | 645          | 1.6        | 15.0        |
| FA '98         | 102                      | 1399         | 1.8        | 9.5        | 100                       | 703          | 1.8        | 6.3        | 93                        | 661          | 1.6        | 6.2        | 149                      | 825          | 2.6        | 10.7       | 107                      | 727          | 1.9        | 17.4        |
| SU '98         | 81                       | 1259         | 1.4        | 7.6        | 79                        | 582          | 1.4        | 5.2        | 92                        | 654          | 1.6        | 5.8        | 105                      | 813          | 1.8        | 8.0        | 76                       | 677          | 1.3        | 12.9        |
| <b>4-Book</b>  | 96                       | <b>1351</b>  | 1.7        | <b>9.0</b> | 100                       | <b>664</b>   | 1.8        | <b>6.3</b> | 104                       | <b>715</b>   | 1.8        | <b>6.6</b> | 122                      | <b>825</b>   | 2.2        | <b>9.1</b> | 91                       | <b>679</b>   | 1.6        | <b>15.3</b> |
| 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        |
| <b>+WDB-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | *                        | 20           |            |            |                           | 10           |            |            | 1                         | 10           |            | .1         | *                        | 10           |            |            |                          |              |            |             |
| WI '99         |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            | **                       | **           | **         | **          |
| FA '98         | 2                        | 20           |            | .2         |                           |              |            |            | 4                         | 10           | .1         | .3         | 1                        | 9            |            | .1         | **                       | **           | **         | **          |
| SU '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>4-Book</b>  | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WWDB-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 9                        | 242          | .2         | .8         | 3                         | 53           | .1         | .2         | 21                        | 117          | .4         | 1.3        | 9                        | 89           | .2         | .7         | 8                        | 73           | .1         | 1.4         |
| WI '99         | 12                       | 238          | .2         | 1.1        | 6                         | 62           | .1         | .4         | 33                        | 126          | .6         | 2.1        | 10                       | 58           | .2         | .7         | 6                        | 46           | .1         | 1.0         |
| FA '98         | 14                       | 268          | .2         | 1.3        | 25                        | 74           | .4         | 1.6        | 20                        | 132          | .4         | 1.3        | 13                       | 94           | .2         | .9         | 8                        | 76           | .1         | 1.3         |
| SU '98         | 18                       | 401          | .3         | 1.7        | 10                        | 88           | .2         | .7         | 24                        | 180          | .4         | 1.5        | 23                       | 177          | .4         | 1.8        | 19                       | 110          | .3         | 3.2         |
| <b>4-Book</b>  | 13                       | <b>287</b>   | .2         | <b>1.2</b> | 11                        | <b>69</b>    | .2         | <b>.7</b>  | 25                        | <b>139</b>   | .5         | <b>1.6</b> | 14                       | <b>105</b>   | .3         | <b>1.0</b> | 10                       | <b>76</b>    | .2         | <b>1.7</b>  |
| SP '98         | 10                       | 184          | .2         | .9         | 10                        | 49           | .2         | .6         | 14                        | 64           | .2         | .8         | 15                       | 70           | .3         | 1.1        | 8                        | 42           | .1         | 1.2         |
| <b>WWJZ-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| WI '99         |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| FA '98         |                          | 10           |            |            |                           |              |            |            |                           |              |            |            |                          | 10           |            |            |                          |              |            |             |
| SU '98         |                          | 9            |            |            |                           |              |            |            |                           |              |            |            | 1                        | 9            |            | .1         |                          |              |            |             |
| <b>4-Book</b>  |                          | 5            |            |            |                           |              |            |            |                           |              |            |            |                          | 5            |            |            |                          |              |            |             |
| SP '98         |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| <b>WXTU-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99         | 27                       | 370          | .5         | 2.5        | 38                        | 195          | .7         | 2.3        | 46                        | 224          | .8         | 2.9        | 29                       | 236          | .5         | 2.2        | 10                       | 111          | .2         | 1.8         |
| WI '99         | 32                       | 401          | .6         | 3.0        | 46                        | 206          | .8         | 2.9        | 55                        | 225          | 1.0        | 3.4        | 40                       | 281          | .7         | 3.0        | 14                       | 169          | .2         | 2.3         |
| FA '98         | 29                       | 481          | .5         | 2.7        | 42                        | 275          | .7         | 2.6        | 38                        | 263          | .7         | 2.5        | 45                       | 343          | .8         | 3.2        | 10                       | 205          | .2         | 1.6         |
| SU '98         | 31                       | 435          | .5         | 2.9        | 45                        | 232          | .8         | 3.0        | 50                        | 195          | .9         | 3.1        | 37                       | 284          | .6         | 2.8        | 13                       | 193          | .2         | 2.2         |
| <b>4-Book</b>  | 30                       | <b>422</b>   | .5         | <b>2.8</b> | 43                        | <b>227</b>   | .8         | <b>2.7</b> | 47                        | <b>227</b>   | .9         | <b>3.0</b> | 38                       | <b>286</b>   | .7         | <b>2.8</b> | 12                       | <b>170</b>   | .2         | <b>2.0</b>  |
| 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         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |             | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXM-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |            |
| SP '99         | 33                       | 845          | .6         | 3.0         | 40                        | 338          | .7         | 2.4         | 55                        | 285          | 1.0        | 3.4         | 41                       | 468          | .7         | 3.1         | 13                       | 253          | .2         | 2.3        |
| WI '99         | 50                       | 1066         | .9         | 4.6         | 56                        | 484          | 1.0        | 3.5         | 85                        | 412          | 1.5        | 5.3         | 66                       | 614          | 1.2        | 4.9         | 24                       | 338          | .4         | 4.0        |
| FA '98         | 26                       | 853          | .5         | 2.4         | 25                        | 337          | .4         | 1.6         | 42                        | 449          | .7         | 2.8         | 47                       | 558          | .8         | 3.4         | 13                       | 292          | .2         | 2.1        |
| SU '98         | 49                       | 1032         | .9         | 4.6         | 48                        | 463          | .8         | 3.2         | 75                        | 465          | 1.3        | 4.7         | 71                       | 617          | 1.2        | 5.4         | 34                       | 409          | .6         | 5.8        |
| <b>4-Book</b>  | <b>40</b>                | <b>949</b>   | <b>.7</b>  | <b>3.7</b>  | <b>42</b>                 | <b>406</b>   | <b>.7</b>  | <b>2.7</b>  | <b>64</b>                 | <b>403</b>   | <b>1.1</b> | <b>4.1</b>  | <b>56</b>                | <b>564</b>   | <b>1.0</b> | <b>4.2</b>  | <b>21</b>                | <b>323</b>   | <b>.4</b>  | <b>3.6</b> |
| 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        |
| <b>WYSP-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |            |
| SP '99         | 204                      | 2333         | 3.6        | 18.8        | 542                       | 1748         | 9.6        | 33.0        | 264                       | 1390         | 4.7        | 16.4        | 182                      | 1258         | 3.2        | 13.7        | 61                       | 625          | 1.1        | 10.8       |
| WI '99         | 206                      | 2335         | 3.6        | 19.0        | 558                       | 1830         | 9.9        | 35.3        | 282                       | 1325         | 5.0        | 17.6        | 199                      | 1157         | 3.5        | 14.9        | 48                       | 516          | .8         | 8.0        |
| FA '98         | 191                      | 2365         | 3.4        | 17.8        | 554                       | 1698         | 9.8        | 34.9        | 265                       | 1192         | 4.7        | 17.6        | 141                      | 943          | 2.5        | 10.1        | 41                       | 517          | .7         | 6.7        |
| SU '98         | 167                      | 2331         | 2.9        | 15.7        | 541                       | 1802         | 9.4        | 35.6        | 190                       | 1226         | 3.3        | 11.9        | 114                      | 928          | 2.0        | 8.7         | 47                       | 608          | .8         | 8.0        |
| <b>4-Book</b>  | <b>192</b>               | <b>2341</b>  | <b>3.4</b> | <b>17.8</b> | <b>549</b>                | <b>1770</b>  | <b>9.7</b> | <b>34.7</b> | <b>250</b>                | <b>1283</b>  | <b>4.4</b> | <b>15.9</b> | <b>159</b>               | <b>1072</b>  | <b>2.8</b> | <b>11.9</b> | <b>49</b>                | <b>567</b>   | <b>.9</b>  | <b>8.4</b> |
| 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        |
| <b>WYXR-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |            |
| SP '99         | 31                       | 682          | .5         | 2.9         | 37                        | 281          | .7         | 2.3         | 42                        | 300          | .7         | 2.6         | 43                       | 370          | .8         | 3.2         | 18                       | 165          | .3         | 3.2        |
| WI '99         | 28                       | 686          | .5         | 2.6         | 34                        | 234          | .6         | 2.2         | 26                        | 250          | .5         | 1.6         | 26                       | 317          | .5         | 1.9         | 30                       | 233          | .5         | 5.0        |
| FA '98         | 29                       | 704          | .5         | 2.7         | 33                        | 263          | .6         | 2.1         | 29                        | 273          | .5         | 1.9         | 34                       | 325          | .6         | 2.4         | 24                       | 287          | .4         | 3.9        |
| SU '98         | 39                       | 734          | .7         | 3.7         | 52                        | 276          | .9         | 3.4         | 70                        | 324          | 1.2        | 4.4         | 40                       | 330          | .7         | 3.0         | 12                       | 273          | .2         | 2.0        |
| <b>4-Book</b>  | <b>32</b>                | <b>702</b>   | <b>.6</b>  | <b>3.0</b>  | <b>39</b>                 | <b>264</b>   | <b>.7</b>  | <b>2.5</b>  | <b>42</b>                 | <b>287</b>   | <b>.7</b>  | <b>2.6</b>  | <b>36</b>                | <b>336</b>   | <b>.7</b>  | <b>2.6</b>  | <b>21</b>                | <b>240</b>   | <b>.4</b>  | <b>3.5</b> |
| SP '98         | 39                       | 844          | .7         | 3.4         | 26                        | 264          | .5         | 1.6         | 35                        | 241          | .6         | 2.1         | 65                       | 390          | 1.1        | 4.6         | 40                       | 319          | .7         | 6.1        |
| <b>WBYN-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |            |
| SP '99         | 2                        | 18           |            | .2          | 1                         | 9            |            | .1          | 2                         | 9            |            | .1          | 3                        | 18           | .1         | .2          |                          |              |            |            |
| WI '99         |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |            |
| FA '98         |                          | 38           |            |             |                           | 9            |            |             |                           |              |            |             |                          | 9            |            |             |                          |              |            |            |
| SU '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |            |
| SP '99         | 1                        | 71           |            | .1          |                           | 16           |            |             | 2                         | 25           |            | .1          | 2                        | 26           |            | .2          | 1                        | 37           |            | .2         |
| WI '99         | 3                        | 146          | .1         | .3          | 5                         | 54           | .1         | .3          | 8                         | 63           | .1         | .5          | 2                        | 53           | .1         | .1          | 2                        | 21           |            | .3         |
| FA '98         |                          | 50           |            |             |                           | 9            |            |             |                           |              |            |             |                          | 20           |            | .1          |                          |              |            |            |
| SU '98         | 4                        | 66           | .1         | .4          | 3                         | 34           | .1         | .2          | 8                         | 24           | .1         | .5          | 6                        | 24           | .1         | .5          | 1                        | 27           |            | .2         |
| <b>4-Book</b>  | <b>2</b>                 | <b>83</b>    | <b>.1</b>  | <b>.2</b>   | <b>2</b>                  | <b>28</b>    | <b>.1</b>  | <b>.1</b>   | <b>5</b>                  | <b>28</b>    | <b>.1</b>  | <b>.3</b>   | <b>3</b>                 | <b>31</b>    | <b>.1</b>  | <b>.2</b>   | <b>1</b>                 | <b>21</b>    |            | <b>.2</b>  |
| SP '98         | 2                        | 67           |            | .2          |                           | 10           |            |             |                           |              |            |             | 4                        | 39           | .1         | .3          | 5                        | 30           | .1         | .8         |
| <b>WKXW-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |            |
| SP '99         | 6                        | 80           | .1         | .6          | 7                         | 30           | .1         | .4          | 13                        | 31           | .2         | .8          | 12                       | 59           | .2         | .9          |                          |              |            |            |
| WI '99         | 5                        | 198          | .1         | .5          | 11                        | 92           | .2         | .7          | 8                         | 102          | .1         | .5          | 10                       | 125          | .2         | .7          | 1                        | 57           |            | .2         |
| FA '98         | 20                       | 206          | .4         | 1.9         | 17                        | 31           | .3         | 1.1         | 39                        | 126          | .7         | 2.6         | 42                       | 125          | .7         | 3.0         | 10                       | 68           | .2         | 1.6        |
| SU '98         | 7                        | 182          | .1         | .7          | 2                         | 35           |            | .1          | 19                        | 62           | .3         | 1.2         | 11                       | 98           | .2         | .8          | 1                        | 25           |            | .2         |
| <b>4-Book</b>  | <b>10</b>                | <b>167</b>   | <b>.2</b>  | <b>.9</b>   | <b>9</b>                  | <b>47</b>    | <b>.2</b>  | <b>.6</b>   | <b>20</b>                 | <b>80</b>    | <b>.3</b>  | <b>1.3</b>  | <b>19</b>                | <b>102</b>   | <b>.3</b>  | <b>1.4</b>  | <b>3</b>                 | <b>38</b>    | <b>.1</b>  | <b>.5</b>  |
| SP '98         | 7                        | 129          | .1         | .6          | 7                         | 78           | .1         | .4          | 14                        | 66           | .2         | .8          | 15                       | 67           | .3         | 1.1         |                          | 8            |            |            |
| <b>WLEV-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |            |
| SP '99         |                          | 35           |            |             |                           |              |            |             |                           |              |            |             | 2                        | 35           |            | .2          |                          |              |            |            |
| WI '99         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **         |
| SU '98         |                          | 8            |            |             |                           | 8            |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |            |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | 1                        | 39           |            | .1          |                           | 10           |            |             |                           |              |            |             | 1                        | 9            |            | .1          |                          |              |            |            |
| <b>WNJO-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |            |
| SP '99         | 3                        | 78           | .1         | .3          | 8                         | 40           | .1         | .5          | 5                         | 10           | .1         | .3          | 2                        | 30           |            | .2          |                          | 21           |            |            |
| WI '99         | 2                        | 122          |            | .2          | 2                         | 33           |            | .1          | 3                         | 61           | .1         | .2          | 2                        | 38           |            | .1          |                          | 9            |            |            |
| FA '98         | 3                        | 76           | .1         | .3          | 2                         | 28           |            |             | 2                         | 39           |            | .1          | 7                        | 28           | .1         | .5          | 3                        | 28           | .1         | .5         |
| SU '98         | 9                        | 113          | .2         | .8          | 17                        | 41           | .3         | 1.1         | 16                        | 41           | .3         | 1.0         | 8                        | 50           | .1         | .6          | 4                        | 30           | .1         | .7         |
| <b>4-Book</b>  | <b>4</b>                 | <b>97</b>    | <b>.1</b>  | <b>.4</b>   | <b>7</b>                  | <b>36</b>    | <b>.1</b>  | <b>.5</b>   | <b>7</b>                  | <b>38</b>    | <b>.1</b>  | <b>.4</b>   | <b>5</b>                 | <b>37</b>    | <b>.1</b>  | <b>.4</b>   | <b>2</b>                 | <b>22</b>    | <b>.1</b>  | <b>.3</b>  |
| SP '98         | 2                        | 59           |            | .2          | 2                         | 18           |            | .1          | 3                         | 29           | .1         | .2          |                          | 10           |            |             |                          | 8            |            |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 18-34

# Target Listener Trends

| Men 18-34                |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |             |            |
|--------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|-------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |             | Monday-Friday<br>6AM-10AM |              |             |             | Monday-Friday<br>10AM-3PM |              |             |             | Monday-Friday<br>3PM-7PM |              |             |             | Monday-Friday<br>7PM-MID |              |             |             |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  |            |
| <b>WPST-FM</b>           |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |             |            |
| SP '99                   | 19           | 742         | .3          | 1.8                       | 27           | 173         | .5          | 1.6                       | 28           | 315         | .5          | 1.7                      | 21           | 392         | .4          | 1.6                      | 8            | 160         | .1          | 1.4        |
| WI '99                   | 12           | 600         | .2          | 1.1                       | 13           | 201         | .2          | .8                        | 18           | 225         | .3          | 1.1                      | 20           | 327         | .4          | 1.5                      | 7            | 192         | .1          | 1.2        |
| FA '98                   | 21           | 600         | .4          | 2.0                       | 23           | 169         | .4          | 1.4                       | 30           | 276         | .5          | 2.0                      | 31           | 317         | .5          | 2.2                      | 9            | 164         | .2          | 1.5        |
| SU '98                   | 25           | 747         | .4          | 2.4                       | 21           | 223         | .4          | 1.4                       | 35           | 303         | .6          | 2.2                      | 31           | 432         | .5          | 2.4                      | 19           | 236         | .3          | 3.2        |
| <b>4-Book</b>            | <b>19</b>    | <b>672</b>  | <b>.3</b>   | <b>1.8</b>                | <b>21</b>    | <b>192</b>  | <b>.4</b>   | <b>1.3</b>                | <b>28</b>    | <b>280</b>  | <b>.5</b>   | <b>1.8</b>               | <b>26</b>    | <b>367</b>  | <b>.5</b>   | <b>1.9</b>               | <b>11</b>    | <b>188</b>  | <b>.2</b>   | <b>1.8</b> |
| SP '98                   | 17           | 526         | .3          | 1.5                       | 18           | 264         | .3          | 1.1                       | 27           | 275         | .5          | 1.6                      | 31           | 263         | .5          | 2.2                      | 8            | 152         | .1          | 1.2        |
| <b>TOTALS</b>            |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |             |            |
| SP '99                   | 1083         | 5439        | 19.2        |                           | 1643         | 4778        | 29.1        |                           | 1612         | 4271        | 28.5        |                          | 1326         | 4777        | 23.5        |                          | 563          | 3492        | 10.0        |            |
| WI '99                   | 1082         | 5472        | 19.2        |                           | 1580         | 4847        | 28.0        |                           | 1600         | 4311        | 28.3        |                          | 1335         | 4778        | 23.6        |                          | 601          | 3495        | 10.6        |            |
| FA '98                   | 1075         | 5404        | 19.0        |                           | 1588         | 4744        | 28.1        |                           | 1502         | 4068        | 26.6        |                          | 1394         | 4691        | 24.7        |                          | 615          | 3502        | 10.9        |            |
| SU '98                   | 1061         | 5557        | 18.4        |                           | 1518         | 4746        | 26.4        |                           | 1594         | 4348        | 27.7        |                          | 1313         | 4798        | 22.8        |                          | 589          | 3635        | 10.2        |            |
| <b>4-Book</b>            | <b>1075</b>  | <b>5468</b> | <b>19.0</b> |                           | <b>1582</b>  | <b>4779</b> | <b>27.9</b> |                           | <b>1577</b>  | <b>4250</b> | <b>27.8</b> |                          | <b>1342</b>  | <b>4761</b> | <b>23.7</b> |                          | <b>592</b>   | <b>3531</b> | <b>10.4</b> |            |
| SP '98                   | 1149         | 5519        | 20.0        |                           | 1673         | 4853        | 29.1        |                           | 1652         | 4300        | 28.7        |                          | 1398         | 4762        | 24.3        |                          | 658          | 3561        | 11.4        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Men 18-34

|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 33                       | 776          | .6         | 2.2        | 14                 | 324          | .2         | 2.2        | 29                   | 120          | .5         | 5.2        | 18                   | 75           | .3         | 1.7        | 4                   | 17           | .1         | .5         |
| 4-Book          | 35                       | 765          | .6         | 2.3        | 11                 | 328          | .2         | 1.8        | 25                   | 129          | .5         | 4.6        | 15                   | 73           | .3         | 1.4        | 7                   | 38           | .1         | .8         |
| <b>WBEB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 54                       | 351          | 1.0        | 3.5        | 22                 | 207          | .4         | 3.5        | 15                   | 66           | .3         | 2.7        | 48                   | 102          | .8         | 4.4        | 34                  | 64           | .6         | 4.5        |
| 4-Book          | 41                       | 358          | .7         | 2.7        | 18                 | 196          | .3         | 2.8        | 14                   | 57           | .3         | 2.5        | 37                   | 77           | .7         | 3.4        | 25                  | 64           | .5         | 3.1        |
| <b>WDAS-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 4                        | 32           | .1         | .3         | 1                  | 18           |            | .2         |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book          | 4                        | 39           | .1         | .3         | 3                  | 35           | .1         | .4         | 1                    | 1            |            | .1         | 1                    | 3            |            | .1         |                     |              |            |            |
| <b>WDAS-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 70                       | 497          | 1.2        | 4.6        | 24                 | 287          | .4         | 3.8        | 12                   | 50           | .2         | 2.2        | 23                   | 84           | .4         | 2.1        | 29                  | 58           | .5         | 3.9        |
| 4-Book          | 75                       | 570          | 1.3        | 5.0        | 33                 | 335          | .6         | 5.2        | 25                   | 62           | .5         | 4.6        | 39                   | 112          | .7         | 3.6        | 50                  | 113          | .9         | 6.0        |
| <b>+WEMG-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| <b>WURD-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 4                        | 37           | .1         | .3         | 3                  | 35           | .1         | .5         | 5                    | 15           | .1         | .9         | 13                   | 20           | .2         | 1.2        | 4                   | 7            | .1         | .5         |
| 4-Book          | 7                        | 41           | .1         | .5         | 2                  | 24           | .1         | .4         | 1                    | 4            |            | .2         | 8                    | 18           | .1         | .8         | 3                   | 5            | .1         | .3         |
| <b>WFIL-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 37           |            | .1         |                    | 11           |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WHAT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          |                          | 20           |            |            |                    | 9            |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book          | 2                        | 21           |            | .1         | 1                  | 15           |            | .1         |                      |              |            |            | 2                    | 3            |            | .2         |                     |              |            |            |
| <b>WIOQ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 96                       | 1168         | 1.7        | 6.3        | 45                 | 679          | .8         | 7.1        | 27                   | 116          | .5         | 4.9        | 78                   | 199          | 1.4        | 7.2        | 53                  | 203          | .9         | 7.1        |
| 4-Book          | 72                       | 924          | 1.3        | 4.8        | 34                 | 552          | .6         | 5.4        | 27                   | 98           | .5         | 4.9        | 62                   | 202          | 1.1        | 5.8        | 49                  | 176          | .9         | 6.0        |
| <b>WIP -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 83                       | 761          | 1.5        | 5.4        | 23                 | 384          | .4         | 3.6        | 44                   | 111          | .8         | 8.0        | 38                   | 121          | .7         | 3.5        | 18                  | 83           | .3         | 2.4        |
| 4-Book          | 87                       | 865          | 1.5        | 5.8        | 28                 | 429          | .5         | 4.3        | 40                   | 133          | .7         | 7.3        | 53                   | 170          | .9         | 4.9        | 25                  | 110          | .4         | 3.0        |
| <b>WJJZ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 18                       | 263          | .3         | 1.2        | 9                  | 146          | .2         | 1.4        | 3                    | 21           | .1         | .5         | 13                   | 47           | .2         | 1.2        | 16                  | 66           | .3         | 2.1        |
| 4-Book          | 25                       | 257          | .4         | 1.7        | 14                 | 164          | .3         | 2.2        | 12                   | 38           | .2         | 2.2        | 22                   | 51           | .4         | 2.0        | 24                  | 55           | .4         | 2.9        |
| <b>WMGK-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 87                       | 710          | 1.5        | 5.7        | 29                 | 327          | .5         | 4.6        | 11                   | 61           | .2         | 2.0        | 53                   | 171          | .9         | 4.9        | 49                  | 136          | .9         | 6.5        |
| 4-Book          | 87                       | 735          | 1.5        | 5.8        | 32                 | 410          | .6         | 5.1        | 31                   | 94           | .6         | 5.8        | 64                   | 194          | 1.1        | 6.0        | 59                  | 151          | 1.1        | 7.3        |
| <b>WMMR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 115                      | 1299         | 2.0        | 7.5        | 44                 | 716          | .8         | 7.0        | 57                   | 178          | 1.0        | 10.3       | 87                   | 246          | 1.5        | 8.0        | 47                  | 188          | .8         | 6.3        |
| 4-Book          | 128                      | 1246         | 2.2        | 8.5        | 42                 | 650          | .7         | 6.6        | 36                   | 139          | .7         | 6.7        | 90                   | 258          | 1.6        | 8.4        | 65                  | 198          | 1.1        | 7.8        |
| <b>WNAP-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | *                        | 5            |            |            | *                  | 5            |            |            |                      |              |            |            | 1                    | 5            |            | .1         | *                   |              |            |            |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WGL-FM</b>   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 38                       | 345          | .7         | 2.5        | 13                 | 192          | .2         | 2.1        | 8                    | 31           | .1         | 1.4        | 25                   | 50           | .4         | 2.3        | 25                  | 70           | .4         | 3.3        |
| 4-Book          | 41                       | 396          | .7         | 2.7        | 16                 | 210          | .3         | 2.5        | 12                   | 37           | .2         | 2.2        | 24                   | 62           | .4         | 2.2        | 21                  | 70           | .4         | 2.5        |
| <b>WPEN-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 3                        | 32           | .1         | .2         | 1                  | 11           |            | .2         |                      |              |            |            | 1                    | 11           |            | .1         | 6                   | 11           | .1         | .8         |
| 4-Book          | 3                        | 43           | .1         | .2         | 1                  | 21           |            | .2         |                      |              |            |            | 2                    | 7            |            | .2         | 2                   | 7            |            | .3         |
| <b>WPHI-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 90                       | 1089         | 1.6        | 5.9        | 59                 | 691          | 1.0        | 9.4        | 38                   | 117          | .7         | 6.9        | 89                   | 250          | 1.6        | 8.2        | 55                  | 190          | 1.0        | 7.3        |
| 4-Book          | 75                       | 891          | 1.3        | 5.0        | 49                 | 606          | .9         | 7.8        | 24                   | 81           | .5         | 4.4        | 77                   | 235          | 1.4        | 7.2        | 65                  | 208          | 1.2        | 8.0        |
| <b>WPHT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 37           |            | .1         | 2                  | 29           |            | .3         |                      |              |            |            |                      |              |            |            | 2                   | 10           |            | .3         |
| 4-Book          | 5                        | 71           | .1         | .4         | 3                  | 57           |            | .5         | 2                    | 7            |            | .4         | 1                    | 5            |            | .1         | 3                   | 11           |            | .4         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 18-34

# Target Listener Estimates

|          | Men 18-34                |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
|----------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|          | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|          | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPLY-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 102                      | 1286         | 1.8        | 6.6        | 32                 | 752          | .6         | 5.1        | 19                   | 112          | .3         | 3.4        | 66                   | 295          | 1.2        | 6.1        | 25                  | 151          | .4         | 3.3        |
| 4-Book   | 73                       | 1080         | 1.3        | 4.9        | 33                 | 621          | .6         | 5.2        | 20                   | 107          | .4         | 3.6        | 57                   | 236          | 1.0        | 5.3        | 34                  | 173          | .6         | 4.1        |
| WSSJ-AM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WUSL-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 110                      | 1234         | 1.9        | 7.2        | 79                 | 975          | 1.4        | 12.5       | 43                   | 156          | .8         | 7.8        | 175                  | 468          | 3.1        | 16.2       | 126                 | 316          | 2.2        | 16.8       |
| 4-Book   | 108                      | 1173         | 1.9        | 7.2        | 79                 | 813          | 1.4        | 12.5       | 51                   | 152          | .9         | 9.3        | 125                  | 355          | 2.2        | 11.6       | 111                 | 292          | 2.0        | 13.5       |
| +WVDB-AM | *                        |              |            |            | *                  |              |            |            |                      |              |            |            |                      |              |            | *          |                     |              |            |            |
| SP '99   | **                       | 20           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WVDB-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 12                       | 162          | .2         | .8         | 5                  | 115          | .1         | .8         |                      |              |            |            | 4                    | 26           | .1         | .4         | 2                   | 9            |            | .3         |
| 4-Book   | 17                       | 206          | .3         | 1.2        | 9                  | 124          | .2         | 1.5        | 8                    | 17           | .2         | 1.5        | 7                    | 27           | .1         | .7         | 1                   | 7            |            | .2         |
| WWJZ-AM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   |                          | 5            |            |            |                    | 3            |            | .1         |                      |              |            |            | 1                    | 3            |            | .1         |                     | 3            |            |            |
| 4-Book   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| WXTU-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 38                       | 334          | .7         | 2.5        | 17                 | 174          | .3         | 2.7        | 18                   | 55           | .3         | 3.3        | 26                   | 100          | .5         | 2.4        | 19                  | 46           | .3         | 2.5        |
| 4-Book   | 43                       | 358          | .8         | 2.9        | 19                 | 237          | .4         | 3.0        | 17                   | 73           | .3         | 3.2        | 31                   | 99           | .6         | 2.9        | 24                  | 90           | .4         | 2.9        |
| WXXM-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 46                       | 671          | .8         | 3.0        | 22                 | 400          | .4         | 3.5        | 25                   | 105          | .4         | 4.5        | 41                   | 130          | .7         | 3.8        | 25                  | 135          | .4         | 3.3        |
| 4-Book   | 55                       | 784          | 1.0        | 3.6        | 24                 | 461          | .4         | 3.8        | 21                   | 94           | .4         | 3.8        | 44                   | 168          | .8         | 4.1        | 29                  | 136          | .5         | 3.6        |
| WYSP-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 324                      | 2210         | 5.7        | 21.1       | 86                 | 1024         | 1.5        | 13.6       | 132                  | 318          | 2.3        | 23.9       | 137                  | 397          | 2.4        | 12.7       | 85                  | 285          | 1.5        | 11.3       |
| 4-Book   | 314                      | 2177         | 5.5        | 20.8       | 71                 | 925          | 1.3        | 11.2       | 83                   | 233          | 1.5        | 15.2       | 133                  | 389          | 2.4        | 12.4       | 76                  | 255          | 1.4        | 9.3        |
| WYXR-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 41                       | 582          | .7         | 2.7        | 23                 | 290          | .4         | 3.6        | 14                   | 78           | .2         | 2.5        | 41                   | 93           | .7         | 3.8        | 37                  | 69           | .7         | 4.9        |
| 4-Book   | 39                       | 521          | .7         | 2.6        | 25                 | 329          | .5         | 4.0        | 28                   | 90           | .5         | 5.2        | 41                   | 127          | .7         | 3.8        | 31                  | 90           | .6         | 3.9        |
| WBYN-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 2                        | 18           |            | .1         | 2                  | 18           |            | .3         |                      |              |            |            | 2                    | 9            |            | .2         | 5                   | 9            |            | .7         |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WJBR-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 2                        | 43           |            | .1         | 1                  | 9            |            |            | 1                    | 5            |            | .1         | 1                    | 9            |            | .1         | 1                   | 3            |            | .1         |
| 4-Book   | 4                        | 61           | .1         | .2         | 1                  | 25           |            | .1         | 1                    | 5            |            | .1         | 1                    | 8            |            | .1         | 1                   | 3            |            | .1         |
| WKXW-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 11                       | 80           | .2         | .7         | 2                  | 28           |            | .2         | 1                    | 2            |            | .1         | 1                    | 7            |            | .1         | 2                   | 6            |            | .2         |
| 4-Book   | 16                       | 148          | .3         | 1.1        | 2                  | 28           |            | .2         | 1                    | 2            |            | .1         | 1                    | 7            |            | .1         | 2                   | 6            |            | .2         |
| WLEV-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | **                       | 35           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| 4-Book   | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WNJD-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 5                        | 60           | .1         | .3         | 1                  | 9            |            | .2         |                      |              |            |            | 5                    | 16           | .1         | .5         | 3                   | 7            |            | .3         |
| 4-Book   | 6                        | 72           | .1         | .4         | 2                  | 36           | .1         | .4         | 1                    | 6            |            | .2         | 5                    | 16           | .1         | .5         | 3                   | 7            |            | .3         |
| WPST-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 26                       | 580          | .5         | 1.7        | 14                 | 396          | .2         | 2.2        | 8                    | 57           | .1         | 1.4        | 12                   | 76           | .2         | 1.1        | 13                  | 74           | .2         | 1.7        |
| 4-Book   | 25                       | 535          | .5         | 1.7        | 14                 | 333          | .2         | 2.3        | 8                    | 51           | .1         | 1.5        | 21                   | 104          | .4         | 1.9        | 24                  | 113          | .4         | 3.0        |
| TOTALS   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99   | 1534                     | 5316         | 27.2       |            | 631                | 4299         | 11.2       |            | 553                  | 1501         | 9.8        |            | 1082                 | 2511         | 19.2       |            | 751                 | 1835         | 13.3       |            |
| 4-Book   | 1507                     | 5396         | 26.6       |            | 630                | 4333         | 11.1       |            | 545                  | 1541         | 9.6        |            | 1074                 | 2536         | 18.9       |            | 816                 | 2017         | 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 18-34

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| KYW -AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 6                   | 28           | .1         | 1.1        | 19                 | 79           | .3         | 6.3        | 14                 | 70           | .2         | 1.9        | 16                | 40           | .3         | 2.6        | 12                | 63           | .2         | 3.2        |
| 4-Book   | 4                   | 32           | .1         | .8         | 22                 | 102          | .4         | 6.3        | 7                  | 44           | .1         | 1.0        | 6                 | 22           | .1         | .9         | 7                 | 55           | .1         | 1.9        |
| WBEB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 31                  | 73           | .5         | 5.5        | 7                  | 46           | .1         | 2.3        | 17                 | 37           | .3         | 2.3        | 14                | 83           | .2         | 2.3        | 7                 | 10           | .1         | 1.9        |
| 4-Book   | 16                  | 43           | .3         | 2.9        | 4                  | 21           | .1         | 1.4        | 18                 | 47           | .3         | 2.7        | 17                | 53           | .3         | 2.8        | 9                 | 28           | .2         | 2.4        |
| WDAS-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 1                  | 9            |            | .3         | 3                  | 9            | .1         | .4         |                   |              |            |            | 1                 | 3            |            | .1         |
| 4-Book   |                     |              |            |            | 6                  | 19           | .1         | 1.8        | 8                  | 28           | .2         | 1.2        | 3                 | 9            | .1         | .4         |                   |              |            |            |
| WDAS-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 21                  | 64           | .4         | 3.7        | 9                  | 13           | .2         | 3.0        | 38                 | 112          | .7         | 5.1        | 43                | 98           | .8         | 7.0        | 20                | 58           | .4         | 5.3        |
| 4-Book   | 31                  | 86           | .6         | 5.7        | 18                 | 32           | .3         | 5.3        | 25                 | 73           | .4         | 3.5        | 27                | 83           | .5         | 4.5        | 45                | 95           | .8         | 12.2       |
| +WEMG-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WURD-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            | 3                  | 7            | .1         | .4         |                   |              |            |            |                   |              |            |            |
| 4-Book   | 1                   | 4            |            | .2         | 1                  | 2            |            | .2         | 3                  | 8            | .1         | .4         | 1                 | 4            |            | .2         |                   |              |            |            |
| WFIL-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | 2                 | 11           |            | .3         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WHAT-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            | 1                  | 9            |            | .1         |                   |              |            |            | 1                 | 2            |            | .1         |
| 4-Book   | 1                   | 2            |            | .1         | 4                  | 7            | .1         | 1.0        | 1                  | 5            |            | .1         |                   |              |            |            |                   |              |            |            |
| WIOQ-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 62                  | 221          | 1.1        | 11.0       | 14                 | 49           | .2         | 4.7        | 51                 | 202          | .9         | 6.9        | 41                | 160          | .7         | 6.6        | 25                | 140          | .4         | 6.6        |
| 4-Book   | 41                  | 151          | .7         | 7.4        | 14                 | 55           | .2         | 4.3        | 28                 | 123          | .5         | 3.9        | 26                | 116          | .4         | 4.3        | 21                | 94           | .4         | 5.7        |
| WIP -AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 10                  | 65           | .2         | 1.8        | 24                 | 60           | .4         | 8.0        | 28                 | 94           | .5         | 3.8        | 9                 | 53           | .2         | 1.5        | 13                | 72           | .2         | 3.5        |
| 4-Book   | 9                   | 58           | .2         | 1.7        | 21                 | 68           | .4         | 6.2        | 35                 | 122          | .6         | 5.0        | 27                | 107          | .5         | 4.5        | 14                | 69           | .2         | 3.7        |
| WJJZ-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 12                  | 45           | .2         | 2.1        | 3                  | 10           | .1         | 1.0        |                    |              |            |            | 17                | 35           | .3         | 2.8        | 8                 | 45           | .1         | 2.1        |
| 4-Book   | 18                  | 58           | .3         | 3.2        | 6                  | 14           | .1         | 1.7        | 9                  | 26           | .2         | 1.3        | 13                | 35           | .2         | 2.2        | 9                 | 39           | .2         | 2.5        |
| WMGK-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 13                  | 40           | .2         | 2.3        | 10                 | 45           | .2         | 3.3        | 37                 | 115          | .7         | 5.0        | 53                | 138          | .9         | 8.6        | 10                | 29           | .2         | 2.7        |
| 4-Book   | 17                  | 62           | .3         | 3.2        | 8                  | 37           | .2         | 2.3        | 33                 | 110          | .6         | 4.7        | 33                | 96           | .6         | 5.4        | 13                | 50           | .3         | 3.4        |
| WMMR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 20                  | 142          | .4         | 3.6        | 18                 | 65           | .3         | 6.0        | 55                 | 248          | 1.0        | 7.4        | 43                | 200          | .8         | 7.0        | 23                | 141          | .4         | 6.1        |
| 4-Book   | 23                  | 117          | .4         | 4.2        | 12                 | 50           | .2         | 3.6        | 44                 | 187          | .8         | 6.3        | 42                | 161          | .8         | 7.0        | 17                | 92           | .3         | 4.4        |
| WNAP-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WGL-FM   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 4                   | 20           | .1         | .7         | 9                  | 11           | .2         | 3.0        | 11                 | 51           | .2         | 1.5        | 7                 | 39           | .1         | 1.1        | 13                | 40           | .2         | 3.5        |
| 4-Book   | 13                  | 49           | .3         | 2.4        | 16                 | 36           | .3         | 4.7        | 13                 | 51           | .2         | 1.8        | 15                | 41           | .3         | 2.6        | 10                | 29           | .2         | 2.9        |
| WPEN-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book   |                     | 3            |            | .1         | 1                  | 2            |            | .1         | 2                  | 6            |            | .3         | 1                 | 5            |            | .2         |                   |              |            |            |
| WPHI-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 79                  | 230          | 1.4        | 14.0       | 23                 | 51           | .4         | 7.6        | 74                 | 168          | 1.3        | 9.9        | 62                | 180          | 1.1        | 10.0       | 40                | 116          | .7         | 10.6       |
| 4-Book   | 70                  | 213          | 1.3        | 12.8       | 20                 | 51           | .3         | 5.9        | 49                 | 145          | .9         | 6.9        | 48                | 168          | .9         | 7.9        | 33                | 112          | .6         | 8.7        |
| WPHT-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 4                   | 10           | .1         | .7         |                    |              |            |            | 1                  | 10           |            | .1         | 4                 | 19           | .1         | .6         | 3                 | 10           | .1         | .8         |
| 4-Book   | 3                   | 10           | .1         | .5         | 4                  | 13           | .1         | 1.0        | 2                  | 15           |            | .3         | 6                 | 23           | .1         | 1.0        | 2                 | 8            | .1         | .6         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 18-34

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPLY-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 23                  | 131          | .4         | 4.1        | 10                 | 48           | .2         | 3.3        | 52                 | 235          | .9         | 7.0        | 28                | 184          | .5         | 4.5        | 24                | 138          | .4         | 6.4        |
| 4-Book   | 32                  | 147          | .6         | 5.8        | 12                 | 60           | .2         | 3.7        | 46                 | 189          | .8         | 6.6        | 31                | 146          | .5         | 5.2        | 22                | 120          | .4         | 5.7        |
| WSSJ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WUSL-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 94                  | 300          | 1.7        | 16.7       | 35                 | 165          | .6         | 11.6       | 60                 | 216          | 1.1        | 8.1        | 58                | 182          | 1.0        | 9.4        | 33                | 125          | .6         | 8.8        |
| 4-Book   | 90                  | 253          | 1.6        | 16.3       | 55                 | 158          | 1.0        | 16.2       | 77                 | 248          | 1.4        | 11.0       | 74                | 209          | 1.3        | 12.4       | 45                | 148          | .8         | 11.7       |
| +WWDB-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WWDB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 2                   | 9            |            | .4         | 5                  | 19           | .1         | 1.7        | 21                 | 71           | .4         | 2.8        | 1                 | 9            |            | .2         | 6                 | 26           | .1         | 1.6        |
| 4-Book   | 8                   | 20           | .1         | 1.4        | 8                  | 27           | .2         | 2.4        | 30                 | 74           | .6         | 4.3        | 6                 | 14           | .1         | 1.1        | 3                 | 11           | .1         | .7         |
| WWJZ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WXTU-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 9                   | 36           | .2         | 1.6        | 12                 | 44           | .2         | 4.0        | 29                 | 72           | .5         | 3.9        | 19                | 35           | .3         | 3.1        | 6                 | 28           | .1         | 1.6        |
| 4-Book   | 12                  | 41           | .2         | 2.2        | 12                 | 43           | .2         | 3.5        | 28                 | 92           | .5         | 3.9        | 18                | 52           | .3         | 3.2        | 8                 | 36           | .2         | 2.0        |
| WXXM-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 12                  | 60           | .2         | 2.1        | 5                  | 29           | .1         | 1.7        | 22                 | 91           | .4         | 3.0        | 26                | 78           | .5         | 4.2        | 19                | 105          | .3         | 5.1        |
| 4-Book   | 13                  | 67           | .2         | 2.2        | 8                  | 42           | .2         | 2.4        | 32                 | 122          | .6         | 4.6        | 28                | 112          | .5         | 4.6        | 17                | 89           | .3         | 4.4        |
| WYSP-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 69                  | 192          | 1.2        | 12.3       | 43                 | 140          | .8         | 14.3       | 105                | 331          | 1.9        | 14.1       | 64                | 205          | 1.1        | 10.4       | 48                | 183          | .8         | 12.8       |
| 4-Book   | 46                  | 163          | .8         | 8.2        | 25                 | 94           | .5         | 7.8        | 93                 | 327          | 1.7        | 13.2       | 70                | 222          | 1.2        | 11.8       | 35                | 140          | .6         | 9.3        |
| WYXR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 22                  | 52           | .4         | 3.9        | 6                  | 28           | .1         | 2.0        | 31                 | 121          | .5         | 4.2        | 17                | 62           | .3         | 2.8        | 12                | 41           | .2         | 3.2        |
| 4-Book   | 26                  | 86           | .5         | 4.8        | 13                 | 48           | .2         | 3.9        | 26                 | 93           | .4         | 3.7        | 20                | 74           | .4         | 3.4        | 15                | 46           | .3         | 3.9        |
| WBYN-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | 2                  | 9            |            | .7         | 3                  | 9            | .1         | .4         | 4                 | 9            | .1         | .6         | 1                 | 9            |            | .3         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WJBR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     | 3            |            | .1         | 1                  | 7            |            | .3         | 1                  | 2            |            | .2         |                   | 3            |            | .1         |                   |              |            |            |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WKXW-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 2                   | 7            | .1         | .4         |                    |              |            |            | 2                  | 10           | .1         | .3         | 2                 | 5            |            | .3         | 2                 | 7            | .1         | .7         |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WLEV-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WNJO-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            | 2                  | 9            |            | .3         | 9                 | 9            | .2         | 1.5        | 2                 | 9            |            | .5         |
| 4-Book   | 2                   | 7            |            | .3         | 1                  | 2            |            | .1         | 1                  | 5            |            | .1         | 3                 | 7            | .1         | .5         | 2                 | 12           |            | .6         |
| WPST-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 22                  | 97           | .4         | 3.9        | 6                  | 19           | .1         | 2.0        | 18                 | 101          | .3         | 2.4        | 24                | 105          | .4         | 3.9        | 9                 | 46           | .2         | 2.4        |
| 4-Book   | 17                  | 82           | .3         | 3.0        | 4                  | 21           | .1         | 1.3        | 15                 | 86           | .3         | 2.1        | 17                | 75           | .3         | 2.9        | 8                 | 39           | .2         | 2.0        |
| TOTALS   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 563                 | 1556         | 10.0       |            | 301                | 919          | 5.3        |            | 744                | 2011         | 13.2       |            | 618               | 1571         | 10.9       |            | 376               | 1189         | 6.7        |            |
| 4-Book   | 551                 | 1528         | 9.7        |            | 333                | 1008         | 5.9        |            | 700                | 1947         | 12.4       |            | 595               | 1567         | 10.5       |            | 375               | 1146         | 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 18-49

Target Listener Trends - Men 18-49

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 78                       | 2617         | .7         | 3.7        | 219                       | 1927         | 2.0        | 6.7        | 60                        | 785          | .5         | 2.0        | 97                       | 1338         | .9         | 3.8        | 26                       | 469          | .2         | 2.6         |
| WI '99          | 93                       | 2978         | .8         | 4.4        | 251                       | 2059         | 2.2        | 7.7        | 74                        | 1004         | .7         | 2.4        | 119                      | 1446         | 1.1        | 4.6        | 39                       | 626          | .3         | 4.0         |
| FA '98          | 71                       | 2579         | .6         | 3.3        | 182                       | 1742         | 1.6        | 5.6        | 48                        | 786          | .4         | 1.6        | 102                      | 1248         | .9         | 3.8        | 29                       | 649          | .3         | 2.7         |
| SU '98          | 88                       | 2821         | .8         | 4.1        | 210                       | 1844         | 1.9        | 6.5        | 82                        | 875          | .7         | 2.7        | 118                      | 1395         | 1.0        | 4.5        | 34                       | 568          | .3         | 3.1         |
| <b>4-Book</b>   | <b>83</b>                | <b>2749</b>  | <b>.7</b>  | <b>3.9</b> | <b>216</b>                | <b>1893</b>  | <b>1.9</b> | <b>6.6</b> | <b>66</b>                 | <b>863</b>   | <b>.6</b>  | <b>2.2</b> | <b>109</b>               | <b>1357</b>  | <b>1.0</b> | <b>4.2</b> | <b>32</b>                | <b>578</b>   | <b>.3</b>  | <b>3.1</b>  |
| 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         |
| <b>WBEB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 85                       | 1273         | .8         | 4.1        | 96                        | 606          | .9         | 2.9        | 153                       | 526          | 1.4        | 5.1        | 101                      | 560          | .9         | 3.9        | 40                       | 440          | .4         | 3.9         |
| WI '99          | 70                       | 1154         | .6         | 3.3        | 90                        | 493          | .8         | 2.8        | 100                       | 474          | .9         | 3.3        | 93                       | 630          | .8         | 3.6        | 35                       | 326          | .3         | 3.6         |
| FA '98          | 72                       | 1169         | .6         | 3.4        | 82                        | 541          | .7         | 2.5        | 129                       | 535          | 1.2        | 4.3        | 85                       | 568          | .8         | 3.2        | 41                       | 327          | .4         | 3.8         |
| SU '98          | 54                       | 1088         | .5         | 2.5        | 73                        | 550          | .6         | 2.3        | 83                        | 474          | .7         | 2.7        | 61                       | 490          | .5         | 2.3        | 31                       | 334          | .3         | 2.9         |
| <b>4-Book</b>   | <b>70</b>                | <b>1171</b>  | <b>.6</b>  | <b>3.3</b> | <b>85</b>                 | <b>548</b>   | <b>.8</b>  | <b>2.6</b> | <b>116</b>                | <b>502</b>   | <b>1.1</b> | <b>3.9</b> | <b>85</b>                | <b>562</b>   | <b>.8</b>  | <b>3.3</b> | <b>37</b>                | <b>357</b>   | <b>.4</b>  | <b>3.6</b>  |
| 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         |
| <b>WDAS-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 6                        | 121          | .1         | .3         | 12                        | 59           | .1         | .4         | 7                         | 32           | .1         | .2         | 3                        | 38           | .1         | .1         | 1                        | 17           | .1         | .1          |
| WI '99          | 5                        | 132          | .1         | .2         | 4                         | 36           | .1         | .1         | 4                         | 41           | .1         | .1         | 3                        | 40           | .1         | .1         | 1                        | 11           | .1         | .1          |
| FA '98          | 6                        | 138          | .1         | .3         | 13                        | 71           | .1         | .4         | 2                         | 43           | .1         | .1         | 3                        | 42           | .1         | .1         | 1                        | 11           | .1         | .1          |
| SU '98          | 5                        | 90           | .1         | .2         | 11                        | 59           | .1         | .3         | 5                         | 32           | .1         | .2         | 6                        | 31           | .1         | .2         | 1                        | 22           | .1         | .1          |
| <b>4-Book</b>   | <b>6</b>                 | <b>120</b>   | <b>.1</b>  | <b>.3</b>  | <b>10</b>                 | <b>56</b>    | <b>.1</b>  | <b>.3</b>  | <b>5</b>                  | <b>37</b>    | <b>.1</b>  | <b>.2</b>  | <b>4</b>                 | <b>38</b>    | <b>.1</b>  | <b>.1</b>  | <b>1</b>                 | <b>13</b>    | <b>.1</b>  | <b>.1</b>   |
| SP '98          | 10                       | 193          | .1         | .5         | 18                        | 67           | .2         | .5         | 12                        | 28           | .1         | .4         | 8                        | 45           | .1         | .3         | 1                        | 19           | .1         | .1          |
| <b>WDAS-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 122                      | 1327         | 1.1        | 5.8        | 176                       | 859          | 1.6        | 5.4        | 152                       | 704          | 1.4        | 5.0        | 143                      | 757          | 1.3        | 5.5        | 101                      | 561          | .9         | 10.0        |
| WI '99          | 137                      | 1230         | 1.2        | 6.5        | 162                       | 682          | 1.4        | 5.0        | 189                       | 668          | 1.7        | 6.2        | 155                      | 709          | 1.4        | 6.0        | 129                      | 565          | 1.2        | 13.1        |
| FA '98          | 136                      | 1392         | 1.2        | 6.4        | 213                       | 938          | 1.9        | 6.5        | 158                       | 714          | 1.4        | 5.3        | 148                      | 753          | 1.3        | 5.5        | 88                       | 607          | .8         | 8.2         |
| SU '98          | 140                      | 1346         | 1.2        | 6.5        | 208                       | 791          | 1.8        | 6.4        | 178                       | 719          | 1.6        | 5.8        | 158                      | 723          | 1.4        | 6.0        | 101                      | 570          | .9         | 9.3         |
| <b>4-Book</b>   | <b>134</b>               | <b>1324</b>  | <b>1.2</b> | <b>6.3</b> | <b>190</b>                | <b>818</b>   | <b>1.7</b> | <b>5.8</b> | <b>169</b>                | <b>701</b>   | <b>1.5</b> | <b>5.6</b> | <b>151</b>               | <b>736</b>   | <b>1.4</b> | <b>5.8</b> | <b>105</b>               | <b>576</b>   | <b>1.0</b> | <b>10.2</b> |
| 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        |
| <b>+WEMG-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 10                       | 97           | .1         | .5         | 12                        | 89           | .1         | .4         | 10                        | 35           | .1         | .3         | 10                       | 34           | .1         | .4         | 6                        | 31           | .1         | .6          |
| WI '99          | 7                        | 57           | .1         | .3         | 8                         | 31           | .1         | .2         | 16                        | 18           | .1         | .5         | 9                        | 33           | .1         | .4         | 6                        | 6            | .1         | .1          |
| FA '98          | 7                        | 102          | .1         | .3         | 6                         | 53           | .1         | .2         | 4                         | 24           | .1         | .1         | 7                        | 54           | .1         | .3         | 7                        | 31           | .1         | .7          |
| SU '98          | 7                        | 74           | .1         | .3         | 5                         | 57           | .1         | .2         | 17                        | 74           | .2         | .6         | 9                        | 41           | .1         | .3         | 1                        | 16           | .1         | .1          |
| <b>4-Book</b>   | <b>8</b>                 | <b>83</b>    | <b>.1</b>  | <b>.4</b>  | <b>8</b>                  | <b>58</b>    | <b>.1</b>  | <b>.3</b>  | <b>12</b>                 | <b>38</b>    | <b>.1</b>  | <b>.4</b>  | <b>9</b>                 | <b>41</b>    | <b>.1</b>  | <b>.4</b>  | <b>4</b>                 | <b>21</b>    | <b>.1</b>  | <b>.4</b>   |
| SP '98          | 14                       | 139          | .1         | .6         | 16                        | 86           | .1         | .5         | 24                        | 86           | .2         | .8         | 17                       | 64           | .2         | .6         | 1                        | 24           | .1         | .1          |
| <b>WFIL-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 3                        | 114          | .1         | .1         | 10                        | 73           | .1         | .3         | 1                         | 28           | .1         | .1         | 2                        | 42           | .1         | .1         | 2                        | 55           | .1         | .2          |
| WI '99          | 6                        | 132          | .1         | .3         | 15                        | 86           | .1         | .5         | 3                         | 41           | .1         | .1         | 6                        | 61           | .1         | .2         | 6                        | 42           | .1         | .6          |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98          | 9                        | 182          | .1         | .4         | 24                        | 110          | .2         | .7         | 1                         | 26           | .1         | .1         | 15                       | 80           | .1         | .6         | 4                        | 26           | .1         | .4          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 5                        | 73           | .1         | .2         | 5                         | 27           | .1         | .2         | 4                         | 33           | .1         | .1         | 8                        | 45           | .1         | .3         | 3                        | 20           | .1         | .3          |
| WI '99          | 8                        | 104          | .1         | .4         | 6                         | 34           | .1         | .2         | 9                         | 61           | .1         | .3         | 9                        | 49           | .1         | .4         | 3                        | 12           | .1         | .3          |
| FA '98          | 3                        | 56           | .1         | .1         | 1                         | 19           | .1         | .1         | 3                         | 7            | .1         | .1         | 12                       | 37           | .1         | .4         | 1                        | 10           | .1         | .1          |
| SU '98          | 12                       | 177          | .1         | .6         | 24                        | 85           | .2         | .7         | 24                        | 111          | .2         | .8         | 6                        | 31           | .1         | .2         | 4                        | 46           | .1         | .4          |
| <b>4-Book</b>   | <b>7</b>                 | <b>103</b>   | <b>.1</b>  | <b>.3</b>  | <b>9</b>                  | <b>41</b>    | <b>.1</b>  | <b>.3</b>  | <b>10</b>                 | <b>53</b>    | <b>.1</b>  | <b>.3</b>  | <b>9</b>                 | <b>41</b>    | <b>.1</b>  | <b>.3</b>  | <b>3</b>                 | <b>22</b>    | <b>.1</b>  | <b>.3</b>   |
| SP '98          | 16                       | 120          | .1         | .7         | 22                        | 66           | .2         | .7         | 28                        | 77           | .2         | .9         | 18                       | 55           | .2         | .7         | 4                        | 31           | .1         | .4          |
| <b>W100-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 96                       | 1965         | .9         | 4.6        | 108                       | 841          | 1.0        | 3.3        | 155                       | 876          | 1.4        | 5.1        | 117                      | 1148         | 1.0        | 4.5        | 55                       | 659          | .5         | 5.4         |
| WI '99          | 68                       | 1597         | .6         | 3.2        | 71                        | 616          | .6         | 2.2        | 109                       | 788          | 1.0        | 3.6        | 98                       | 741          | .9         | 3.8        | 30                       | 534          | .3         | 3.1         |
| FA '98          | 81                       | 1489         | .7         | 3.8        | 96                        | 563          | .9         | 2.9        | 137                       | 707          | 1.2        | 4.6        | 107                      | 814          | 1.0        | 4.0        | 47                       | 437          | .4         | 4.4         |
| SU '98          | 70                       | 1544         | .6         | 3.3        | 77                        | 556          | .7         | 2.4        | 102                       | 609          | .9         | 3.3        | 101                      | 881          | .9         | 3.8        | 43                       | 636          | .4         | 4.0         |
| <b>4-Book</b>   | <b>79</b>                | <b>1649</b>  | <b>.7</b>  | <b>3.7</b> | <b>88</b>                 | <b>644</b>   | <b>.8</b>  | <b>2.7</b> | <b>126</b>                | <b>745</b>   | <b>1.1</b> | <b>4.2</b> | <b>106</b>               | <b>896</b>   | <b>1.0</b> | <b>4.0</b> | <b>44</b>                | <b>567</b>   | <b>.4</b>  | <b>4.2</b>  |
| 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         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 120                      | 1953         | 1.1        | 5.7        | 214                       | 1114         | 1.9        | 6.6        | 176                       | 887          | 1.6        | 5.8        | 170                      | 1288         | 1.5        | 6.6        | 58                       | 604          | .5         | 5.7        |
| WI '99         | 158                      | 2530         | 1.4        | 7.5        | 231                       | 1310         | 2.1        | 7.1        | 221                       | 1224         | 2.0        | 7.2        | 242                      | 1617         | 2.2        | 9.4        | 76                       | 903          | .7         | 7.7        |
| FA '98         | 122                      | 2122         | 1.1        | 5.7        | 187                       | 1164         | 1.7        | 5.7        | 180                       | 991          | 1.6        | 6.0        | 195                      | 1404         | 1.7        | 7.3        | 52                       | 784          | .5         | 4.9        |
| SU '98         | 103                      | 1623         | .9         | 4.8        | 173                       | 948          | 1.5        | 5.3        | 155                       | 862          | 1.4        | 5.0        | 160                      | 1107         | 1.4        | 6.1        | 36                       | 477          | .3         | 3.3        |
| <b>4-Book</b>  | <b>126</b>               | <b>2057</b>  | <b>1.1</b> | <b>5.9</b> | <b>201</b>                | <b>1134</b>  | <b>1.8</b> | <b>6.2</b> | <b>183</b>                | <b>991</b>   | <b>1.7</b> | <b>6.0</b> | <b>192</b>               | <b>1354</b>  | <b>1.7</b> | <b>7.4</b> | <b>56</b>                | <b>692</b>   | <b>.5</b>  | <b>5.4</b> |
| 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        |
| <b>WJZ-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 84                       | 1272         | .8         | 4.0        | 96                        | 557          | .9         | 2.9        | 116                       | 610          | 1.0        | 3.8        | 102                      | 749          | .9         | 4.0        | 54                       | 458          | .5         | 5.3        |
| WI '99         | 70                       | 1058         | .6         | 3.3        | 61                        | 445          | .5         | 1.9        | 98                        | 460          | .9         | 3.2        | 103                      | 531          | .9         | 4.0        | 42                       | 348          | .4         | 4.3        |
| FA '98         | 91                       | 1241         | .8         | 4.3        | 96                        | 590          | .9         | 2.9        | 156                       | 609          | 1.4        | 5.2        | 128                      | 692          | 1.1        | 4.8        | 51                       | 466          | .5         | 4.8        |
| SU '98         | 83                       | 1226         | .7         | 3.9        | 75                        | 544          | .7         | 2.3        | 131                       | 548          | 1.2        | 4.3        | 107                      | 740          | .9         | 4.0        | 57                       | 411          | .5         | 5.2        |
| <b>4-Book</b>  | <b>82</b>                | <b>1199</b>  | <b>.7</b>  | <b>3.9</b> | <b>82</b>                 | <b>534</b>   | <b>.8</b>  | <b>2.5</b> | <b>125</b>                | <b>557</b>   | <b>1.1</b> | <b>4.1</b> | <b>110</b>               | <b>678</b>   | <b>1.0</b> | <b>4.2</b> | <b>51</b>                | <b>421</b>   | <b>.5</b>  | <b>4.9</b> |
| SP '98         | 90                       | 1318         | .8         | 4.1        | 92                        | 578          | .8         | 2.8        | 132                       | 562          | 1.2        | 4.2        | 108                      | 708          | 1.0        | 4.1        | 56                       | 552          | .5         | 5.2        |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 134                      | 1906         | 1.2        | 6.4        | 156                       | 862          | 1.4        | 4.8        | 256                       | 990          | 2.3        | 8.5        | 164                      | 1029         | 1.5        | 6.4        | 43                       | 502          | .4         | 4.2        |
| WI '99         | 121                      | 1949         | 1.1        | 5.8        | 134                       | 890          | 1.2        | 4.1        | 233                       | 1083         | 2.1        | 7.6        | 157                      | 1262         | 1.4        | 6.1        | 39                       | 587          | .3         | 4.0        |
| FA '98         | 151                      | 2209         | 1.4        | 7.1        | 188                       | 1018         | 1.7        | 5.7        | 274                       | 1118         | 2.5        | 9.1        | 206                      | 1349         | 1.8        | 7.7        | 55                       | 610          | .5         | 5.2        |
| SU '98         | 147                      | 2097         | 1.3        | 6.9        | 149                       | 960          | 1.3        | 4.6        | 275                       | 1076         | 2.4        | 8.9        | 183                      | 1314         | 1.6        | 6.9        | 65                       | 596          | .6         | 6.0        |
| <b>4-Book</b>  | <b>138</b>               | <b>2040</b>  | <b>1.3</b> | <b>6.6</b> | <b>157</b>                | <b>933</b>   | <b>1.4</b> | <b>4.8</b> | <b>260</b>                | <b>1067</b>  | <b>2.3</b> | <b>8.5</b> | <b>178</b>               | <b>1239</b>  | <b>1.6</b> | <b>6.8</b> | <b>51</b>                | <b>574</b>   | <b>.5</b>  | <b>4.9</b> |
| SP '98         | 149                      | 2132         | 1.3        | 6.8        | 171                       | 1011         | 1.5        | 5.1        | 281                       | 1078         | 2.5        | 8.9        | 184                      | 1296         | 1.6        | 6.9        | 50                       | 671          | .4         | 4.6        |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 154                      | 2448         | 1.4        | 7.4        | 226                       | 1303         | 2.0        | 6.9        | 283                       | 1265         | 2.5        | 9.4        | 181                      | 1425         | 1.6        | 7.0        | 49                       | 582          | .4         | 4.8        |
| WI '99         | 146                      | 2283         | 1.3        | 7.0        | 202                       | 1080         | 1.8        | 6.2        | 251                       | 1265         | 2.2        | 8.2        | 189                      | 1294         | 1.7        | 7.4        | 48                       | 610          | .4         | 4.9        |
| FA '98         | 143                      | 2392         | 1.3        | 6.7        | 166                       | 1031         | 1.5        | 5.1        | 293                       | 1208         | 2.6        | 9.8        | 189                      | 1512         | 1.7        | 7.1        | 48                       | 656          | .4         | 4.5        |
| SU '98         | 170                      | 2732         | 1.5        | 7.9        | 206                       | 1238         | 1.8        | 6.4        | 309                       | 1347         | 2.7        | 10.0       | 230                      | 1616         | 2.0        | 8.7        | 71                       | 920          | .6         | 6.5        |
| <b>4-Book</b>  | <b>153</b>               | <b>2464</b>  | <b>1.4</b> | <b>7.3</b> | <b>200</b>                | <b>1163</b>  | <b>1.8</b> | <b>6.2</b> | <b>284</b>                | <b>1271</b>  | <b>2.5</b> | <b>9.4</b> | <b>197</b>               | <b>1462</b>  | <b>1.8</b> | <b>7.6</b> | <b>54</b>                | <b>692</b>   | <b>.5</b>  | <b>5.2</b> |
| SP '98         | 155                      | 2423         | 1.4        | 7.0        | 236                       | 1064         | 2.1        | 7.1        | 255                       | 1263         | 2.3        | 8.0        | 179                      | 1423         | 1.6        | 6.7        | 55                       | 614          | .5         | 5.1        |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | *                        | 24           |            |            |                           | 5            |            |            |                           |              |            |            | *                        |              |            |            |                          |              |            |            |
| WI '99         | 3                        | 57           |            | .1         | 5                         | 26           |            | .2         | 3                         | 31           |            | .1         | 2                        | 18           |            | .1         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 6                        | 64           | .1         | .3         | 5                         | 26           |            | .2         | 9                         | 26           | .1         | .3         | 4                        | 22           |            | .2         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WOGL-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 68                       | 1323         | .6         | 3.2        | 80                        | 547          | .7         | 2.5        | 116                       | 637          | 1.0        | 3.8        | 94                       | 652          | .8         | 3.6        | 24                       | 343          | .2         | 2.4        |
| WI '99         | 76                       | 1292         | .7         | 3.6        | 104                       | 539          | .9         | 3.2        | 123                       | 527          | 1.1        | 4.0        | 101                      | 668          | .9         | 3.9        | 30                       | 346          | .3         | 3.1        |
| FA '98         | 99                       | 1497         | .9         | 4.6        | 116                       | 660          | 1.0        | 3.5        | 171                       | 710          | 1.5        | 5.7        | 101                      | 703          | .9         | 3.8        | 46                       | 405          | .4         | 4.3        |
| SU '98         | 94                       | 1703         | .8         | 4.4        | 130                       | 740          | 1.2        | 4.0        | 145                       | 729          | 1.3        | 4.7        | 124                      | 900          | 1.1        | 4.7        | 37                       | 438          | .3         | 3.4        |
| <b>4-Book</b>  | <b>84</b>                | <b>1454</b>  | <b>.8</b>  | <b>4.0</b> | <b>108</b>                | <b>622</b>   | <b>1.0</b> | <b>3.3</b> | <b>139</b>                | <b>651</b>   | <b>1.2</b> | <b>4.6</b> | <b>105</b>               | <b>731</b>   | <b>.9</b>  | <b>4.0</b> | <b>34</b>                | <b>383</b>   | <b>.3</b>  | <b>3.3</b> |
| SP '98         | 112                      | 1669         | 1.0        | 5.1        | 123                       | 792          | 1.1        | 3.7        | 196                       | 763          | 1.7        | 6.2        | 150                      | 967          | 1.3        | 5.6        | 42                       | 553          | .4         | 3.9        |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 5                        | 137          |            | .2         | 3                         | 45           |            | .1         | 8                         | 87           | .1         | .3         | 10                       | 59           | .1         | .4         | 1                        | 26           |            | .1         |
| WI '99         | 10                       | 203          | .1         | .5         | 20                        | 131          | .2         | .6         | 14                        | 86           | .1         | .5         | 12                       | 62           | .1         | .5         | 2                        | 20           |            | .2         |
| FA '98         | 8                        | 117          | .1         | .4         | 14                        | 46           | .1         | .4         | 16                        | 72           | .1         | .5         | 5                        | 36           |            | .2         | 3                        | 8            |            | .3         |
| SU '98         | 3                        | 114          |            | .1         | 2                         | 28           |            | .1         | 1                         | 49           |            | .1         | 6                        | 26           | .1         | .2         | 1                        | 18           |            | .1         |
| <b>4-Book</b>  | <b>7</b>                 | <b>143</b>   | <b>.1</b>  | <b>.3</b>  | <b>10</b>                 | <b>63</b>    | <b>.1</b>  | <b>.3</b>  | <b>10</b>                 | <b>74</b>    | <b>.1</b>  | <b>.3</b>  | <b>8</b>                 | <b>46</b>    | <b>.1</b>  | <b>.3</b>  | <b>2</b>                 | <b>18</b>    |            | .2         |
| SP '98         | 3                        | 105          |            | .1         | 4                         | 46           |            | .1         | 4                         | 28           |            | .1         | 3                        | 38           |            | .1         |                          | 11           |            |            |
| <b>WPJ1-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 84                       | 1501         | .8         | 4.0        | 70                        | 589          | .6         | 2.1        | 102                       | 738          | .9         | 3.4        | 130                      | 969          | 1.2        | 5.0        | 66                       | 609          | .6         | 6.5        |
| WI '99         | 72                       | 1191         | .6         | 3.4        | 64                        | 474          | .6         | 2.0        | 82                        | 660          | .7         | 2.7        | 87                       | 668          | .8         | 3.4        | 72                       | 639          | .6         | 7.3        |
| FA '98         | 83                       | 1335         | .7         | 3.9        | 95                        | 586          | .8         | 2.9        | 70                        | 582          | .6         | 2.3        | 119                      | 818          | 1.1        | 4.4        | 88                       | 623          | .8         | 8.2        |
| SU '98         | 66                       | 1020         | .6         | 3.1        | 53                        | 464          | .5         | 1.6        | 89                        | 660          | .8         | 2.9        | 98                       | 732          | .9         | 3.7        | 63                       | 574          | .6         | 5.8        |
| <b>4-Book</b>  | <b>76</b>                | <b>1262</b>  | <b>.7</b>  | <b>3.6</b> | <b>71</b>                 | <b>528</b>   | <b>.6</b>  | <b>2.2</b> | <b>86</b>                 | <b>660</b>   | <b>.8</b>  | <b>2.8</b> | <b>109</b>               | <b>797</b>   | <b>1.0</b> | <b>4.1</b> | <b>72</b>                | <b>611</b>   | <b>.7</b>  | <b>7.0</b> |
| SP '98         | 71                       | 1114         | .6         | 3.2        | 66                        | 496          | .6         | 2.0        | 77                        | 637          | .7         | 2.4        | 101                      | 758          | .9         | 3.8        | 80                       | 521          | .7         | 7.4        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 18-49

Target Listener Trends - Men 18-49

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>WPHT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 11                       | 457          | .1         | .5         | 16                        | 107          | .1         | .5         | 2                         | 58           | .1         | .1         | 21                       | 170          | .2         | .8         | 13                       | 181          | .1         | 1.3         |
| WI '99          | 23                       | 488          | .2         | 1.1        | 40                        | 173          | .4         | 1.2        | 39                        | 229          | .3         | 1.3        | 31                       | 193          | .3         | 1.2        | 6                        | 64           | .1         | .6          |
| FA '98          | 13                       | 304          | .1         | .6         | 26                        | 127          | .2         | .8         | 13                        | 80           | .1         | .4         | 13                       | 71           | .1         | .5         | 9                        | 49           | .1         | .8          |
| SU '98          | 24                       | 650          | .2         | 1.1        | 34                        | 162          | .3         | 1.1        | 16                        | 125          | .1         | .5         | 32                       | 223          | .3         | 1.2        | 22                       | 355          | .2         | 2.0         |
| <b>4-Book</b>   | <b>18</b>                | <b>475</b>   | <b>.2</b>  | <b>.8</b>  | <b>29</b>                 | <b>142</b>   | <b>.3</b>  | <b>.9</b>  | <b>18</b>                 | <b>123</b>   | <b>.1</b>  | <b>.6</b>  | <b>24</b>                | <b>164</b>   | <b>.2</b>  | <b>.9</b>  | <b>13</b>                | <b>162</b>   | <b>.1</b>  | <b>1.2</b>  |
| SP '98          | 21                       | 657          | .2         | 1.0        | 26                        | 142          | .2         | .8         | 18                        | 196          | .2         | .6         | 16                       | 236          | .1         | .6         | 35                       | 353          | .3         | 3.2         |
| <b>WPLY-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 82                       | 1887         | .7         | 3.9        | 110                       | 743          | 1.0        | 3.4        | 132                       | 848          | 1.2        | 4.4        | 106                      | 1159         | .9         | 4.1        | 44                       | 654          | .4         | 4.3         |
| WI '99          | 75                       | 1494         | .7         | 3.6        | 82                        | 628          | .7         | 2.5        | 128                       | 722          | 1.1        | 4.2        | 106                      | 902          | .9         | 4.1        | 28                       | 492          | .3         | 2.8         |
| FA '98          | 53                       | 1636         | .5         | 2.5        | 55                        | 649          | .5         | 1.7        | 70                        | 668          | .6         | 2.3        | 81                       | 916          | .7         | 3.0        | 27                       | 509          | .2         | 2.5         |
| SU '98          | 65                       | 1641         | .6         | 3.0        | 70                        | 601          | .6         | 2.2        | 92                        | 681          | .8         | 3.0        | 100                      | 867          | .9         | 3.8        | 33                       | 506          | .3         | 3.0         |
| <b>4-Book</b>   | <b>69</b>                | <b>1665</b>  | <b>.6</b>  | <b>3.3</b> | <b>79</b>                 | <b>655</b>   | <b>.7</b>  | <b>2.5</b> | <b>106</b>                | <b>730</b>   | <b>.9</b>  | <b>3.5</b> | <b>98</b>                | <b>961</b>   | <b>.9</b>  | <b>3.8</b> | <b>33</b>                | <b>540</b>   | <b>.3</b>  | <b>3.2</b>  |
| SP '98          | 61                       | 1684         | .5         | 2.8        | 78                        | 712          | .7         | 2.3        | 96                        | 774          | .9         | 3.0        | 90                       | 863          | .8         | 3.4        | 28                       | 514          | .2         | 2.6         |
| <b>WSSJ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 13                       | 39           | .1         | .6         | 10                        | 19           | .1         | .3         | 13                        | 31           | .1         | .4         | 15                       | 27           | .1         | .6         | 10                       | 24           | .1         | 1.0         |
| WI '99          | 3                        | 63           | .1         | .1         | 3                         | 24           | .1         | .1         | 3                         | 17           | .1         | .1         | 3                        | 17           | .1         | .1         | 1                        | 10           | .1         | .1          |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WUSL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 117                      | 1760         | 1.0        | 5.6        | 111                       | 773          | 1.0        | 3.4        | 135                       | 958          | 1.2        | 4.5        | 157                      | 1080         | 1.4        | 6.1        | 103                      | 779          | .9         | 10.2        |
| WI '99          | 123                      | 1673         | 1.1        | 5.9        | 138                       | 818          | 1.2        | 4.2        | 135                       | 907          | 1.2        | 4.4        | 129                      | 922          | 1.2        | 5.0        | 112                      | 750          | 1.0        | 11.4        |
| FA '98          | 130                      | 1848         | 1.2        | 6.1        | 127                       | 885          | 1.1        | 3.9        | 126                       | 840          | 1.1        | 4.2        | 187                      | 1044         | 1.7        | 7.0        | 132                      | 898          | 1.2        | 12.4        |
| SU '98          | 96                       | 1609         | .9         | 4.5        | 93                        | 664          | .8         | 2.9        | 115                       | 825          | 1.0        | 3.7        | 123                      | 970          | 1.1        | 4.7        | 85                       | 791          | .8         | 7.8         |
| <b>4-Book</b>   | <b>117</b>               | <b>1723</b>  | <b>1.1</b> | <b>5.5</b> | <b>117</b>                | <b>785</b>   | <b>1.0</b> | <b>3.6</b> | <b>128</b>                | <b>883</b>   | <b>1.1</b> | <b>4.2</b> | <b>149</b>               | <b>1004</b>  | <b>1.4</b> | <b>5.7</b> | <b>108</b>               | <b>805</b>   | <b>1.0</b> | <b>10.5</b> |
| SP '98          | 109                      | 1636         | 1.0        | 5.0        | 129                       | 800          | 1.1        | 3.9        | 124                       | 776          | 1.1        | 3.9        | 126                      | 940          | 1.1        | 4.7        | 91                       | 610          | .8         | 8.4         |
| <b>+WWDB-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | *                        | 4            | 66         | .2         | 7                         | 36           | .1         | .2         | 7                         | 46           | .1         | .2         | *                        | 2            | 29         | .1         | **                       | **           | **         | **          |
| WI '99          | 4                        | 67           | .2         | .2         | 2                         | 14           | .1         | .1         | 9                         | 59           | .1         | .3         | 2                        | 26           | .1         | .1         | **                       | **           | **         | **          |
| FA '98          | 5                        | 56           | .2         | .2         |                           |              |            |            | 10                        | 37           | .1         | .3         | 1                        | 9            | .1         | .1         | **                       | **           | **         | **          |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WWDB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 34                       | 700          | .3         | 1.6        | 35                        | 203          | .3         | 1.1        | 56                        | 306          | .5         | 1.9        | 36                       | 297          | .3         | 1.4        | 23                       | 175          | .2         | 2.3         |
| WI '99          | 50                       | 886          | .4         | 2.4        | 46                        | 274          | .4         | 1.4        | 110                       | 500          | 1.0        | 3.6        | 49                       | 325          | .4         | 1.9        | 23                       | 203          | .2         | 2.3         |
| FA '98          | 56                       | 912          | .5         | 2.6        | 73                        | 349          | .7         | 2.2        | 100                       | 456          | .9         | 3.3        | 60                       | 384          | .5         | 2.2        | 29                       | 244          | .3         | 2.7         |
| SU '98          | 52                       | 1054         | .5         | 2.4        | 39                        | 331          | .3         | 1.2        | 90                        | 483          | .8         | 2.9        | 75                       | 478          | .7         | 2.8        | 25                       | 187          | .2         | 2.3         |
| <b>4-Book</b>   | <b>48</b>                | <b>888</b>   | <b>.4</b>  | <b>2.3</b> | <b>48</b>                 | <b>289</b>   | <b>.4</b>  | <b>1.5</b> | <b>89</b>                 | <b>436</b>   | <b>.8</b>  | <b>2.9</b> | <b>55</b>                | <b>371</b>   | <b>.5</b>  | <b>2.1</b> | <b>25</b>                | <b>202</b>   | <b>.2</b>  | <b>2.4</b>  |
| SP '98          | 47                       | 816          | .4         | 2.1        | 43                        | 257          | .4         | 1.3        | 81                        | 383          | .7         | 2.6        | 56                       | 350          | .5         | 2.1        | 33                       | 215          | .3         | 3.1         |
| <b>WWJZ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          |                          | 10           |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            | 1                        | 10           |            | .1          |
| WI '99          |                          | 8            |            |            | 1                         | 8            |            |            |                           |              |            |            |                          | 8            |            |            |                          |              |            |             |
| FA '98          |                          | 10           |            |            |                           |              |            |            |                           |              |            |            |                          | 10           |            |            |                          |              |            |             |
| SU '98          | 3                        | 43           | .1         | .1         | 7                         | 8            | .1         | .2         | 2                         | 8            | .1         | .1         | 2                        | 17           | .1         | .1         | 3                        | 27           | .1         | .3          |
| <b>4-Book</b>   | <b>1</b>                 | <b>18</b>    |            |            | <b>2</b>                  | <b>4</b>     |            |            | <b>1</b>                  | <b>2</b>     |            |            | <b>1</b>                 | <b>9</b>     |            |            | <b>1</b>                 | <b>9</b>     |            | <b>.1</b>   |
| SP '98          | 1                        | 37           |            |            | 2                         | 10           |            | .1         | 1                         | 28           |            |            |                          |              |            |            |                          |              |            |             |
| <b>WXTU-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 66                       | 952          | .6         | 3.2        | 101                       | 580          | .9         | 3.1        | 93                        | 447          | .8         | 3.1        | 92                       | 661          | .8         | 3.6        | 24                       | 298          | .2         | 2.4         |
| WI '99          | 64                       | 822          | .6         | 3.1        | 86                        | 441          | .8         | 2.6        | 102                       | 426          | .9         | 3.3        | 84                       | 508          | .8         | 3.3        | 23                       | 280          | .2         | 2.3         |
| FA '98          | 65                       | 991          | .6         | 3.1        | 100                       | 555          | .9         | 3.1        | 98                        | 514          | .9         | 3.3        | 82                       | 661          | .7         | 3.1        | 27                       | 389          | .2         | 2.5         |
| SU '98          | 88                       | 1029         | .8         | 4.1        | 130                       | 637          | 1.2        | 4.0        | 128                       | 538          | 1.1        | 4.2        | 105                      | 693          | .9         | 4.0        | 26                       | 443          | .2         | 2.4         |
| <b>4-Book</b>   | <b>71</b>                | <b>949</b>   | <b>.7</b>  | <b>3.4</b> | <b>104</b>                | <b>553</b>   | <b>1.0</b> | <b>3.2</b> | <b>105</b>                | <b>481</b>   | <b>.9</b>  | <b>3.5</b> | <b>91</b>                | <b>631</b>   | <b>.8</b>  | <b>3.5</b> | <b>25</b>                | <b>353</b>   | <b>.2</b>  | <b>2.4</b>  |
| SP '98          | 78                       | 955          | .7         | 3.5        | 100                       | 518          | .9         | 3.0        | 139                       | 509          | 1.2        | 4.4        | 104                      | 589          | .9         | 3.9        | 27                       | 328          | .2         | 2.5         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>WXXM-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 50           | 1255        | .4         | 2.4                       | 64           | 515         | .6         | 2.0                       | 81           | 439         | .7         | 2.7                      | 67           | 738         | .6         | 2.6                      | 21           | 372        | .2         | 2.1        |
| WI '99                   | 63           | 1497        | .6         | 3.0                       | 79           | 632         | .7         | 2.4                       | 109          | 613         | 1.0        | 3.6                      | 82           | 841         | .7         | 3.2                      | 25           | 417        | .2         | 2.5        |
| FA '98                   | 39           | 1228        | .3         | 1.8                       | 42           | 507         | .4         | 1.3                       | 54           | 550         | .5         | 1.8                      | 67           | 803         | .6         | 2.5                      | 20           | 431        | .2         | 1.9        |
| SU '98                   | 60           | 1514        | .5         | 2.8                       | 67           | 696         | .6         | 2.1                       | 79           | 564         | .7         | 2.6                      | 86           | 838         | .8         | 3.3                      | 41           | 540        | .4         | 3.8        |
| <b>4-Book</b>            | <b>53</b>    | <b>1374</b> | <b>.5</b>  | <b>2.5</b>                | <b>63</b>    | <b>588</b>  | <b>.6</b>  | <b>2.0</b>                | <b>81</b>    | <b>542</b>  | <b>.7</b>  | <b>2.7</b>               | <b>76</b>    | <b>805</b>  | <b>.7</b>  | <b>2.9</b>               | <b>27</b>    | <b>440</b> | <b>.3</b>  | <b>2.6</b> |
| SP '98                   | 67           | 1503        | .6         | 3.0                       | 96           | 743         | .9         | 2.9                       | 109          | 620         | 1.0        | 3.4                      | 86           | 827         | .8         | 3.2                      | 17           | 424        | .2         | 1.6        |
| <b>WYSP-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 288          | 3532        | 2.6        | 13.7                      | 809          | 2608        | 7.2        | 24.8                      | 372          | 2020        | 3.3        | 12.3                     | 248          | 1760        | 2.2        | 9.6                      | 71           | 814        | .6         | 7.0        |
| WI '99                   | 295          | 3600        | 2.6        | 14.1                      | 919          | 2821        | 8.2        | 28.2                      | 386          | 1993        | 3.5        | 12.6                     | 232          | 1513        | 2.1        | 9.0                      | 53           | 630        | .5         | 5.4        |
| FA '98                   | 278          | 3948        | 2.5        | 13.0                      | 840          | 2709        | 7.5        | 25.7                      | 357          | 1816        | 3.2        | 11.9                     | 184          | 1303        | 1.6        | 6.9                      | 53           | 681        | .5         | 5.0        |
| SU '98                   | 260          | 3676        | 2.3        | 12.1                      | 851          | 2801        | 7.5        | 26.3                      | 311          | 1895        | 2.8        | 10.1                     | 169          | 1348        | 1.5        | 6.4                      | 69           | 813        | .6         | 6.4        |
| <b>4-Book</b>            | <b>280</b>   | <b>3689</b> | <b>2.5</b> | <b>13.2</b>               | <b>855</b>   | <b>2735</b> | <b>7.6</b> | <b>26.3</b>               | <b>357</b>   | <b>1931</b> | <b>3.2</b> | <b>11.7</b>              | <b>208</b>   | <b>1481</b> | <b>1.9</b> | <b>8.0</b>               | <b>62</b>    | <b>735</b> | <b>.6</b>  | <b>6.0</b> |
| SP '98                   | 249          | 3611        | 2.2        | 11.3                      | 707          | 2560        | 6.3        | 21.2                      | 366          | 1864        | 3.2        | 11.5                     | 195          | 1533        | 1.7        | 7.3                      | 50           | 658        | .4         | 4.6        |
| <b>WYXR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 46           | 983         | .4         | 2.2                       | 62           | 464         | .6         | 1.9                       | 72           | 421         | .6         | 2.4                      | 59           | 494         | .5         | 2.3                      | 20           | 217        | .2         | 2.0        |
| WI '99                   | 44           | 1163        | .4         | 2.1                       | 66           | 465         | .6         | 2.0                       | 41           | 419         | .4         | 1.3                      | 46           | 557         | .4         | 1.8                      | 35           | 320        | .3         | 3.6        |
| FA '98                   | 52           | 1281        | .5         | 2.4                       | 65           | 561         | .6         | 2.0                       | 53           | 439         | .5         | 1.8                      | 61           | 594         | .5         | 2.3                      | 35           | 459        | .3         | 3.3        |
| SU '98                   | 65           | 1235        | .6         | 3.0                       | 78           | 474         | .7         | 2.4                       | 108          | 457         | 1.0        | 3.5                      | 81           | 662         | .7         | 3.1                      | 19           | 410        | .2         | 1.7        |
| <b>4-Book</b>            | <b>52</b>    | <b>1166</b> | <b>.5</b>  | <b>2.4</b>                | <b>68</b>    | <b>491</b>  | <b>.6</b>  | <b>2.1</b>                | <b>69</b>    | <b>434</b>  | <b>.6</b>  | <b>2.3</b>               | <b>62</b>    | <b>577</b>  | <b>.5</b>  | <b>2.4</b>               | <b>27</b>    | <b>352</b> | <b>.3</b>  | <b>2.7</b> |
| 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        |
| <b>WBYN-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 7            | 90          | .1         | .3                        | 10           | 59          | .1         | .3                        | 11           | 48          | .1         | .4                       | 7            | 40          | .1         | .3                       | 1            | 25         | .1         | .1         |
| WI '99                   | 5            | 75          | .1         | .2                        | 7            | 41          | .1         | .2                        | 4            | 16          | .1         | .2                       | 6            | 41          | .1         | .2                       | 2            | 33         | .2         | .2         |
| FA '98                   | 3            | 101         | .1         | .1                        | 6            | 56          | .1         | .2                        | 2            | 9           | .1         | .1                       | 7            | 56          | .1         | .3                       | 1            | 26         | .1         | .1         |
| SU '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>WJBR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 2            | 120         | .1         | .1                        | 2            | 39          | .1         | .1                        | 3            | 51          | .1         | .1                       | 3            | 34          | .1         | .1                       | 2            | 47         | .2         | .2         |
| WI '99                   | 6            | 251         | .1         | .3                        | 7            | 86          | .1         | .2                        | 9            | 80          | .1         | .3                       | 6            | 103         | .1         | .2                       | 5            | 62         | .5         | .5         |
| FA '98                   | 10           | 160         | .1         | .5                        | 16           | 52          | .1         | .5                        | 18           | 43          | .2         | .6                       | 8            | 65          | .1         | .3                       | 2            | 50         | .2         | .2         |
| SU '98                   | 6            | 136         | .1         | .3                        | 5            | 52          | .1         | .2                        | 9            | 39          | .1         | .3                       | 14           | 74          | .1         | .5                       | 1            | 27         | .1         | .1         |
| <b>4-Book</b>            | <b>6</b>     | <b>167</b>  | <b>.1</b>  | <b>.3</b>                 | <b>8</b>     | <b>57</b>   | <b>.1</b>  | <b>.3</b>                 | <b>10</b>    | <b>53</b>   | <b>.1</b>  | <b>.3</b>                | <b>8</b>     | <b>69</b>   | <b>.1</b>  | <b>.3</b>                | <b>3</b>     | <b>47</b>  | <b>.3</b>  | <b>.3</b>  |
| SP '98                   | 9            | 150         | .1         | .4                        | 10           | 49          | .1         | .3                        | 16           | 47          | .1         | .5                       | 10           | 75          | .1         | .4                       | 6            | 56         | .1         | .6         |
| <b>WKXV-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 21           | 318         | .2         | 1.0                       | 30           | 162         | .3         | .9                        | 36           | 151         | .3         | 1.2                      | 34           | 185         | .3         | 1.3                      | 10           | 85         | .1         | 1.0        |
| WI '99                   | 15           | 389         | .1         | .7                        | 31           | 198         | .3         | 1.0                       | 25           | 167         | .2         | .8                       | 23           | 231         | .2         | .9                       | 3            | 91         | .1         | .3         |
| FA '98                   | 30           | 420         | .3         | 1.4                       | 33           | 156         | .3         | 1.0                       | 57           | 215         | .5         | 1.9                      | 57           | 264         | .5         | 2.1                      | 14           | 148        | .1         | 1.3        |
| SU '98                   | 22           | 405         | .2         | 1.0                       | 22           | 128         | .2         | .7                        | 34           | 138         | .3         | 1.1                      | 46           | 244         | .4         | 1.7                      | 12           | 100        | .1         | 1.1        |
| <b>4-Book</b>            | <b>22</b>    | <b>383</b>  | <b>.2</b>  | <b>1.0</b>                | <b>29</b>    | <b>161</b>  | <b>.3</b>  | <b>.9</b>                 | <b>38</b>    | <b>168</b>  | <b>.3</b>  | <b>1.3</b>               | <b>40</b>    | <b>231</b>  | <b>.4</b>  | <b>1.5</b>               | <b>10</b>    | <b>106</b> | <b>.1</b>  | <b>.9</b>  |
| SP '98                   | 21           | 406         | .2         | 1.0                       | 32           | 223         | .3         | 1.0                       | 36           | 175         | .3         | 1.1                      | 37           | 228         | .3         | 1.4                      | 4            | 59         | .4         | .4         |
| <b>WLEV-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 10           | 125         | .1         | .5                        | 15           | 42          | .1         | .5                        | 14           | 34          | .1         | .5                       | 14           | 82          | .1         | .5                       | 3            | 48         | .3         | .3         |
| WI '99                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| SU '98                   | 4            | 86          | .1         | .2                        | 5            | 32          | .1         | .2                        | 8            | 14          | .1         | .3                       | 6            | 28          | .1         | .2                       | 1            | 36         | .1         | .1         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | 1            | 57          | .1         | .5                        | 10           | 10          | .1         | .5                        | 1            | 9           | .1         | .5                       | 1            | 27          | .1         | .5                       | 1            | 27         | .1         | .5         |
| <b>WNJO-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 19           | 265         | .2         | .9                        | 24           | 142         | .2         | .7                        | 38           | 105         | .3         | 1.3                      | 32           | 157         | .3         | 1.2                      | 4            | 63         | .4         | .4         |
| WI '99                   | 11           | 285         | .1         | .5                        | 11           | 121         | .1         | .3                        | 23           | 149         | .2         | .8                       | 13           | 147         | .1         | .5                       | 2            | 69         | .2         | .2         |
| FA '98                   | 12           | 321         | .1         | .6                        | 10           | 140         | .1         | .3                        | 18           | 145         | .2         | .6                       | 20           | 161         | .2         | .7                       | 5            | 79         | .5         | .5         |
| SU '98                   | 24           | 295         | .2         | 1.1                       | 32           | 107         | .3         | 1.0                       | 38           | 148         | .3         | 1.2                      | 28           | 187         | .2         | 1.1                      | 15           | 113        | .1         | 1.4        |
| <b>4-Book</b>            | <b>17</b>    | <b>292</b>  | <b>.2</b>  | <b>.8</b>                 | <b>19</b>    | <b>128</b>  | <b>.2</b>  | <b>.6</b>                 | <b>29</b>    | <b>137</b>  | <b>.3</b>  | <b>1.0</b>               | <b>23</b>    | <b>163</b>  | <b>.2</b>  | <b>.9</b>                | <b>7</b>     | <b>81</b>  | <b>.6</b>  | <b>.6</b>  |
| SP '98                   | 11           | 283         | .1         | .5                        | 9            | 143         | .1         | .3                        | 20           | 133         | .2         | .6                       | 14           | 136         | .1         | .5                       | 5            | 91         | .5         | .5         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

Target Listener Trends - Men 18-49

| Men 18-49                |              |              |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |            |
|--------------------------|--------------|--------------|-------------|---------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |              |             | Monday-Friday<br>6AM-10AM |              |             |             | Monday-Friday<br>10AM-3PM |              |             |             | Monday-Friday<br>3PM-7PM |              |             |             | Monday-Friday<br>7PM-MID |              |             |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg   | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr |            |
| <b>WPST-FM</b>           |              |              |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |            |
| SP '99                   | 23           | 964          | .2          | 1.1                       | 32           | 256         | .3          | 1.0                       | 30           | 349         | .3          | 1.0                      | 29           | 476         | .3          | 1.1                      | 11           | 230         | .1         | 1.1        |
| WI '99                   | 18           | 798          | .2          | .9                        | 20           | 273         | .2          | .6                        | 29           | 304         | .3          | .9                       | 27           | 457         | .2          | 1.1                      | 7            | 200         | .1         | .7         |
| FA '98                   | 28           | 911          | .3          | 1.3                       | 33           | 316         | .3          | 1.0                       | 35           | 362         | .3          | 1.2                      | 44           | 487         | .4          | 1.6                      | 10           | 211         | .1         | .9         |
| SU '98                   | 31           | 996          | .3          | 1.4                       | 32           | 307         | .3          | 1.0                       | 42           | 386         | .4          | 1.4                      | 38           | 540         | .3          | 1.4                      | 23           | 326         | .2         | 2.1        |
| <b>4-Book</b>            | <b>25</b>    | <b>917</b>   | <b>.3</b>   | <b>1.2</b>                | <b>29</b>    | <b>288</b>  | <b>.3</b>   | <b>.9</b>                 | <b>34</b>    | <b>350</b>  | <b>.3</b>   | <b>1.1</b>               | <b>35</b>    | <b>490</b>  | <b>.3</b>   | <b>1.3</b>               | <b>13</b>    | <b>242</b>  | <b>.1</b>  | <b>1.2</b> |
| 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        |
| <b>TOTALS</b>            |              |              |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |            |
| SP '99                   | 2095         | 10807        | 18.7        |                           | 3263         | 9649        | 29.2        |                           | 3020         | 8233        | 27.0        |                          | 2578         | 9507        | 23.1        |                          | 1014         | 6338        | 9.1        |            |
| WI '99                   | 2097         | 10857        | 18.8        |                           | 3261         | 9697        | 29.2        |                           | 3062         | 8261        | 27.4        |                          | 2571         | 9350        | 23.0        |                          | 983          | 6285        | 8.8        |            |
| FA '98                   | 2131         | 10771        | 19.1        |                           | 3274         | 9648        | 29.3        |                           | 3004         | 8011        | 26.9        |                          | 2676         | 9479        | 23.9        |                          | 1067         | 6590        | 9.5        |            |
| SU '98                   | 2144         | 10958        | 19.0        |                           | 3238         | 9515        | 28.7        |                           | 3077         | 8214        | 27.3        |                          | 2643         | 9490        | 23.4        |                          | 1086         | 6798        | 9.6        |            |
| <b>4-Book</b>            | <b>2117</b>  | <b>10848</b> | <b>18.9</b> |                           | <b>3259</b>  | <b>9627</b> | <b>29.1</b> |                           | <b>3041</b>  | <b>8180</b> | <b>27.2</b> |                          | <b>2617</b>  | <b>9457</b> | <b>23.4</b> |                          | <b>1038</b>  | <b>6503</b> | <b>9.3</b> |            |
| SP '98                   | 2199         | 10862        | 19.5        |                           | 3338         | 9697        | 29.6        |                           | 3174         | 8161        | 28.1        |                          | 2665         | 9459        | 23.6        |                          | 1078         | 6571        | 9.6        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| Men 18-49                |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 120          | 2459       | 1.1        | 4.1                | 38           | 1041       | .3         | 3.0                  | 93           | 450        | .8         | 7.3                  | 33           | 214        | .3         | 1.5                 | 17           | 121        | .2         | 1.1 |
| 4-Book                   | 125          | 2479       | 1.1        | 4.2                | 41           | 1181       | .4         | 3.2                  | 105          | 547        | 1.0        | 8.2                  | 47           | 279        | .4         | 2.1                 | 27           | 168        | .3         | 1.7 |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 119          | 884        | 1.1        | 4.0                | 54           | 577        | .5         | 4.2                  | 38           | 157        | .3         | 3.0                  | 104          | 228        | .9         | 4.8                 | 61           | 146        | .5         | 4.1 |
| 4-Book                   | 97           | 903        | .9         | 3.3                | 45           | 520        | .4         | 3.5                  | 48           | 158        | .4         | 3.7                  | 88           | 203        | .8         | 4.0                 | 49           | 151        | .5         | 3.1 |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 7            | 68         | .1         | .2                 | 7            | 107        | .1         | .5                   | 4            | 12         |            | .3                   |              |            |            | .1                  | 7            | 8          | .1         | .5  |
| 4-Book                   | 6            | 84         | .1         | .2                 | 9            | 91         | .1         | .7                   | 2            | 7          |            | .2                   | 3            | 9          |            | .1                  | 4            | 4          | .1         | .3  |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 156          | 1090       | 1.4        | 5.3                | 75           | 688        | .7         | 5.9                  | 84           | 221        | .8         | 6.6                  | 71           | 240        | .6         | 3.3                 | 72           | 182        | .6         | 4.8 |
| 4-Book                   | 170          | 1153       | 1.5        | 5.7                | 89           | 737        | .8         | 6.8                  | 86           | 212        | .8         | 6.6                  | 114          | 297        | 1.0        | 5.2                 | 112          | 264        | 1.0        | 6.9 |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 11           | 89         | .1         | .4                 | 11           | 67         | .1         | .9                   | 13           | 27         | .1         | 1.0                  | 25           | 32         | .2         | 1.2                 | 18           | 27         | .2         | 1.2 |
| 4-Book                   | 10           | 73         | .1         | .4                 | 7            | 53         | .1         | .6                   | 8            | 16         | .1         | .6                   | 14           | 27         | .1         | .6                  | 8            | 14         | .1         | .5  |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 4            | 101        |            | .1                 | 3            | 35         |            | .2                   | 4            | 8          |            | .3                   | 3            | 8          |            | .1                  | 7            | 15         | .1         | .5  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 6            | 56         | .1         | .2                 | 4            | 26         |            | .3                   | 2            | 8          |            | .2                   | 3            | 8          |            | .1                  | 4            | 8          |            | .3  |
| 4-Book                   | 9            | 81         | .1         | .3                 | 6            | 52         | .1         | .5                   | 3            | 5          |            | .2                   | 12           | 21         | .1         | .5                  | 7            | 12         | .1         | .4  |
| <b>WIOQ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 129          | 1641       | 1.2        | 4.4                | 65           | 962        | .6         | 5.1                  | 43           | 185        | .4         | 3.4                  | 122          | 323        | 1.1        | 5.7                 | 82           | 286        | .7         | 5.5 |
| 4-Book                   | 108          | 1348       | 1.0        | 3.7                | 50           | 818        | .5         | 3.9                  | 42           | 158        | .4         | 3.3                  | 94           | 329        | .9         | 4.3                 | 68           | 253        | .6         | 4.3 |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 186          | 1775       | 1.7        | 6.3                | 45           | 719        | .4         | 3.5                  | 77           | 246        | .7         | 6.0                  | 92           | 286        | .8         | 4.3                 | 46           | 197        | .4         | 3.1 |
| 4-Book                   | 192          | 1847       | 1.7        | 6.5                | 57           | 890        | .5         | 4.4                  | 87           | 291        | .8         | 6.7                  | 101          | 350        | .9         | 4.6                 | 56           | 232        | .5         | 3.5 |
| <b>WJZ-FM</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 106          | 980        | .9         | 3.6                | 66           | 663        | .6         | 5.2                  | 51           | 150        | .5         | 4.0                  | 98           | 274        | .9         | 4.5                 | 88           | 251        | .8         | 5.9 |
| 4-Book                   | 107          | 941        | 1.0        | 3.6                | 58           | 638        | .5         | 4.5                  | 47           | 160        | .5         | 3.6                  | 87           | 224        | .8         | 3.9                 | 90           | 233        | .8         | 5.6 |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 197          | 1590       | 1.8        | 6.7                | 85           | 1003       | .8         | 6.6                  | 78           | 242        | .7         | 6.1                  | 179          | 499        | 1.6        | 8.3                 | 139          | 435        | 1.2        | 9.3 |
| 4-Book                   | 203          | 1714       | 1.8        | 6.8                | 84           | 1062       | .8         | 6.4                  | 82           | 266        | .7         | 6.3                  | 174          | 506        | 1.6        | 7.9                 | 132          | 389        | 1.2        | 8.2 |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 234          | 2194       | 2.1        | 7.9                | 80           | 1232       | .7         | 6.3                  | 92           | 315        | .8         | 7.2                  | 193          | 530        | 1.7        | 9.0                 | 110          | 406        | 1.0        | 7.4 |
| 4-Book                   | 232          | 2126       | 2.1        | 7.8                | 80           | 1191       | .7         | 6.2                  | 86           | 324        | .8         | 6.7                  | 186          | 546        | 1.7        | 8.4                 | 118          | 397        | 1.1        | 7.3 |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | *            | 5          |            |                    | *            | 1          |            | .1                   |              |            |            |                      | 2            | 13         |            | .1                  | *            |            |            |     |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WOGL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 98           | 1028       | .9         | 3.3                | 46           | 672        | .4         | 3.6                  | 27           | 105        | .2         | 2.1                  | 64           | 238        | .6         | 3.0                 | 65           | 162        | .6         | 4.4 |
| 4-Book                   | 119          | 1137       | 1.1        | 4.0                | 58           | 736        | .5         | 4.4                  | 43           | 144        | .4         | 3.3                  | 94           | 262        | .9         | 4.3                 | 77           | 228        | .7         | 4.8 |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 7            | 118        | .1         | .2                 | 4            | 63         |            | .3                   | 2            | 9          |            | .2                   | 7            | 28         | .1         | .3                  | 9            | 19         | .1         | .6  |
| 4-Book                   | 9            | 119        | .1         | .3                 | 5            | 61         |            | .4                   | 5            | 15         |            | .4                   | 7            | 18         | .1         | .3                  | 4            | 12         |            | .3  |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 101          | 1310       | .9         | 3.4                | 66           | 801        | .6         | 5.2                  | 46           | 165        | .4         | 3.6                  | 105          | 322        | .9         | 4.9                 | 63           | 222        | .6         | 4.2 |
| 4-Book                   | 88           | 1082       | .8         | 3.0                | 57           | 708        | .5         | 4.4                  | 30           | 105        | .3         | 2.3                  | 96           | 290        | .9         | 4.3                 | 77           | 248        | .7         | 4.8 |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 12           | 242        | .1         | .4                 | 8            | 146        | .1         | .6                   | 12           | 16         | .1         | .9                   | 4            | 16         |            | .2                  | 4            | 24         |            | .3  |
| 4-Book                   | 23           | 291        | .2         | .8                 | 12           | 178        | .1         | .9                   | 10           | 24         | .1         | .8                   | 16           | 37         | .2         | .7                  | 10           | 29         | .1         | .6  |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Men 18-49

| Men 18-49                |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |      |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |
| <b>WPLY-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 117          | 1624       | 1.0        | 4.0                | 43           | 915        | .4         | 3.4                  | 24           | 138        | .2         | 1.9                  | 86           | 391        | .8         | 4.0                 | 48           | 242        | .4         | 3.2  |
| 4-Book                   | 95           | 1391       | .9         | 3.2                | 45           | 807        | .4         | 3.5                  | 29           | 137        | .3         | 2.2                  | 84           | 333        | .8         | 3.8                 | 54           | 243        | .5         | 3.4  |
| <b>WSSJ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 13           | 39         | .1         | .4                 | 15           | 27         | .1         | 1.2                  | 21           | 27         | .2         | 1.6                  | 19           | 19         | .2         | .9                  | 19           | 19         | .2         | 1.3  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WUSL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 134          | 1516       | 1.2        | 4.5                | 96           | 1142       | .9         | 7.5                  | 57           | 179        | .5         | 4.5                  | 213          | 525        | 1.9        | 9.9                 | 153          | 379        | 1.4        | 10.3 |
| 4-Book                   | 131          | 1448       | 1.2        | 4.4                | 96           | 1008       | .9         | 7.4                  | 60           | 177        | .5         | 4.7                  | 156          | 425        | 1.4        | 7.1                 | 139          | 362        | 1.3        | 8.7  |
| <b>+WVDB-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | * 6          | 56         | .1         | .2                 | *            | 10         |            |                      | 1            | 10         | .1         |                      |              |            |            | *                   |              |            |            |      |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WVDB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 43           | 503        | .4         | 1.5                | 27           | 321        | .2         | 2.1                  | 20           | 55         | .2         | 1.6                  | 16           | 88         | .1         | .7                  | 14           | 41         | .1         | .9   |
| 4-Book                   | 66           | 679        | .6         | 2.2                | 32           | 366        | .3         | 2.4                  | 24           | 67         | .3         | 1.9                  | 23           | 78         | .2         | 1.0                 | 11           | 39         | .1         | .7   |
| <b>WVJZ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 1            | 9          |            |                    | 1            | 6          |            | .1                   | 1            | 2          |            | .1                   | 2            | 6          |            | .1                  | 1            | 4          |            | .1   |
| 4-Book                   |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| <b>WXTU-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 95           | 838        | .8         | 3.2                | 44           | 490        | .4         | 3.4                  | 53           | 177        | .5         | 4.2                  | 71           | 229        | .6         | 3.3                 | 51           | 167        | .5         | 3.4  |
| 4-Book                   | 101          | 815        | .9         | 3.4                | 50           | 557        | .5         | 3.8                  | 57           | 191        | .5         | 4.4                  | 86           | 253        | .8         | 3.9                 | 64           | 213        | .6         | 3.9  |
| <b>WXXM-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 71           | 1022       | .6         | 2.4                | 31           | 607        | .3         | 2.4                  | 29           | 129        | .3         | 2.3                  | 75           | 250        | .7         | 3.5                 | 32           | 177        | .3         | 2.1  |
| 4-Book                   | 73           | 1116       | .7         | 2.5                | 34           | 669        | .3         | 2.6                  | 27           | 129        | .3         | 2.1                  | 65           | 263        | .6         | 2.9                 | 44           | 199        | .4         | 2.7  |
| <b>WYSP-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 468          | 3316       | 4.2        | 15.8               | 112          | 1438       | 1.0        | 8.8                  | 162          | 409        | 1.4        | 12.7                 | 183          | 580        | 1.6        | 8.5                 | 108          | 404        | 1.0        | 7.2  |
| 4-Book                   | 464          | 3359       | 4.1        | 15.6               | 100          | 1379       | .9         | 7.7                  | 106          | 321        | 1.0        | 8.3                  | 176          | 554        | 1.6        | 8.0                 | 103          | 366        | .9         | 6.4  |
| <b>WYXR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 65           | 824        | .6         | 2.2                | 29           | 390        | .3         | 2.3                  | 17           | 95         | .2         | 1.3                  | 43           | 109        | .4         | 2.0                 | 42           | 91         | .4         | 2.8  |
| 4-Book                   | 66           | 882        | .6         | 2.2                | 43           | 580        | .4         | 3.3                  | 41           | 148        | .4         | 3.2                  | 79           | 227        | .7         | 3.5                 | 62           | 175        | .6         | 3.8  |
| <b>WBYN-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 10           | 90         | .1         | .3                 | 5            | 59         |            | .4                   | 4            | 25         |            | .3                   | 5            | 27         |            | .2                  | 8            | 16         | .1         | .5   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WJBR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 2            | 92         |            | .1                 |              | 25         |            |                      |              |            |            |                      | 1            | 17         |            |                     |              |            |            |      |
| 4-Book                   | 8            | 122        | .1         | .3                 | 3            | 61         |            | .2                   | 3            | 18         |            | .3                   | 10           | 22         | .1         | .4                  | 6            | 14         | .1         | .4   |
| <b>WKXW-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 33           | 273        | .3         | 1.1                | 8            | 115        | .1         | .6                   | 7            | 29         | .1         | .5                   | 19           | 54         | .2         | .9                  | 17           | 20         | .2         | 1.1  |
| 4-Book                   | 36           | 331        | .3         | 1.2                | 7            | 110        | .1         | .5                   | 6            | 24         | .1         | .4                   | 11           | 44         | .1         | .5                  | 9            | 26         | .1         | .6   |
| <b>WLEV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 14           | 100        | .1         | .5                 | 6            | 58         | .1         | .5                   | 11           | 18         | .1         | .9                   | 16           | 35         | .1         | .7                  | 1            | 9          |            | .1   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WNJO-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 32           | 205        | .3         | 1.1                | 6            | 81         | .1         | .5                   |              |            |            |                      | 12           | 41         | .1         | .6                  | 5            | 25         |            | .3   |
| 4-Book                   | 24           | 239        | .2         | .8                 | 9            | 129        | .1         | .7                   | 6            | 21         | .1         | .5                   | 20           | 70         | .2         | 1.0                 | 11           | 40         | .1         | .7   |
| <b>WPST-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 30           | 715        | .3         | 1.0                | 19           | 530        | .2         | 1.5                  | 11           | 74         | .1         | .9                   | 24           | 137        | .2         | 1.1                 | 17           | 100        | .2         | 1.1  |
| 4-Book                   | 33           | 705        | .3         | 1.1                | 20           | 465        | .2         | 1.6                  | 13           | 69         | .1         | 1.0                  | 34           | 162        | .3         | 1.6                 | 31           | 146        | .3         | 1.9  |
| <b>TOTALS</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 2959         | 10615      | 26.5       |                    | 1280         | 8467       | 11.4       |                      | 1274         | 3461       | 11.4       |                      | 2154         | 5181       | 19.3       |                     | 1491         | 3787       | 13.3       |      |
| 4-Book                   | 2978         | 10698      | 26.6       |                    | 1303         | 8699       | 11.6       |                      | 1289         | 3641       | 11.5       |                      | 2210         | 5310       | 19.7       |                     | 1605         | 4049       | 14.3       |      |

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

# Target Listener Estimates

| 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 |      |    |
| <b>KYW -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 16        | 87      | .1      | 1.6             | 65        | 368     | .6      | 7.6             | 32        | 174     | .3      | 2.1            | 33        | 115     | .3      | 2.8            | 24        | 173     | .2      | 3.3  |    |
| 4-Book           | 15        | 118     | .1      | 1.5             | 75        | 412     | .7      | 8.6             | 32        | 214     | .3      | 2.1            | 20        | 115     | .2      | 1.7            | 20        | 172     | .2      | 2.8  |    |
| <b>WBEB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 51        | 153     | .5      | 5.2             | 26        | 102     | .2      | 3.0             | 64        | 189     | .6      | 4.2            | 42        | 186     | .4      | 3.5            | 34        | 85      | .3      | 4.7  |    |
| 4-Book           | 29        | 107     | .3      | 3.0             | 23        | 82      | .2      | 2.7             | 54        | 164     | .5      | 3.6            | 40        | 134     | .4      | 3.4            | 25        | 86      | .2      | 3.5  |    |
| <b>WDAS-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 3         | 8       |         | .3              | 31        | 78      | .3      | 3.6             | 15        | 56      | .1      | 1.0            |           | 7       | 14      | .1             | .6        | 4       | 11      |      | .6 |
| 4-Book           | 3         | 9       |         | .3              | 25        | 64      | .3      | 2.9             | 23        | 61      | .2      | 1.5            |           | 7       | 14      | .1             | .6        | 4       | 11      |      | .6 |
| <b>WDAS-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 61        | 169     | .5      | 6.2             | 46        | 93      | .4      | 5.4             | 89        | 228     | .8      | 5.9            | 107       | 220     | 1.0     | 9.0            | 76        | 171     | .7      | 10.5 |    |
| 4-Book           | 74        | 194     | .7      | 7.6             | 47        | 108     | .4      | 5.5             | 76        | 187     | .7      | 5.0            | 74        | 181     | .7      | 6.3            | 120       | 222     | 1.1     | 16.6 |    |
| <b>+WEMG-AM</b>  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| <b>WURD-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 5         | 12      |         | .5              |           |         |         |                 | 13        | 19      | .1      | .9             | 12        | 12      | .1      | 1.0            | 2         | 12      |         | .3   |    |
| 4-Book           | 4         | 9       |         | .4              | 3         | 7       |         | .3              | 11        | 28      | .1      | .8             | 6         | 15      | .1      | .5             | 2         | 7       |         | .3   |    |
| <b>WFIL-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 2         | 8       |         | .2              | 4         | 8       |         | .5              |           |         |         |                | 3         | 20      |         | .3             | 2         | 9       |         | .3   |    |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   | ** |
| <b>WHAT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 3         | 8       |         | .3              |           |         |         |                 | 3         | 17      |         | .2             | 14        | 16      | .1      | 1.2            | 2         | 8       |         | .3   |    |
| 4-Book           | 5         | 10      |         | .5              | 7         | 18      | .1      | .8              | 6         | 15      | .1      | .4             | 4         | 6       |         | .4             | 1         | 7       |         | .2   |    |
| <b>WIOQ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 67        | 281     | .6      | 6.8             | 29        | 105     | .3      | 3.4             | 63        | 284     | .6      | 4.2            | 62        | 254     | .6      | 5.2            | 43        | 210     | .4      | 5.9  |    |
| 4-Book           | 47        | 190     | .4      | 4.8             | 21        | 85      | .2      | 2.4             | 46        | 189     | .4      | 3.0            | 41        | 191     | .4      | 3.5            | 32        | 135     | .3      | 4.5  |    |
| <b>WIP -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 19        | 124     | .2      | 1.9             | 44        | 125     | .4      | 5.2             | 41        | 152     | .4      | 2.7            | 22        | 88      | .2      | 1.8            | 24        | 119     | .2      | 3.3  |    |
| 4-Book           | 27        | 133     | .3      | 2.7             | 44        | 160     | .4      | 5.1             | 59        | 230     | .6      | 4.0            | 57        | 207     | .5      | 5.0            | 30        | 142     | .3      | 4.3  |    |
| <b>WJJZ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 41        | 128     | .4      | 4.2             | 59        | 146     | .5      | 6.9             | 71        | 148     | .6      | 4.7            | 71        | 140     | .6      | 6.0            | 50        | 134     | .4      | 6.9  |    |
| 4-Book           | 52        | 167     | .5      | 5.2             | 44        | 113     | .4      | 5.1             | 63        | 168     | .6      | 4.2            | 51        | 137     | .5      | 4.4            | 29        | 94      | .3      | 4.1  |    |
| <b>WMGK-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 30        | 139     | .3      | 3.1             | 30        | 147     | .3      | 3.5             | 108       | 356     | 1.0     | 7.2            | 90        | 270     | .8      | 7.6            | 25        | 111     | .2      | 3.5  |    |
| 4-Book           | 43        | 173     | .4      | 4.3             | 32        | 151     | .3      | 3.7             | 101       | 345     | .9      | 6.7            | 76        | 238     | .7      | 6.5            | 28        | 113     | .2      | 3.9  |    |
| <b>WMMR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 35        | 220     | .3      | 3.6             | 28        | 117     | .3      | 3.3             | 81        | 364     | .7      | 5.4            | 60        | 278     | .5      | 5.0            | 39        | 202     | .3      | 5.4  |    |
| 4-Book           | 42        | 201     | .4      | 4.2             | 32        | 132     | .3      | 3.7             | 78        | 318     | .7      | 5.2            | 71        | 268     | .6      | 5.9            | 30        | 154     | .3      | 4.1  |    |
| <b>WNAP-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | **        | **      | **      | **              | **        | **      | **      | **              | 4         | 11      |         | .3             | *         | **      | **      | **             | **        | **      | **      | **   |    |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |    |
| <b>WOGL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 38        | 158     | .3      | 3.9             | 43        | 119     | .4      | 5.0             | 58        | 190     | .5      | 3.8            | 24        | 122     | .2      | 2.0            | 40        | 119     | .4      | 5.5  |    |
| 4-Book           | 43        | 161     | .4      | 4.3             | 57        | 156     | .5      | 6.5             | 62        | 199     | .5      | 4.1            | 55        | 167     | .5      | 4.7            | 31        | 98      | .3      | 4.3  |    |
| <b>WPEN-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           |           |         |         |                 | 5         | 10      |         | .6              | 7         | 18      | .1      | .5             |           |         |         |                | 2         | 24      |         | .3   |    |
| 4-Book           | 3         | 11      |         | .3              | 5         | 17      |         | .6              | 7         | 20      | .1      | .5             | 4         | 12      | .1      | .4             | 4         | 16      |         | .6   |    |
| <b>WPHI-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 85        | 254     | .8      | 8.7             | 31        | 80      | .3      | 3.6             | 79        | 189     | .7      | 5.2            | 72        | 209     | .6      | 6.1            | 40        | 116     | .4      | 5.5  |    |
| 4-Book           | 78        | 241     | .7      | 8.0             | 24        | 63      | .2      | 2.7             | 55        | 167     | .5      | 3.7            | 55        | 184     | .5      | 4.7            | 37        | 123     | .3      | 5.2  |    |
| <b>WPHT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |    |
| SP '99           | 11        | 27      | .1      | 1.1             |           |         |         |                 | 10        | 57      | .1      | .7             | 20        | 75      | .2      | 1.7            | 3         | 10      |         | .4   |    |
| 4-Book           | 7         | 28      | .1      | .6              | 16        | 45      | .1      | 1.8             | 14        | 61      | .1      | 1.0            | 18        | 61      | .2      | 1.5            | 7         | 24      | .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

## Men 18-49

Target Listener Estimates - Men 18-49

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 28                  | 155          | .3         | 2.9        | 14                 | 75           | .1         | 1.6        | 62                 | 291          | .6         | 4.1        | 51                | 251          | .5         | 4.3        | 24                | 146          | .2         | 3.3        |
| 4-Book          | 37                  | 180          | .4         | 3.8        | 20                 | 91           | .2         | 2.3        | 58                 | 245          | .6         | 3.9        | 46                | 188          | .4         | 4.0        | 24                | 138          | .2         | 3.4        |
| <b>WSSJ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 8                   | 19           | .1         | .8         | 12                 | 12           | .1         | 1.4        | 18                 | 19           | .2         | 1.2        | 16                | 19           | .1         | 1.3        | 7                 | 12           | .1         | 1.0        |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WUSL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 115                 | 346          | 1.0        | 11.7       | 38                 | 180          | .3         | 4.5        | 85                 | 309          | .8         | 5.6        | 58                | 182          | .5         | 4.9        | 33                | 125          | .3         | 4.6        |
| 4-Book          | 108                 | 298          | 1.0        | 11.0       | 67                 | 202          | .6         | 7.7        | 102                | 327          | .9         | 6.8        | 78                | 219          | .7         | 6.7        | 51                | 166          | .4         | 7.2        |
| <b>+WVDB-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            |                    |              |            |            | *                 |              |            |            |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WVDB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 23                  | 66           | .2         | 2.3        | 35                 | 126          | .3         | 4.1        | 81                 | 183          | .7         | 5.4        | 9                 | 32           | .1         | .8         | 8                 | 42           | .1         | 1.1        |
| 4-Book          | 30                  | 79           | .3         | 3.0        | 32                 | 128          | .3         | 3.7        | 105                | 208          | .9         | 6.9        | 14                | 42           | .1         | 1.2        | 9                 | 41           | .1         | 1.2        |
| <b>WWJZ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 2                  | 2            |            | .2         | 1                  | 2            |            |            | 1                 | 2            |            | .1         |                   |              |            |            |
| 4-Book          |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WXTU-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 27                  | 87           | .2         | 2.8        | 38                 | 140          | .3         | 4.5        | 59                 | 145          | .5         | 3.9        | 37                | 77           | .3         | 3.1        | 19                | 56           | .2         | 2.6        |
| 4-Book          | 31                  | 112          | .3         | 3.2        | 36                 | 116          | .3         | 4.1        | 64                 | 206          | .6         | 4.2        | 42                | 140          | .4         | 3.6        | 19                | 79           | .2         | 2.6        |
| <b>WXXM-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 16                  | 87           | .1         | 1.6        | 7                  | 46           | .1         | .8         | 28                 | 144          | .3         | 1.9        | 35                | 114          | .3         | 2.9        | 19                | 105          | .2         | 2.6        |
| 4-Book          | 18                  | 100          | .1         | 1.8        | 12                 | 65           | .1         | 1.4        | 44                 | 178          | .4         | 2.9        | 37                | 151          | .3         | 3.1        | 22                | 121          | .2         | 3.0        |
| <b>WYSP-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 86                  | 264          | .8         | 8.8        | 65                 | 198          | .6         | 7.6        | 145                | 463          | 1.3        | 9.6        | 93                | 329          | .8         | 7.8        | 54                | 199          | .5         | 7.5        |
| 4-Book          | 60                  | 222          | .5         | 6.1        | 37                 | 130          | .3         | 4.3        | 152                | 527          | 1.4        | 9.9        | 111               | 378          | 1.0        | 9.6        | 44                | 172          | .4         | 6.2        |
| <b>WYXR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 23                  | 61           | .2         | 2.3        | 12                 | 59           | .1         | 1.4        | 38                 | 147          | .3         | 2.5        | 35                | 91           | .3         | 2.9        | 17                | 53           | .2         | 2.4        |
| 4-Book          | 35                  | 118          | .3         | 3.5        | 27                 | 90           | .2         | 3.1        | 41                 | 157          | .4         | 2.7        | 37                | 136          | .3         | 3.2        | 22                | 69           | .2         | 3.1        |
| <b>WBYN-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 12                 | 33           | .1         | 1.4        | 5                  | 33           |            | .3         | 4                 | 9            |            | .3         | 1                 | 9            |            | .1         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WJBR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            | 1                  | 8            |            | .1         | 1                 | 8            |            | .1         |                   |              |            |            |
| 4-Book          | 1                   | 5            |            | .1         | 2                  | 16           |            | .3         | 3                  | 9            |            | .2         | 1                 | 5            |            | .1         |                   |              |            |            |
| <b>WKXW-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 6                   | 16           | .1         | .6         | 10                 | 44           | .1         | 1.2        | 2                  | 17           |            | .1         | 4                 | 18           |            | .3         |                   |              |            |            |
| 4-Book          | 4                   | 13           |            | .4         | 6                  | 21           |            | .7         | 5                  | 27           |            | .4         | 7                 | 23           |            | .6         | 6                 | 12           |            | .8         |
| <b>VLEV-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 2                  | 16           |            | .2         | 6                  | 16           |            | .4         | 8                 | 23           |            | .7         |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WNJD-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 8                   | 32           | .1         | .8         | 6                  | 33           | .1         | .7         | 4                  | 25           |            | .3         | 10                | 16           |            | .8         | 2                 | 9            |            | .3         |
| 4-Book          | 8                   | 30           | .1         | .7         | 4                  | 19           |            | .4         | 6                  | 27           |            | .4         | 9                 | 37           |            | .8         | 4                 | 16           |            | .5         |
| <b>WPST-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 26                  | 116          | .2         | 2.7        | 10                 | 53           | .1         | 1.2        | 22                 | 134          | .2         | 1.5        | 31                | 138          | .3         | 2.6        | 9                 | 53           | .1         | 1.2        |
| 4-Book          | 20                  | 106          | .2         | 2.0        | 8                  | 36           | .1         | .9         | 21                 | 123          | .2         | 1.4        | 25                | 111          | .2         | 2.2        | 10                | 52           | .1         | 1.3        |
| <b>TOTALS</b>   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 979                 | 2850         | 8.8        |            | 853                | 2601         | 7.6        |            | 1509               | 4047         | 13.5       |            | 1190              | 3011         | 10.6       |            | 723               | 2167         | 6.5        |            |
| 4-Book          | 987                 | 2852         | 8.8        |            | 867                | 2631         | 7.7        |            | 1513               | 4098         | 13.5       |            | 1166              | 3190         | 10.4       |            | 715               | 2186         | 6.4        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Men 25-49                |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |            |            |             |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|-------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |             |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |             |
| <b>KYW -AM</b>           |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 72           | 2418        | .8         | 4.2                       | 207          | 1805        | 2.3        | 7.5                       | 52           | 704        | .6         | 2.1                      | 88           | 1244        | 1.0        | 4.1                      | 25           | 433        | .3         | 3.3         |
| WI '99                   | 84           | 2751        | .9         | 4.9                       | 230          | 1918        | 2.5        | 8.3                       | 63           | 952        | .7         | 2.5                      | 109          | 1396        | 1.2        | 5.2                      | 34           | 580        | .4         | 4.8         |
| FA '98                   | 70           | 2426        | .8         | 4.0                       | 177          | 1678        | 2.0        | 6.3                       | 47           | 767        | .5         | 1.8                      | 101          | 1208        | 1.1        | 4.6                      | 29           | 620        | .3         | 3.8         |
| SU '98                   | 85           | 2610        | .9         | 4.8                       | 201          | 1733        | 2.2        | 7.3                       | 78           | 814        | .9         | 3.1                      | 116          | 1356        | 1.3        | 5.4                      | 33           | 518        | .4         | 3.9         |
| <b>4-Book</b>            | <b>78</b>    | <b>2551</b> | <b>.9</b>  | <b>4.5</b>                | <b>204</b>   | <b>1784</b> | <b>2.3</b> | <b>7.4</b>                | <b>60</b>    | <b>809</b> | <b>.7</b>  | <b>2.4</b>               | <b>104</b>   | <b>1301</b> | <b>1.2</b> | <b>4.8</b>               | <b>30</b>    | <b>538</b> | <b>.4</b>  | <b>4.0</b>  |
| 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         |
| <b>WBEB-FM</b>           |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 80           | 1122        | .9         | 4.7                       | 91           | 545         | 1.0        | 3.3                       | 144          | 465        | 1.6        | 5.8                      | 96           | 510         | 1.1        | 4.5                      | 32           | 369        | .4         | 4.2         |
| WI '99                   | 63           | 1050        | .7         | 3.7                       | 88           | 474         | 1.0        | 3.2                       | 94           | 423        | 1.0        | 3.7                      | 77           | 558         | .9         | 3.7                      | 29           | 280        | .3         | 4.1         |
| FA '98                   | 66           | 1033        | .7         | 3.7                       | 77           | 485         | .9         | 2.7                       | 120          | 453        | 1.3        | 4.7                      | 77           | 515         | .9         | 3.5                      | 30           | 279        | .3         | 3.9         |
| SU '98                   | 48           | 929         | .5         | 2.7                       | 67           | 489         | .7         | 2.4                       | 74           | 417        | .8         | 3.0                      | 55           | 423         | .6         | 2.6                      | 28           | 300        | .3         | 3.3         |
| <b>4-Book</b>            | <b>64</b>    | <b>1034</b> | <b>.7</b>  | <b>3.7</b>                | <b>81</b>    | <b>498</b>  | <b>.9</b>  | <b>2.9</b>                | <b>108</b>   | <b>440</b> | <b>1.2</b> | <b>4.3</b>               | <b>76</b>    | <b>502</b>  | <b>.9</b>  | <b>3.6</b>               | <b>30</b>    | <b>307</b> | <b>.3</b>  | <b>3.9</b>  |
| 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         |
| <b>WDAS-AM</b>           |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 5            | 111         | .1         | .3                        | 11           | 50          | .1         | .4                        | 5            | 23         | .1         | .2                       | 2            | 29          | .1         | .1                       | 1            | 17         | .1         | .1          |
| WI '99                   | 5            | 126         | .1         | .3                        | 3            | 31          | .1         | .1                        | 2            | 36         | .1         | .1                       | 2            | 34          | .1         | .1                       |              | 5          |            |             |
| FA '98                   | 4            | 101         | .1         | .2                        | 6            | 34          | .1         | .2                        | 2            | 43         | .1         | .1                       | 1            | 30          | .1         | .1                       |              |            |            |             |
| SU '98                   | 5            | 90          | .1         | .3                        | 11           | 59          | .1         | .4                        | 5            | 32         | .1         | .2                       | 6            | 31          | .1         | .3                       | 1            | 22         | .1         | .1          |
| <b>4-Book</b>            | <b>5</b>     | <b>107</b>  | <b>.1</b>  | <b>.3</b>                 | <b>8</b>     | <b>44</b>   | <b>.1</b>  | <b>.3</b>                 | <b>4</b>     | <b>34</b>  | <b>.1</b>  | <b>.2</b>                | <b>3</b>     | <b>31</b>   | <b>.1</b>  | <b>.1</b>                | <b>1</b>     | <b>11</b>  | <b>.1</b>  | <b>.1</b>   |
| SP '98                   | 9            | 165         | .1         | .5                        | 16           | 57          | .2         | .6                        | 10           | 19         | .1         | .4                       | 8            | 36          | .1         | .4                       | 1            | 19         | .1         | .1          |
| <b>WDAS-FM</b>           |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 108          | 1098        | 1.2        | 6.3                       | 155          | 749         | 1.7        | 5.6                       | 132          | 602        | 1.5        | 5.3                      | 124          | 669         | 1.4        | 5.8                      | 87           | 462        | 1.0        | 11.5        |
| WI '99                   | 128          | 1065        | 1.4        | 7.5                       | 152          | 605         | 1.7        | 5.5                       | 183          | 632        | 2.0        | 7.2                      | 146          | 657         | 1.6        | 7.0                      | 117          | 516        | 1.3        | 16.5        |
| FA '98                   | 122          | 1150        | 1.3        | 6.9                       | 191          | 794         | 2.1        | 6.8                       | 138          | 578        | 1.5        | 5.4                      | 134          | 675         | 1.5        | 6.2                      | 83           | 550        | .9         | 10.8        |
| SU '98                   | 132          | 1216        | 1.4        | 7.5                       | 203          | 747         | 2.2        | 7.4                       | 167          | 657        | 1.8        | 6.7                      | 144          | 671         | 1.6        | 6.7                      | 93           | 539        | 1.0        | 10.9        |
| <b>4-Book</b>            | <b>123</b>   | <b>1132</b> | <b>1.3</b> | <b>7.1</b>                | <b>175</b>   | <b>724</b>  | <b>1.9</b> | <b>6.3</b>                | <b>155</b>   | <b>617</b> | <b>1.7</b> | <b>6.2</b>               | <b>137</b>   | <b>668</b>  | <b>1.5</b> | <b>6.4</b>               | <b>95</b>    | <b>517</b> | <b>1.1</b> | <b>12.4</b> |
| 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        |
| <b>+WEMG-AM</b>          |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |            |            |             |
| <b>WURD-AM</b>           |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 9            | 84          | .1         | .5                        | 11           | 77          | .1         | .4                        | 9            | 22         | .1         | .4                       | 10           | 34          | .1         | .5                       | 6            | 31         | .1         | .8          |
| WI '99                   | 4            | 48          | .1         | .2                        | 2            | 23          | .1         | .1                        | 9            | 9          | .1         | .4                       | 7            | 24          | .1         | .3                       |              | 6          |            |             |
| FA '98                   | 6            | 83          | .1         | .3                        | 3            | 45          | .1         | .1                        | 3            | 16         | .1         | .1                       | 4            | 46          | .1         | .2                       | 7            | 31         | .1         | .9          |
| SU '98                   | 7            | 67          | .1         | .4                        | 3            | 50          | .1         | .1                        | 16           | 67         | .2         | .6                       | 9            | 41          | .1         | .4                       | 1            | 16         | .1         | .1          |
| <b>4-Book</b>            | <b>7</b>     | <b>71</b>   | <b>.1</b>  | <b>.4</b>                 | <b>5</b>     | <b>49</b>   | <b>.1</b>  | <b>.2</b>                 | <b>9</b>     | <b>29</b>  | <b>.1</b>  | <b>.4</b>                | <b>8</b>     | <b>36</b>   | <b>.1</b>  | <b>.4</b>                | <b>4</b>     | <b>21</b>  | <b>.1</b>  | <b>.5</b>   |
| SP '98                   | 12           | 114         | .1         | .7                        | 15           | 78          | .2         | .5                        | 21           | 77         | .2         | .8                       | 15           | 55          | .2         | .7                       | 1            | 15         | .1         | .1          |
| <b>WFIL-AM</b>           |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 3            | 114         | .1         | .2                        | 10           | 73          | .1         | .4                        | 1            | 28         | .1         | .1                       | 2            | 42          | .1         | .1                       | 2            | 55         | .1         | .3          |
| WI '99                   | 6            | 124         | .1         | .3                        | 15           | 86          | .2         | .5                        | 3            | 32         | .1         | .1                       | 6            | 61          | .1         | .3                       | 6            | 42         | .1         | .8          |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **         | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **          |
| SU '98                   | 9            | 172         | .1         | .5                        | 24           | 110         | .3         | .9                        | 1            | 21         | .1         | .1                       | 15           | 80          | .2         | .7                       | 4            | 26         | .1         | .5          |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>   |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **         | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **          |
| <b>WHAT-AM</b>           |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 5            | 64          | .1         | .3                        | 5            | 27          | .1         | .2                        | 4            | 33         | .1         | .2                       | 8            | 45          | .1         | .4                       | 3            | 20         | .1         | .4          |
| WI '99                   | 8            | 104         | .1         | .5                        | 6            | 34          | .1         | .2                        | 9            | 61         | .1         | .4                       | 9            | 49          | .1         | .4                       | 3            | 12         | .1         | .4          |
| FA '98                   | 3            | 56          | .1         | .2                        | 1            | 19          | .1         | .1                        | 3            | 7          | .1         | .1                       | 12           | 37          | .1         | .6                       |              | 10         |            |             |
| SU '98                   | 12           | 160         | .1         | .7                        | 24           | 85          | .3         | .9                        | 24           | 111        | .3         | 1.0                      | 6            | 31          | .1         | .3                       | 4            | 46         | .1         | .5          |
| <b>4-Book</b>            | <b>7</b>     | <b>96</b>   | <b>.1</b>  | <b>.4</b>                 | <b>9</b>     | <b>41</b>   | <b>.1</b>  | <b>.3</b>                 | <b>10</b>    | <b>53</b>  | <b>.1</b>  | <b>.4</b>                | <b>9</b>     | <b>41</b>   | <b>.1</b>  | <b>.4</b>                | <b>3</b>     | <b>22</b>  | <b>.1</b>  | <b>.3</b>   |
| SP '98                   | 16           | 120         | .2         | .9                        | 22           | 66          | .2         | .8                        | 28           | 77         | .3         | 1.0                      | 18           | 55          | .2         | .8                       | 4            | 31         | .1         | .5          |
| <b>WTOQ-FM</b>           |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 72           | 1388        | .8         | 4.2                       | 81           | 570         | .9         | 2.9                       | 118          | 614        | 1.3        | 4.8                      | 91           | 816         | 1.0        | 4.3                      | 34           | 472        | .4         | 4.5         |
| WI '99                   | 40           | 1121        | .4         | 2.3                       | 46           | 418         | .5         | 1.7                       | 67           | 556        | .7         | 2.6                      | 55           | 509         | .6         | 2.6                      | 13           | 319        | .1         | 1.8         |
| FA '98                   | 72           | 1153        | .8         | 4.1                       | 86           | 433         | 1.0        | 3.1                       | 126          | 534        | 1.4        | 4.9                      | 97           | 632         | 1.1        | 4.5                      | 40           | 320        | .4         | 5.2         |
| SU '98                   | 47           | 1040        | .5         | 2.7                       | 54           | 334         | .6         | 2.0                       | 68           | 382        | .7         | 2.7                      | 63           | 551         | .7         | 2.9                      | 31           | 420        | .3         | 3.6         |
| <b>4-Book</b>            | <b>58</b>    | <b>1176</b> | <b>.6</b>  | <b>3.3</b>                | <b>67</b>    | <b>439</b>  | <b>.8</b>  | <b>2.4</b>                | <b>95</b>    | <b>522</b> | <b>1.0</b> | <b>3.8</b>               | <b>77</b>    | <b>627</b>  | <b>.9</b>  | <b>3.6</b>               | <b>30</b>    | <b>383</b> | <b>.3</b>  | <b>3.8</b>  |
| 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         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
|                | <b>WIP -AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 113                      | 1790         | 1.2        | 6.6        | 207                       | 1042         | 2.3        | 7.5        | 159                       | 832          | 1.8        | 6.4        | 162                      | 1220         | 1.8        | 7.6        | 51                       | 531          | .6         | 6.8        |
| WI '99         | 144                      | 2263         | 1.6        | 8.4        | 214                       | 1162         | 2.4        | 7.7        | 200                       | 1109         | 2.2        | 7.9        | 225                      | 1494         | 2.5        | 10.7       | 63                       | 811          | .7         | 8.9        |
| FA '98         | 114                      | 1944         | 1.3        | 6.5        | 174                       | 1048         | 1.9        | 6.2        | 165                       | 902          | 1.8        | 6.5        | 183                      | 1313         | 2.0        | 8.4        | 50                       | 757          | .6         | 6.5        |
| SU '98         | 94                       | 1449         | 1.0        | 5.3        | 158                       | 863          | 1.7        | 5.8        | 142                       | 765          | 1.6        | 5.7        | 142                      | 992          | 1.6        | 6.6        | 32                       | 426          | .3         | 3.8        |
| <b>4-Book</b>  | <b>116</b>               | <b>1862</b>  | <b>1.3</b> | <b>6.7</b> | <b>188</b>                | <b>1029</b>  | <b>2.1</b> | <b>6.8</b> | <b>167</b>                | <b>902</b>   | <b>1.9</b> | <b>6.6</b> | <b>178</b>               | <b>1255</b>  | <b>2.0</b> | <b>8.3</b> | <b>49</b>                | <b>631</b>   | <b>.6</b>  | <b>6.5</b> |
| 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        |
| <b>WJZZ-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 82                       | 1200         | .9         | 4.8        | 95                        | 545          | 1.0        | 3.4        | 112                       | 578          | 1.2        | 4.5        | 97                       | 696          | 1.1        | 4.6        | 54                       | 450          | .6         | 7.2        |
| WI '99         | 69                       | 1020         | .8         | 4.0        | 58                        | 427          | .6         | 2.1        | 94                        | 430          | 1.0        | 3.7        | 103                      | 531          | 1.1        | 4.9        | 41                       | 339          | .5         | 5.8        |
| FA '98         | 86                       | 1136         | 1.0        | 4.9        | 94                        | 560          | 1.0        | 3.4        | 147                       | 567          | 1.6        | 5.8        | 117                      | 645          | 1.3        | 5.4        | 46                       | 424          | .5         | 6.0        |
| SU '98         | 81                       | 1161         | .9         | 4.6        | 74                        | 535          | .8         | 2.7        | 131                       | 548          | 1.4        | 5.3        | 106                      | 718          | 1.2        | 4.9        | 57                       | 393          | .6         | 6.7        |
| <b>4-Book</b>  | <b>80</b>                | <b>1129</b>  | <b>.9</b>  | <b>4.6</b> | <b>80</b>                 | <b>517</b>   | <b>.9</b>  | <b>2.9</b> | <b>121</b>                | <b>531</b>   | <b>1.3</b> | <b>4.8</b> | <b>106</b>               | <b>648</b>   | <b>1.2</b> | <b>5.0</b> | <b>50</b>                | <b>402</b>   | <b>.6</b>  | <b>6.4</b> |
| 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        |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 125                      | 1691         | 1.4        | 7.3        | 144                       | 789          | 1.6        | 5.2        | 234                       | 896          | 2.6        | 9.4        | 154                      | 935          | 1.7        | 7.2        | 37                       | 459          | .4         | 4.9        |
| WI '99         | 111                      | 1708         | 1.2        | 6.5        | 127                       | 818          | 1.4        | 4.6        | 210                       | 973          | 2.3        | 8.3        | 143                      | 1146         | 1.6        | 6.8        | 33                       | 512          | .4         | 4.7        |
| FA '98         | 131                      | 1865         | 1.4        | 7.4        | 177                       | 920          | 2.0        | 6.3        | 232                       | 959          | 2.6        | 9.1        | 169                      | 1171         | 1.9        | 7.8        | 45                       | 464          | .5         | 5.8        |
| SU '98         | 128                      | 1807         | 1.4        | 7.3        | 134                       | 868          | 1.5        | 4.9        | 240                       | 927          | 2.6        | 9.7        | 163                      | 1141         | 1.8        | 7.6        | 53                       | 472          | .6         | 6.2        |
| <b>4-Book</b>  | <b>124</b>               | <b>1768</b>  | <b>1.4</b> | <b>7.1</b> | <b>146</b>                | <b>849</b>   | <b>1.6</b> | <b>5.3</b> | <b>229</b>                | <b>939</b>   | <b>2.5</b> | <b>9.1</b> | <b>157</b>               | <b>1098</b>  | <b>1.8</b> | <b>7.4</b> | <b>42</b>                | <b>477</b>   | <b>.5</b>  | <b>5.4</b> |
| 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        |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 128                      | 1970         | 1.4        | 7.4        | 201                       | 1102         | 2.2        | 7.3        | 230                       | 988          | 2.5        | 9.3        | 150                      | 1164         | 1.7        | 7.0        | 35                       | 382          | .4         | 4.6        |
| WI '99         | 124                      | 1817         | 1.4        | 7.2        | 177                       | 888          | 2.0        | 6.4        | 221                       | 1027         | 2.4        | 8.7        | 161                      | 1058         | 1.8        | 7.7        | 39                       | 461          | .4         | 5.5        |
| FA '98         | 118                      | 1967         | 1.3        | 6.7        | 150                       | 925          | 1.7        | 5.4        | 242                       | 989          | 2.7        | 9.5        | 147                      | 1196         | 1.6        | 6.8        | 32                       | 502          | .4         | 4.1        |
| SU '98         | 135                      | 2172         | 1.5        | 7.7        | 170                       | 1035         | 1.9        | 6.2        | 234                       | 1003         | 2.6        | 9.4        | 178                      | 1256         | 1.9        | 8.3        | 58                       | 709          | .6         | 6.8        |
| <b>4-Book</b>  | <b>126</b>               | <b>1982</b>  | <b>1.4</b> | <b>7.3</b> | <b>175</b>                | <b>988</b>   | <b>2.0</b> | <b>6.3</b> | <b>232</b>                | <b>1002</b>  | <b>2.6</b> | <b>9.2</b> | <b>159</b>               | <b>1169</b>  | <b>1.8</b> | <b>7.5</b> | <b>41</b>                | <b>514</b>   | <b>.5</b>  | <b>5.3</b> |
| 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        |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | *                        | 24           |            |            |                           | 5            |            |            |                           | 31           |            |            | *                        | 2            |            |            | **                       | **           | **         | **         |
| WI '99         | 3                        | 53           |            | .2         | 5                         | 26           | .1         | .2         | 3                         | 31           |            | .1         | 2                        | 18           |            | .1         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 6                        | 55           | .1         | .3         | 5                         | 26           | .1         | .2         | 9                         | 26           | .1         | .4         | 4                        | 22           |            | .2         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WGL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 52                       | 1121         | .6         | 3.0        | 63                        | 470          | .7         | 2.3        | 82                        | 491          | .9         | 3.3        | 73                       | 585          | .8         | 3.4        | 17                       | 281          | .2         | 2.3        |
| WI '99         | 61                       | 1181         | .7         | 3.6        | 80                        | 484          | .9         | 2.9        | 88                        | 452          | 1.0        | 3.5        | 81                       | 611          | .9         | 3.9        | 28                       | 308          | .3         | 3.9        |
| FA '98         | 89                       | 1285         | 1.0        | 5.0        | 105                       | 550          | 1.2        | 3.7        | 157                       | 592          | 1.7        | 6.2        | 84                       | 601          | .9         | 3.9        | 36                       | 383          | .4         | 4.7        |
| SU '98         | 81                       | 1500         | .9         | 4.6        | 116                       | 663          | 1.3        | 4.2        | 113                       | 610          | 1.2        | 4.5        | 106                      | 790          | 1.2        | 4.9        | 36                       | 421          | .4         | 4.2        |
| <b>4-Book</b>  | <b>71</b>                | <b>1272</b>  | <b>.8</b>  | <b>4.1</b> | <b>91</b>                 | <b>542</b>   | <b>1.0</b> | <b>3.3</b> | <b>110</b>                | <b>536</b>   | <b>1.2</b> | <b>4.4</b> | <b>86</b>                | <b>647</b>   | <b>1.0</b> | <b>4.0</b> | <b>29</b>                | <b>348</b>   | <b>.3</b>  | <b>3.8</b> |
| 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        |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 5                        | 137          | .1         | .3         | 3                         | 45           |            | .1         | 8                         | 87           | .1         | .3         | 10                       | 59           | .1         | .5         | 1                        | 26           |            | .1         |
| WI '99         | 9                        | 194          | .1         | .5         | 19                        | 122          | .2         | .7         | 10                        | 77           | .1         | .4         | 9                        | 53           | .1         | .4         | 2                        | 20           |            | .3         |
| FA '98         | 8                        | 98           | .1         | .5         | 13                        | 36           | .1         | .5         | 16                        | 72           | .2         | .6         | 5                        | 36           | .1         | .2         | 3                        | 8            |            | .4         |
| SU '98         | 3                        | 106          |            | .2         | 2                         | 28           |            | .1         | 1                         | 41           |            | .1         | 6                        | 26           | .1         | .3         | 1                        | 18           |            | .1         |
| <b>4-Book</b>  | <b>6</b>                 | <b>134</b>   | <b>.1</b>  | <b>.4</b>  | <b>9</b>                  | <b>58</b>    | <b>.1</b>  | <b>.4</b>  | <b>9</b>                  | <b>69</b>    | <b>.1</b>  | <b>.3</b>  | <b>8</b>                 | <b>44</b>    | <b>.1</b>  | <b>.4</b>  | <b>2</b>                 | <b>18</b>    |            | <b>.2</b>  |
| SP '98         | 3                        | 84           |            | .2         | 4                         | 46           |            | .1         | 4                         | 28           |            | .1         | 2                        | 27           |            | .1         |                          |              |            |            |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 38                       | 816          | .4         | 2.2        | 34                        | 293          | .4         | 1.2        | 39                        | 368          | .4         | 1.6        | 63                       | 518          | .7         | 3.0        | 33                       | 258          | .4         | 4.4        |
| WI '99         | 36                       | 622          | .4         | 2.1        | 39                        | 259          | .4         | 1.4        | 47                        | 356          | .5         | 1.9        | 44                       | 340          | .5         | 2.1        | 28                       | 293          | .3         | 3.9        |
| FA '98         | 38                       | 744          | .4         | 2.2        | 44                        | 308          | .5         | 1.6        | 46                        | 284          | .5         | 1.8        | 48                       | 450          | .5         | 2.2        | 28                       | 305          | .3         | 3.6        |
| SU '98         | 29                       | 462          | .3         | 1.6        | 15                        | 170          | .2         | .5         | 38                        | 248          | .4         | 1.5        | 41                       | 294          | .4         | 1.9        | 32                       | 258          | .3         | 3.8        |
| <b>4-Book</b>  | <b>35</b>                | <b>661</b>   | <b>.4</b>  | <b>2.0</b> | <b>33</b>                 | <b>258</b>   | <b>.4</b>  | <b>1.2</b> | <b>43</b>                 | <b>314</b>   | <b>.5</b>  | <b>1.7</b> | <b>49</b>                | <b>401</b>   | <b>.5</b>  | <b>2.3</b> | <b>30</b>                | <b>279</b>   | <b>.3</b>  | <b>3.9</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |            |    |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |    |
| <b>WPHT-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 11           | 429         | .1         | .6                        | 16           | 107        | .2         | .6                        | 2            | 58         | .1         | 19                       | 161          | .2         | .9         | 13                       | 163          | .1         | 1.7        |            |    |
| WI '99                   | 22           | 477         | .2         | 1.3                       | 37           | 163        | .4         | 1.3                       | 35           | 218        | .4         | 1.4                      | 31           | 193        | .3         | 1.5                      | 6            | 64         | .1         | .8         |    |
| FA '98                   | 10           | 272         | .1         | .6                        | 16           | 105        | .2         | .6                        | 13           | 80         | .1         | .5                       | 13           | 71         | .1         | .6                       | 2            | 37         |            | .3         |    |
| SU '98                   | 23           | 607         | .3         | 1.3                       | 34           | 162        | .4         | 1.2                       | 16           | 125        | .2         | .6                       | 30           | 214        | .3         | 1.4                      | 19           | 321        | .2         | 2.2        |    |
| <b>4-Book</b>            | <b>17</b>    | <b>446</b>  | <b>.2</b>  | <b>1.0</b>                | <b>26</b>    | <b>134</b> | <b>.3</b>  | <b>.9</b>                 | <b>17</b>    | <b>120</b> | <b>.2</b>  | <b>.7</b>                | <b>23</b>    | <b>160</b> | <b>.2</b>  | <b>1.1</b>               | <b>10</b>    | <b>146</b> | <b>.1</b>  | <b>1.3</b> |    |
| SP '98                   | 21           | 632         | .2         | 1.1                       | 26           | 133        | .3         | .9                        | 18           | 196        | .2         | .7                       | 16           | 227        | .2         | .7                       | 34           | 336        | .4         | 4.2        |    |
| <b>WPLY-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 51           | 1190        | .6         | 3.0                       | 73           | 459        | .8         | 2.6                       | 90           | 475        | 1.0        | 3.6                      | 66           | 738        | .7         | 3.1                      | 16           | 306        | .2         | 2.1        |    |
| WI '99                   | 52           | 997         | .6         | 3.0                       | 63           | 439        | .7         | 2.3                       | 85           | 442        | .9         | 3.4                      | 77           | 634        | .9         | 3.7                      | 14           | 251        | .2         | 2.0        |    |
| FA '98                   | 33           | 1075        | .4         | 1.9                       | 30           | 423        | .3         | 1.1                       | 45           | 383        | .5         | 1.8                      | 52           | 632        | .6         | 2.4                      | 14           | 280        | .2         | 1.8        |    |
| SU '98                   | 46           | 1123        | .5         | 2.6                       | 57           | 457        | .6         | 2.1                       | 61           | 384        | .7         | 2.5                      | 71           | 580        | .8         | 3.3                      | 20           | 305        | .2         | 2.3        |    |
| <b>4-Book</b>            | <b>46</b>    | <b>1096</b> | <b>.5</b>  | <b>2.6</b>                | <b>56</b>    | <b>445</b> | <b>.6</b>  | <b>2.0</b>                | <b>70</b>    | <b>421</b> | <b>.8</b>  | <b>2.8</b>               | <b>67</b>    | <b>646</b> | <b>.8</b>  | <b>3.1</b>               | <b>16</b>    | <b>286</b> | <b>.2</b>  | <b>2.1</b> |    |
| 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        |    |
| <b>WSSJ-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 13           | 39          | .1         | .8                        | 10           | 19         | .1         | .4                        | 13           | 31         | .1         | .5                       | 15           | 27         | .2         | .7                       | 10           | 24         | .1         | 1.3        |    |
| WI '99                   | 2            | 55          |            | .1                        | 3            | 24         |            | .1                        |              |            |            | 3                        | 17           |            | .1         | 1                        | 10           |            | .1         |            |    |
| FA '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| SU '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |    |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>WUSL-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 64           | 1011        | .7         | 3.7                       | 66           | 438        | .7         | 2.4                       | 69           | 492        | .8         | 2.8                      | 96           | 614        | 1.1        | 4.5                      | 50           | 433        | .6         | 6.6        |    |
| WI '99                   | 71           | 995         | .8         | 4.1                       | 90           | 495        | 1.0        | 3.2                       | 91           | 563        | 1.0        | 3.6                      | 71           | 548        | .8         | 3.4                      | 51           | 384        | .6         | 7.2        |    |
| FA '98                   | 79           | 1075        | .9         | 4.5                       | 82           | 537        | .9         | 2.9                       | 88           | 461        | 1.0        | 3.5                      | 120          | 604        | 1.3        | 5.5                      | 68           | 457        | .8         | 8.8        |    |
| SU '98                   | 50           | 915         | .5         | 2.8                       | 57           | 363        | .6         | 2.1                       | 67           | 434        | .7         | 2.7                      | 61           | 499        | .7         | 2.8                      | 36           | 414        | .4         | 4.2        |    |
| <b>4-Book</b>            | <b>66</b>    | <b>999</b>  | <b>.7</b>  | <b>3.8</b>                | <b>74</b>    | <b>458</b> | <b>.8</b>  | <b>2.7</b>                | <b>79</b>    | <b>488</b> | <b>.9</b>  | <b>3.2</b>               | <b>87</b>    | <b>566</b> | <b>1.0</b> | <b>4.1</b>               | <b>51</b>    | <b>422</b> | <b>.6</b>  | <b>6.7</b> |    |
| 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        |    |
| <b>+WVDB-AM</b>          |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | * 4          | 66          |            | .2                        | 7            | 36         |            | .1                        | .3           | 7          | 46         |                          | .1           | .3         | * 2        | 29                       |              | .1         |            |            |    |
| WI '99                   | 4            | 67          |            | .2                        | 2            | 14         |            | .1                        |              | 9          | 59         |                          | .1           | .4         | 2          | 26                       |              | .1         | **         | **         |    |
| FA '98                   | 3            | 46          |            | .2                        |              |            |            |                           |              | 6          | 27         |                          | .1           | .2         | 1          | 9                        |              |            | **         | **         |    |
| SU '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |    |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>WVDB-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 31           | 601         | .3         | 1.8                       | 35           | 195        | .4         | 1.3                       | 48           | 253        | .5         | 1.9                      | 31           | 262        | .3         | 1.5                      | 21           | 141        | .2         | 2.8        |    |
| WI '99                   | 47           | 846         | .5         | 2.7                       | 45           | 264        | .5         | 1.6                       | 105          | 479        | 1.2        | 4.1                      | 45           | 304        | .5         | 2.1                      | 21           | 195        | .2         | 3.0        |    |
| FA '98                   | 54           | 862         | .6         | 3.1                       | 72           | 339        | .8         | 2.6                       | 98           | 426        | 1.1        | 3.8                      | 59           | 374        | .7         | 2.7                      | 27           | 234        | .3         | 3.5        |    |
| SU '98                   | 47           | 968         | .5         | 2.7                       | 33           | 303        | .4         | 1.2                       | 85           | 438        | .9         | 3.4                      | 71           | 439        | .8         | 3.3                      | 14           | 156        | .2         | 1.6        |    |
| <b>4-Book</b>            | <b>45</b>    | <b>819</b>  | <b>.5</b>  | <b>2.6</b>                | <b>46</b>    | <b>275</b> | <b>.5</b>  | <b>1.7</b>                | <b>84</b>    | <b>399</b> | <b>.9</b>  | <b>3.3</b>               | <b>52</b>    | <b>345</b> | <b>.6</b>  | <b>2.4</b>               | <b>21</b>    | <b>182</b> | <b>.2</b>  | <b>2.7</b> |    |
| 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        |    |
| <b>WWJZ-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   |              | 10          |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              | 1          | 10         |            | .1 |
| WI '99                   |              | 8           |            |                           | 1            | 8          |            |                           |              |            |            |                          |              | 8          |            |                          |              |            |            |            |    |
| FA '98                   |              | 10          |            |                           |              |            |            |                           |              |            |            |                          |              | 10         |            |                          |              |            |            |            |    |
| SU '98                   | 3            | 43          |            | .2                        | 7            | 8          |            | .1                        | .3           | 2          | 8          |                          | .1           | 2          | 17         |                          | .1           | 3          | 27         |            | .4 |
| <b>4-Book</b>            | <b>1</b>     | <b>18</b>   |            | .1                        | 2            | 4          |            | .1                        |              | 1          | 2          |                          |              | 1          | 9          |                          |              | 1          | 9          |            | .1 |
| SP '98                   | 1            | 37          |            | .1                        | 2            | 10         |            | .1                        |              | 1          | 28         |                          |              |            |            |                          |              |            |            |            |    |
| <b>WXTU-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 55           | 812         | .6         | 3.2                       | 83           | 506        | .9         | 3.0                       | 71           | 343        | .8         | 2.9                      | 81           | 589        | .9         | 3.8                      | 21           | 254        | .2         | 2.8        |    |
| WI '99                   | 57           | 700         | .6         | 3.3                       | 82           | 390        | .9         | 3.0                       | 93           | 372        | 1.0        | 3.7                      | 74           | 434        | .8         | 3.5                      | 16           | 200        | .2         | 2.3        |    |
| FA '98                   | 59           | 881         | .7         | 3.3                       | 94           | 513        | 1.0        | 3.4                       | 86           | 443        | 1.0        | 3.4                      | 71           | 589        | .8         | 3.3                      | 25           | 351        | .3         | 3.2        |    |
| SU '98                   | 76           | 910         | .8         | 4.3                       | 114          | 559        | 1.2        | 4.2                       | 106          | 461        | 1.2        | 4.3                      | 89           | 583        | 1.0        | 4.1                      | 23           | 400        | .3         | 2.7        |    |
| <b>4-Book</b>            | <b>62</b>    | <b>826</b>  | <b>.7</b>  | <b>3.5</b>                | <b>93</b>    | <b>492</b> | <b>1.0</b> | <b>3.4</b>                | <b>89</b>    | <b>405</b> | <b>1.0</b> | <b>3.6</b>               | <b>79</b>    | <b>549</b> | <b>.9</b>  | <b>3.7</b>               | <b>21</b>    | <b>301</b> | <b>.3</b>  | <b>2.8</b> |    |
| 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        |    |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXXM-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 44                       | 871          | .5         | 2.6         | 56                        | 411          | .6         | 2.0         | 75                        | 336          | .8         | 3.0         | 55                       | 498          | .6         | 2.6        | 18                       | 252          | .2         | 2.4        |
| WI '99         | 42                       | 1116         | .5         | 2.4         | 53                        | 475          | .6         | 1.9         | 66                        | 417          | .7         | 2.6         | 54                       | 635          | .6         | 2.6        | 19                       | 252          | .2         | 2.7        |
| FA '98         | 29                       | 919          | .3         | 1.6         | 31                        | 378          | .3         | 1.1         | 41                        | 363          | .5         | 1.6         | 49                       | 598          | .5         | 2.3        | 15                       | 335          | .2         | 1.9        |
| SU '98         | 44                       | 1142         | .5         | 2.5         | 57                        | 586          | .6         | 2.1         | 51                        | 356          | .6         | 2.1         | 62                       | 594          | .7         | 2.9        | 31                       | 383          | .3         | 3.6        |
| <b>4-Book</b>  | <b>40</b>                | <b>1012</b>  | <b>.5</b>  | <b>2.3</b>  | <b>49</b>                 | <b>463</b>   | <b>.5</b>  | <b>1.8</b>  | <b>58</b>                 | <b>368</b>   | <b>.7</b>  | <b>2.3</b>  | <b>55</b>                | <b>581</b>   | <b>.6</b>  | <b>2.6</b> | <b>21</b>                | <b>306</b>   | <b>.2</b>  | <b>2.7</b> |
| 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        |
| <b>WYSP-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 211                      | 2708         | 2.3        | 12.3        | 619                       | 1994         | 6.8        | 22.4        | 280                       | 1496         | 3.1        | 11.3        | 181                      | 1320         | 2.0        | 8.5        | 35                       | 519          | .4         | 4.6        |
| WI '99         | 212                      | 2753         | 2.3        | 12.4        | 741                       | 2184         | 8.2        | 26.7        | 267                       | 1441         | 2.9        | 10.5        | 144                      | 1024         | 1.6        | 6.9        | 21                       | 376          | .2         | 3.0        |
| FA '98         | 204                      | 3076         | 2.3        | 11.6        | 656                       | 2061         | 7.2        | 23.4        | 258                       | 1344         | 2.9        | 10.1        | 111                      | 900          | 1.2        | 5.1        | 28                       | 420          | .3         | 3.6        |
| SU '98         | 191                      | 2786         | 2.1        | 10.8        | 662                       | 2131         | 7.2        | 24.1        | 223                       | 1412         | 2.4        | 9.0         | 114                      | 937          | 1.2        | 5.3        | 44                       | 593          | .5         | 5.2        |
| <b>4-Book</b>  | <b>205</b>               | <b>2831</b>  | <b>2.3</b> | <b>11.8</b> | <b>670</b>                | <b>2093</b>  | <b>7.4</b> | <b>24.2</b> | <b>257</b>                | <b>1423</b>  | <b>2.8</b> | <b>10.2</b> | <b>138</b>               | <b>1045</b>  | <b>1.5</b> | <b>6.5</b> | <b>32</b>                | <b>477</b>   | <b>.4</b>  | <b>4.1</b> |
| 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        |
| <b>WYXR-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 40                       | 848          | .4         | 2.3         | 58                        | 419          | .6         | 2.1         | 68                        | 354          | .8         | 2.7         | 54                       | 407          | .6         | 2.5        | 12                       | 157          | .1         | 1.6        |
| WI '99         | 37                       | 1014         | .4         | 2.2         | 55                        | 402          | .6         | 2.0         | 37                        | 369          | .4         | 1.5         | 38                       | 499          | .4         | 1.8        | 26                       | 256          | .3         | 3.7        |
| FA '98         | 43                       | 1042         | .5         | 2.4         | 61                        | 512          | .7         | 2.2         | 48                        | 371          | .5         | 1.9         | 53                       | 512          | .6         | 2.4        | 19                       | 307          | .2         | 2.5        |
| SU '98         | 56                       | 1020         | .6         | 3.2         | 65                        | 405          | .7         | 2.4         | 90                        | 359          | 1.0        | 3.6         | 73                       | 572          | .8         | 3.4        | 14                       | 325          | .2         | 1.6        |
| <b>4-Book</b>  | <b>44</b>                | <b>981</b>   | <b>.5</b>  | <b>2.5</b>  | <b>60</b>                 | <b>435</b>   | <b>.7</b>  | <b>2.2</b>  | <b>61</b>                 | <b>363</b>   | <b>.7</b>  | <b>2.4</b>  | <b>55</b>                | <b>498</b>   | <b>.6</b>  | <b>2.5</b> | <b>18</b>                | <b>261</b>   | <b>.2</b>  | <b>2.4</b> |
| 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        |
| <b>WBYN-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 5                        | 81           | .1         | .3          | 9                         | 50           | .1         | .3          | 10                        | 39           | .1         | .4          | 5                        | 31           | .1         | .2         | 1                        | 25           |            | .1         |
| WI '99         | 5                        | 75           | .1         | .3          | 7                         | 41           | .1         | .3          | 4                         | 16           |            | .2          | 6                        | 41           | .1         | .3         | 2                        | 33           |            | .3         |
| FA '98         | 3                        | 73           |            | .2          | 6                         | 56           | .1         | .2          | 2                         | 9            |            | .1          | 7                        | 56           | .1         | .3         | 1                        | 26           |            | .1         |
| SU '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 2                        | 112          |            | .1          | 2                         | 31           |            | .1          | 3                         | 51           |            | .1          | 3                        | 34           |            | .1         | 2                        | 47           |            | .3         |
| WI '99         | 5                        | 233          | .1         | .3          | 6                         | 77           | .1         | .2          | 7                         | 71           | .1         | .3          | 5                        | 95           | .1         | .2         | 4                        | 54           |            | .6         |
| FA '98         | 10                       | 141          | .1         | .6          | 16                        | 43           | .2         | .6          | 18                        | 43           | .2         | .7          | 8                        | 65           | .1         | .4         | 2                        | 50           |            | .3         |
| SU '98         | 5                        | 127          | .1         | .3          | 5                         | 52           | .1         | .2          | 9                         | 39           | .1         | .4          | 14                       | 74           | .2         | .6         | 1                        | 18           |            | .1         |
| <b>4-Book</b>  | <b>6</b>                 | <b>153</b>   | <b>.1</b>  | <b>.3</b>   | <b>7</b>                  | <b>51</b>    | <b>.1</b>  | <b>.3</b>   | <b>9</b>                  | <b>59</b>    | <b>.1</b>  | <b>.4</b>   | <b>8</b>                 | <b>67</b>    | <b>.1</b>  | <b>.3</b>  | <b>2</b>                 | <b>42</b>    | <b>.1</b>  | <b>.3</b>  |
| SP '98         | 7                        | 122          | .1         | .4          | 10                        | 49           | .1         | .3          | 16                        | 47           | .2         | .6          | 7                        | 55           | .1         | .3         | 1                        | 36           |            | .1         |
| <b>WKXW-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 21                       | 307          | .2         | 1.2         | 28                        | 152          | .3         | 1.0         | 36                        | 151          | .4         | 1.5         | 32                       | 174          | .4         | 1.5        | 10                       | 85           | .1         | 1.3        |
| WI '99         | 14                       | 346          | .2         | .8          | 27                        | 171          | .3         | 1.0         | 24                        | 141          | .3         | .9          | 22                       | 206          | .2         | 1.0        | 3                        | 82           |            | .4         |
| FA '98         | 27                       | 389          | .3         | 1.5         | 33                        | 156          | .4         | 1.2         | 52                        | 194          | .6         | 2.0         | 46                       | 243          | .5         | 2.1        | 13                       | 138          | .1         | 1.7        |
| SU '98         | 20                       | 366          | .2         | 1.1         | 22                        | 128          | .2         | .8          | 28                        | 114          | .3         | 1.1         | 42                       | 219          | .5         | 1.9        | 11                       | 75           | .1         | 1.3        |
| <b>4-Book</b>  | <b>21</b>                | <b>352</b>   | <b>.2</b>  | <b>1.2</b>  | <b>28</b>                 | <b>152</b>   | <b>.3</b>  | <b>1.0</b>  | <b>35</b>                 | <b>150</b>   | <b>.4</b>  | <b>1.4</b>  | <b>36</b>                | <b>211</b>   | <b>.4</b>  | <b>1.6</b> | <b>9</b>                 | <b>95</b>    | <b>.1</b>  | <b>1.2</b> |
| 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         |
| <b>WLEV-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 10                       | 125          | .1         | .6          | 15                        | 42           | .2         | .5          | 14                        | 34           | .2         | .6          | 14                       | 82           | .2         | .7         | 3                        | 48           |            | .4         |
| WI '99         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 4                        | 78           |            | .2          | 5                         | 25           | .1         | .2          | 8                         | 14           | .1         | .3          | 6                        | 28           | .1         | .3         | 1                        | 36           |            | .1         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | 1                        | 57           |            | .1          | 10                        |              |            |             | 1                         | 9            |            |             | 1                        | 27           |            |            |                          |              |            |            |
| <b>WNJO-FM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |            |                          |              |            |            |
| SP '99         | 19                       | 245          | .2         | 1.1         | 23                        | 132          | .3         | .8          | 38                        | 105          | .4         | 1.5         | 32                       | 148          | .4         | 1.5        | 4                        | 63           |            | .5         |
| WI '99         | 10                       | 229          | .1         | .6          | 9                         | 93           | .1         | .3          | 22                        | 113          | .2         | .9          | 11                       | 129          | .1         | .5         | 2                        | 69           |            | .3         |
| FA '98         | 11                       | 302          | .1         | .6          | 9                         | 120          | .1         | .3          | 17                        | 126          | .2         | .7          | 19                       | 151          | .2         | .9         | 5                        | 70           |            | .6         |
| SU '98         | 23                       | 286          | .3         | 1.3         | 32                        | 107          | .3         | 1.2         | 38                        | 148          | .4         | 1.5         | 27                       | 179          | .3         | 1.3        | 12                       | 104          | .1         | 1.4        |
| <b>4-Book</b>  | <b>16</b>                | <b>266</b>   | <b>.2</b>  | <b>.9</b>   | <b>18</b>                 | <b>113</b>   | <b>.2</b>  | <b>.7</b>   | <b>29</b>                 | <b>123</b>   | <b>.3</b>  | <b>1.2</b>  | <b>22</b>                | <b>152</b>   | <b>.3</b>  | <b>1.1</b> | <b>6</b>                 | <b>77</b>    | <b>.1</b>  | <b>.7</b>  |
| SP '98         | 10                       | 256          | .1         | .5          | 7                         | 125          | .1         | .2          | 17                        | 115          | .2         | .6          | 14                       | 136          | .2         | .6         | 5                        | 82           | .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

| Men 25-49                |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |     |
|--------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|------------|-----|
| Monday-Sunday<br>6AM-MID |              |             |             | Monday-Friday<br>6AM-10AM |              |             |             | Monday-Friday<br>10AM-3PM |              |             |             | Monday-Friday<br>3PM-7PM |              |             |             | Monday-Friday<br>7PM-MID |              |             |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr |     |
| <b>WPST-FM</b>           |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |     |
| SP '99                   | 18           | 689         | .2          | 1.0                       | 31           | 235         | .3          | 1.1                       | 20           | 185         | .2          | .8                       | 24           | 350         | .3          | 1.1                      | 6            | 139         | .1         | .8  |
| WI '99                   | 14           | 557         | .2          | .8                        | 14           | 160         | .2          | .5                        | 26           | 220         | .3          | 1.0                      | 20           | 340         | .2          | 1.0                      | 4            | 110         |            | .6  |
| FA '98                   | 19           | 614         | .2          | 1.1                       | 28           | 228         | .3          | 1.0                       | 18           | 216         | .2          | .7                       | 28           | 336         | .3          | 1.3                      | 5            | 108         | .1         | .6  |
| SU '98                   | 17           | 579         | .2          | 1.0                       | 20           | 173         | .2          | .7                        | 25           | 218         | .3          | 1.0                      | 19           | 290         | .2          | .9                       | 12           | 200         | .1         | 1.4 |
| <b>4-Book</b>            | 17           | <b>610</b>  | <b>.2</b>   | <b>1.0</b>                | <b>23</b>    | <b>199</b>  | <b>.3</b>   | <b>.8</b>                 | <b>22</b>    | <b>210</b>  | <b>.3</b>   | <b>.9</b>                | <b>23</b>    | <b>329</b>  | <b>.3</b>   | <b>1.1</b>               | 7            | <b>139</b>  | .1         | .9  |
| 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 |
| <b>TOTALS</b>            |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |     |
| SP '99                   | 1720         | 8743        | 19.0        |                           | 2769         | 7977        | 30.6        |                           | 2477         | 6557        | 27.4        |                          | 2128         | 7709        | 23.5        |                          | 754          | 4903        | 8.3        |     |
| WI '99                   | 1715         | 8825        | 18.9        |                           | 2779         | 7937        | 30.7        |                           | 2533         | 6683        | 28.0        |                          | 2099         | 7656        | 23.2        |                          | 709          | 4888        | 7.8        |     |
| FA '98                   | 1765         | 8746        | 19.5        |                           | 2803         | 7959        | 31.0        |                           | 2549         | 6477        | 28.2        |                          | 2175         | 7786        | 24.0        |                          | 772          | 5150        | 8.5        |     |
| SU '98                   | 1761         | 8904        | 19.2        |                           | 2742         | 7843        | 29.9        |                           | 2487         | 6549        | 27.2        |                          | 2155         | 7682        | 23.5        |                          | 853          | 5402        | 9.3        |     |
| <b>4-Book</b>            | <b>1740</b>  | <b>8805</b> | <b>19.2</b> |                           | <b>2773</b>  | <b>7929</b> | <b>30.6</b> |                           | <b>2512</b>  | <b>6567</b> | <b>27.7</b> |                          | <b>2139</b>  | <b>7708</b> | <b>23.6</b> |                          | <b>772</b>   | <b>5086</b> | <b>8.5</b> |     |
| SP '98                   | 1834         | 8800        | 20.0        |                           | 2888         | 8006        | 31.5        |                           | 2700         | 6588        | 29.5        |                          | 2231         | 7754        | 24.4        |                          | 802          | 5067        | 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<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 111                      | 2293         | 1.2        | 4.5        | 34                 | 942          | .4         | 3.2        | 87                   | 421          | 1.0        | 7.8        | 33                   | 214          | .4         | 1.8        | 17                  | 121          | .2         | 1.4        |
| 4-Book          | 118                      | 2323         | 1.3        | 4.8        | 39                 | 1110         | .4         | 3.6        | 101                  | 523          | 1.1        | 9.1        | 45                   | 269          | .5         | 2.4        | 27                  | 158          | .3         | 2.0        |
| <b>WBEB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 113                      | 791          | 1.2        | 4.6        | 53                 | 525          | .6         | 5.0        | 35                   | 136          | .4         | 3.1        | 102                  | 196          | 1.1        | 5.7        | 61                  | 146          | .7         | 5.1        |
| 4-Book          | 90                       | 802          | 1.0        | 3.6        | 42                 | 476          | .5         | 3.9        | 45                   | 144          | .5         | 4.0        | 85                   | 190          | .9         | 4.6        | 45                  | 140          | .5         | 3.5        |
| <b>WDAS-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 6                        | 59           | .1         | .2         | 7                  | 97           | .1         | .7         | 4                    | 12           |            | .4         |                      |              |            |            | 7                   | 8            | .1         | .6         |
| 4-Book          | 5                        | 71           | .1         | .2         | 8                  | 84           | .1         | .8         | 2                    | 7            |            | .2         | 2                    | 6            |            | .1         | 4                   | 4            | .1         | .3         |
| <b>WDAS-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 137                      | 929          | 1.5        | 5.6        | 70                 | 605          | .8         | 6.7        | 81                   | 211          | .9         | 7.2        | 69                   | 231          | .8         | 3.8        | 65                  | 170          | .7         | 5.4        |
| 4-Book          | 156                      | 1006         | 1.7        | 6.3        | 82                 | 655          | .9         | 7.6        | 77                   | 197          | .9         | 6.9        | 108                  | 276          | 1.2        | 5.8        | 102                 | 243          | 1.1        | 7.8        |
| <b>+WEMG-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| <b>WURD-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 10                       | 77           | .1         | .4         | 10                 | 54           | .1         | 1.0        | 13                   | 27           | .1         | 1.2        | 16                   | 19           | .2         | .9         | 18                  | 27           | .2         | 1.5        |
| 4-Book          | 7                        | 64           | .1         | .3         | 7                  | 47           | .1         | .6         | 8                    | 16           | .1         | .7         | 11                   | 24           | .1         | .6         | 6                   | 11           | .1         | .5         |
| <b>WFIL-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 4                        | 101          |            | .2         | 3                  | 35           |            | .3         | 4                    | 8            |            | .4         | 3                    | 8            |            | .2         | 7                   | 15           | .1         | .6         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WHAT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 6                        | 56           | .1         | .2         | 4                  | 16           |            | .4         | 2                    | 8            |            | .2         | 3                    | 8            |            | .2         | 4                   | 8            |            | .3         |
| 4-Book          | 9                        | 81           | .1         | .4         | 6                  | 46           | .1         | .5         | 3                    | 5            |            | .3         | 12                   | 21           | .1         | .6         | 7                   | 12           | .1         | .5         |
| <b>WIOQ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 98                       | 1150         | 1.1        | 4.0        | 51                 | 697          | .6         | 4.9        | 40                   | 175          | .4         | 3.6        | 111                  | 268          | 1.2        | 6.2        | 64                  | 203          | .7         | 5.3        |
| 4-Book          | 81                       | 945          | .9         | 3.3        | 37                 | 605          | .4         | 3.4        | 31                   | 126          | .3         | 2.8        | 73                   | 267          | .8         | 4.0        | 48                  | 176          | .6         | 3.7        |
| <b>WIP -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 175                      | 1659         | 1.9        | 7.1        | 43                 | 651          | .5         | 4.1        | 74                   | 236          | .8         | 6.6        | 90                   | 269          | 1.0        | 5.0        | 44                  | 189          | .5         | 3.7        |
| 4-Book          | 177                      | 1678         | 1.9        | 7.2        | 53                 | 811          | .6         | 5.0        | 85                   | 282          | 1.0        | 7.5        | 94                   | 321          | 1.1        | 5.1        | 52                  | 217          | .6         | 4.0        |
| <b>WJJZ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 102                      | 926          | 1.1        | 4.1        | 63                 | 620          | .7         | 6.0        | 51                   | 140          | .6         | 4.5        | 93                   | 264          | 1.0        | 5.2        | 86                  | 232          | 1.0        | 7.1        |
| 4-Book          | 104                      | 897          | 1.2        | 4.2        | 55                 | 604          | .6         | 5.2        | 45                   | 153          | .5         | 4.0        | 83                   | 217          | .9         | 4.5        | 88                  | 223          | 1.0        | 6.8        |
| <b>WMGK-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 182                      | 1411         | 2.0        | 7.4        | 82                 | 918          | .9         | 7.8        | 76                   | 224          | .8         | 6.8        | 169                  | 471          | 1.9        | 9.4        | 133                 | 397          | 1.5        | 11.0       |
| 4-Book          | 182                      | 1500         | 2.0        | 7.3        | 76                 | 940          | .9         | 7.1        | 77                   | 250          | .9         | 6.9        | 160                  | 467          | 1.8        | 8.7        | 114                 | 341          | 1.3        | 8.8        |
| <b>WMWR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 197                      | 1776         | 2.2        | 8.0        | 70                 | 991          | .8         | 6.7        | 91                   | 306          | 1.0        | 8.1        | 178                  | 454          | 2.0        | 9.9        | 93                  | 348          | 1.0        | 7.7        |
| 4-Book          | 192                      | 1699         | 2.1        | 7.7        | 68                 | 983          | .7         | 6.3        | 79                   | 298          | .9         | 7.1        | 157                  | 466          | 1.7        | 8.5        | 92                  | 318          | 1.0        | 7.1        |
| <b>WNAP-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | *                        | 5            |            |            | *                  | 1            | 24         | .1         |                      |              |            |            | 2                    | 13           |            | .1         | *                   |              |            |            |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WOGL-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 74                       | 855          | .8         | 3.0        | 38                 | 591          | .4         | 3.6        | 21                   | 85           | .2         | 1.9        | 51                   | 217          | .6         | 2.8        | 47                  | 121          | .5         | 3.9        |
| 4-Book          | 97                       | 985          | 1.1        | 3.9        | 53                 | 673          | .6         | 4.9        | 41                   | 137          | .4         | 3.6        | 85                   | 243          | 1.0        | 4.6        | 69                  | 208          | .8         | 5.3        |
| <b>WPEN-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 7                        | 118          | .1         | .3         | 4                  | 63           |            | .4         | 2                    | 9            |            | .2         | 7                    | 28           | .1         | .4         | 9                   | 19           | .1         | .7         |
| 4-Book          | 9                        | 112          | .1         | .4         | 5                  | 56           |            | .5         | 5                    | 15           |            | .4         | 7                    | 18           | .1         | .4         | 4                   | 10           | .1         | .3         |
| <b>WPHI-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 45                       | 730          | .5         | 1.8        | 29                 | 397          | .3         | 2.8        | 14                   | 84           | .2         | 1.2        | 46                   | 187          | .5         | 2.6        | 34                  | 126          | .4         | 2.8        |
| 4-Book          | 42                       | 556          | .5         | 1.7        | 27                 | 350          | .3         | 2.5        | 12                   | 48           | .2         | 1.1        | 50                   | 163          | .6         | 2.7        | 40                  | 143          | .5         | 3.1        |
| <b>WPHT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 12                       | 233          | .1         | .5         | 8                  | 137          | .1         | .8         | 12                   | 16           | .1         | 1.1        | 4                    | 16           |            | .2         | 4                   | 24           |            | .3         |
| 4-Book          | 22                       | 279          | .3         | .9         | 12                 | 171          | .1         | 1.1        | 10                   | 24           | .1         | .9         | 16                   | 37           | .2         | .9         | 10                  | 29           | .1         | .7         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 25-49

# Target Listener Estimates

| Men 25-49                |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>WPLY-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 77           | 1021       | .9         | 3.1                | 27           | 575        | .3         | 2.6                  | 22           | 112        | .2         | 2.0                  | 62           | 283        | .7         | 3.5                 | 35           | 156        | .4         | 2.9 |
| 4-Book                   | 65           | 911        | .7         | 2.6                | 31           | 530        | .3         | 2.9                  | 23           | 100        | .2         | 2.0                  | 64           | 243        | .7         | 3.5                 | 38           | 157        | .4         | 2.9 |
| <b>WSSJ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 13           | 39         | .1         | .5                 | 15           | 27         | .2         | 1.4                  | 21           | 27         | .2         | 1.9                  | 19           | 19         | .2         | 1.1                 | 19           | 19         | .2         | 1.6 |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WUSL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 76           | 843        | .8         | 3.1                | 51           | 649        | .6         | 4.9                  | 40           | 125        | .4         | 3.6                  | 113          | 298        | 1.2        | 6.3                 | 61           | 169        | .7         | 5.1 |
| 4-Book                   | 80           | 808        | .9         | 3.2                | 52           | 565        | .6         | 4.9                  | 36           | 102        | .4         | 3.2                  | 84           | 234        | .9         | 4.6                 | 77           | 205        | .8         | 5.9 |
| <b>+WWDB-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 6          | 56         | .1         | .2                 | * **         | 10         | **         | **                   | 1            | 10         | **         | .1                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WWDB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 39           | 440        | .4         | 1.6                | 23           | 257        | .3         | 2.2                  | 20           | 55         | .2         | 1.8                  | 13           | 61         | .1         | .7                  | 11           | 32         | .1         | .9  |
| 4-Book                   | 63           | 630        | .7         | 2.5                | 29           | 330        | .3         | 2.7                  | 22           | 64         | .2         | 2.0                  | 20           | 65         | .2         | 1.1                 | 10           | 36         | .1         | .8  |
| <b>WWJZ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 1            | 9          |            |                    | 1            | 6          |            | .1                   | 1            | 2          |            | .1                   | 2            | 6          |            | .1                  | 1            | 4          |            | .1  |
| 4-Book                   |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| <b>WXTU-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 78           | 716        | .9         | 3.2                | 37           | 435        | .4         | 3.5                  | 45           | 159        | .5         | 4.0                  | 59           | 184        | .7         | 3.3                 | 42           | 158        | .5         | 3.5 |
| 4-Book                   | 87           | 711        | 1.0        | 3.5                | 44           | 486        | .5         | 4.1                  | 51           | 167        | .6         | 4.6                  | 77           | 226        | .9         | 4.2                 | 55           | 190        | .6         | 4.2 |
| <b>WXXM-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 63           | 697        | .7         | 2.6                | 26           | 460        | .3         | 2.5                  | 28           | 121        | .3         | 2.5                  | 71           | 210        | .8         | 4.0                 | 29           | 140        | .3         | 2.4 |
| 4-Book                   | 55           | 803        | .6         | 2.2                | 26           | 514        | .3         | 2.4                  | 20           | 102        | .2         | 1.8                  | 50           | 216        | .6         | 2.7                 | 34           | 153        | .4         | 2.6 |
| <b>WYSP-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 354          | 2546       | 3.9        | 14.4               | 77           | 1015       | .9         | 7.3                  | 108          | 300        | 1.2        | 9.6                  | 143          | 413        | 1.6        | 8.0                 | 83           | 300        | .9         | 6.9 |
| 4-Book                   | 347          | 2561       | 3.8        | 14.0               | 67           | 986        | .8         | 6.2                  | 68           | 222        | .8         | 6.1                  | 126          | 399        | 1.4        | 6.8                 | 67           | 249        | .8         | 5.2 |
| <b>WYXR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 61           | 700        | .7         | 2.5                | 22           | 348        | .2         | 2.1                  | 15           | 83         | .2         | 1.3                  | 35           | 87         | .4         | 2.0                 | 24           | 71         | .3         | 2.0 |
| 4-Book                   | 59           | 753        | .7         | 2.4                | 37           | 516        | .4         | 3.4                  | 37           | 138        | .4         | 3.3                  | 70           | 206        | .8         | 3.8                 | 52           | 157        | .6         | 3.9 |
| <b>WBYN-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 8            | 81         | .1         | .3                 | 3            | 50         | **         | .3                   | 4            | 25         | **         | .4                   | 3            | 17         | **         | .2                  | 4            | 7          | **         | .3  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WJBR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 2            | 84         |            | .1                 | 3            | 25         |            |                      | 3            | 18         | .1         | .3                   | 10           | 20         | .1         | .5                  | 6            | 14         | .1         | .5  |
| 4-Book                   | 8            | 114        | .1         | .3                 | 3            | 56         | .3         | .3                   | 3            | 18         | .1         | .3                   | 10           | 20         | .1         | .5                  | 6            | 14         | .1         | .5  |
| <b>WKXW-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 32           | 263        | .4         | 1.3                | 8            | 115        | .1         | .8                   | 7            | 29         | .1         | .6                   | 19           | 54         | .2         | 1.1                 | 17           | 20         | .2         | 1.4 |
| 4-Book                   | 33           | 302        | .4         | 1.3                | 7            | 107        | .1         | .6                   | 6            | 24         | .1         | .5                   | 11           | 44         | .1         | .6                  | 9            | 26         | .1         | .7  |
| <b>WLEV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 14           | 100        | .2         | .6                 | 6            | 58         | .1         | .6                   | 11           | 18         | .1         | 1.0                  | 16           | 35         | .2         | .9                  | 1            | 9          |            | .1  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WNJO-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 31           | 186        | .3         | 1.3                | 6            | 81         | .1         | .6                   |              |            |            |                      | 12           | 41         | .1         | .7                  | 5            | 25         | .1         | .4  |
| 4-Book                   | 24           | 216        | .3         | 1.0                | 8            | 120        | .1         | .8                   | 6            | 21         | .1         | .5                   | 18           | 63         | .2         | 1.0                 | 11           | 40         | .2         | .8  |
| <b>WPST-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 24           | 504        | .3         | 1.0                | 15           | 372        | .2         | 1.4                  | 11           | 74         | .1         | 1.0                  | 18           | 108        | .2         | 1.0                 | 13           | 84         | .1         | 1.1 |
| 4-Book                   | 23           | 453        | .3         | .9                 | 14           | 317        | .2         | 1.3                  | 10           | 55         | .1         | .9                   | 25           | 125        | .3         | 1.3                 | 24           | 113        | .3         | 1.8 |
| <b>TOTALS</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 2459         | 8619       | 27.2       |                    | 1051         | 6781       | 11.6       |                      | 1121         | 3070       | 12.4       |                      | 1793         | 4329       | 19.8       |                     | 1204         | 3144       | 13.3       |     |
| 4-Book                   | 2478         | 8696       | 27.3       |                    | 1075         | 7091       | 11.8       |                      | 1120         | 3196       | 12.3       |                      | 1848         | 4437       | 20.4       |                     | 1301         | 3320       | 14.3       |     |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 25-49

Target Listener Estimates - Men 25-49

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYY -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 15                  | 78           | .2         | 2.0        | 54                 | 320          | .6         | 7.3        | 32                 | 174          | .4         | 2.5        | 23                | 102          | .3         | 2.4        | 22                | 155          | .2         | 4.0        |
| 4-Book          | 14                  | 108          | .2         | 1.8        | 69                 | 384          | .8         | 9.0        | 32                 | 212          | .4         | 2.4        | 17                | 110          | .2         | 1.9        | 19                | 157          | .2         | 3.4        |
| <b>WBEB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 51                  | 153          | .6         | 6.9        | 23                 | 92           | .3         | 3.1        | 63                 | 178          | .7         | 5.0        | 42                | 176          | .5         | 4.3        | 34                | 85           | .4         | 6.2        |
| 4-Book          | 27                  | 102          | .3         | 3.7        | 22                 | 79           | .3         | 2.9        | 49                 | 152          | .5         | 3.9        | 32                | 120          | .4         | 3.4        | 22                | 74           | .3         | 4.0        |
| <b>VDAS-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 3                   | 8            | .4         |            | 29                 | 69           | .3         | 3.9        | 15                 | 56           | .2         | 1.2        |                   |              |            |            | 4                 | 11           |            | .8         |
| 4-Book          | 3                   | 9            | .4         |            | 24                 | 58           | .3         | 3.2        | 22                 | 57           | .3         | 1.7        | 7                 | 11           | .1         | .7         | 4                 | 11           |            | .8         |
| <b>VDAS-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 53                  | 160          | .6         | 7.2        | 45                 | 88           | .5         | 6.1        | 77                 | 184          | .9         | 6.1        | 93                | 190          | 1.0        | 9.5        | 75                | 162          | .8         | 13.7       |
| 4-Book          | 68                  | 184          | .8         | 9.3        | 42                 | 101          | .5         | 5.6        | 72                 | 171          | .8         | 5.6        | 67                | 160          | .8         | 7.1        | 112               | 205          | 1.2        | 20.0       |
| <b>+WEMG-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WURD-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 5                   | 12           | .1         | .7         |                    |              |            |            | 13                 | 19           | .1         | 1.0        | 12                | 12           | .1         | 1.2        | 2                 | 12           |            | .4         |
| 4-Book          | 4                   | 9            | .1         | .5         | 3                  | 7            |            | .3         | 11                 | 28           | .1         | .8         | 6                 | 15           | .1         | .6         | 2                 | 7            |            | .4         |
| <b>WFIL-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 2                   | 8            | .3         |            | 4                  | 8            | .5         |            |                    |              |            |            | 3                 | 20           | .3         |            | 2                 | 9            | .4         |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WHAT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 3                   | 8            | .4         |            |                    |              |            |            | 2                  | 8            | .2         |            | 14                | 16           | .2         | 1.4        | 2                 | 8            | .4         |            |
| 4-Book          | 4                   | 8            | .5         |            | 7                  | 16           | .1         | .9         | 6                  | 13           | .1         | .5         | 4                 | 6            | .1         | .4         | 1                 | 5            | .1         |            |
| <b>WIOQ-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 35                  | 194          | .4         | 4.8        | 24                 | 96           | .3         | 3.3        | 46                 | 191          | .5         | 3.7        | 51                | 209          | .6         | 5.2        | 32                | 152          | .4         | 5.9        |
| 4-Book          | 27                  | 119          | .3         | 3.7        | 14                 | 60           | .2         | 1.9        | 38                 | 142          | .4         | 3.0        | 31                | 145          | .3         | 3.3        | 25                | 97           | .3         | 4.6        |
| <b>WIP -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 18                  | 115          | .2         | 2.4        | 41                 | 116          | .5         | 5.6        | 40                 | 142          | .4         | 3.2        | 21                | 78           | .2         | 2.2        | 19                | 98           | .2         | 3.5        |
| 4-Book          | 24                  | 121          | .3         | 3.2        | 41                 | 151          | .5         | 5.4        | 55                 | 203          | .6         | 4.3        | 49                | 185          | .6         | 5.5        | 27                | 124          | .3         | 5.2        |
| <b>WJZZ-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 36                  | 116          | .4         | 4.9        | 57                 | 135          | .6         | 7.8        | 71                 | 148          | .8         | 5.7        | 67                | 131          | .7         | 6.9        | 47                | 125          | .5         | 8.6        |
| 4-Book          | 49                  | 157          | .5         | 6.5        | 44                 | 110          | .5         | 5.8        | 63                 | 165          | .7         | 4.9        | 48                | 129          | .5         | 5.2        | 27                | 86           | .3         | 4.9        |
| <b>WMGK-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 30                  | 139          | .3         | 4.1        | 28                 | 129          | .3         | 3.8        | 107                | 347          | 1.2        | 8.5        | 89                | 261          | 1.0        | 9.1        | 25                | 102          | .3         | 4.6        |
| 4-Book          | 38                  | 149          | .4         | 5.0        | 30                 | 138          | .3         | 3.9        | 94                 | 318          | 1.1        | 7.4        | 70                | 215          | .8         | 7.4        | 25                | 93           | .3         | 4.3        |
| <b>WMMR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 27                  | 152          | .3         | 3.7        | 25                 | 99           | .3         | 3.4        | 66                 | 290          | .7         | 5.3        | 47                | 201          | .5         | 4.8        | 29                | 125          | .3         | 5.3        |
| 4-Book          | 33                  | 150          | .4         | 4.4        | 29                 | 119          | .3         | 3.8        | 67                 | 264          | .8         | 5.2        | 58                | 213          | .6         | 6.1        | 24                | 107          | .3         | 4.2        |
| <b>WNAP-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            | 4                  | 11           | .3         |            | *                 |              |            |            | **                | **           | **         | **         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WVGL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 35                  | 147          | .4         | 4.8        | 35                 | 108          | .4         | 4.8        | 55                 | 180          | .6         | 4.4        | 24                | 122          | .3         | 2.5        | 30                | 100          | .3         | 5.5        |
| 4-Book          | 41                  | 151          | .5         | 5.4        | 49                 | 139          | .6         | 6.4        | 58                 | 182          | .6         | 4.5        | 52                | 160          | .6         | 5.6        | 25                | 89           | .3         | 4.6        |
| <b>WPEN-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 5                  | 10           | .1         | .7         | 7                  | 18           | .1         | .6         |                   |              |            |            | 2                 | 24           | .4         |            |
| 4-Book          | 3                   | 11           | .4         |            | 5                  | 17           | .1         | .6         | 7                  | 20           | .1         | .6         | 3                 | 7            | .1         | .4         | 4                 | 16           | .1         | .8         |
| <b>WPHI-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 38                  | 103          | .4         | 5.2        | 9                  | 40           | .1         | 1.2        | 35                 | 90           | .4         | 2.8        | 34                | 107          | .4         | 3.5        | 20                | 45           | .2         | 3.7        |
| 4-Book          | 31                  | 95           | .4         | 4.2        | 11                 | 33           | .1         | 1.5        | 29                 | 86           | .4         | 2.3        | 24                | 85           | .3         | 2.6        | 16                | 45           | .2         | 3.0        |
| <b>WPHT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 11                  | 27           | .1         | 1.5        |                    |              |            |            | 10                 | 57           | .1         | .8         | 19                | 66           | .2         | 1.9        | 3                 | 10           | .5         |            |
| 4-Book          | 7                   | 28           | .1         | .8         | 16                 | 45           | .2         | 2.0        | 14                 | 61           | .2         | 1.1        | 15                | 54           | .2         | 1.5        | 7                 | 24           | .1         | 1.3        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 25-49

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 11                  | 52           | .1         | 1.5        | 11                 | 56           | .1         | 1.5        | 35                 | 191          | .4         | 2.8        | 36                | 177          | .4         | 3.7        | 7                 | 73           | .1         | 1.3        |
| 4-Book          | 19                  | 84           | .2         | 2.5        | 16                 | 69           | .2         | 2.1        | 40                 | 169          | .5         | 3.2        | 33                | 128          | .4         | 3.6        | 12                | 84           | .1         | 2.2        |
| <b>WSSJ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 8                   | 19           | .1         | 1.1        | 12                 | 12           | .1         | 1.6        | 18                 | 19           | .2         | 1.4        | 16                | 19           | .2         | 1.6        | 7                 | 12           | .1         | 1.3        |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WUSL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 77                  | 181          | .9         | 10.5       | 26                 | 137          | .3         | 3.5        | 48                 | 196          | .5         | 3.8        | 26                | 76           | .3         | 2.7        | 6                 | 28           | .1         | 1.1        |
| 4-Book          | 60                  | 156          | .7         | 8.2        | 45                 | 141          | .5         | 5.9        | 58                 | 183          | .6         | 4.5        | 33                | 89           | .4         | 3.6        | 20                | 57           | .2         | 3.8        |
| <b>+WWDB-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WWDB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 22                  | 57           | .2         | 3.0        | 33                 | 116          | .4         | 4.5        | 68                 | 137          | .8         | 5.4        | 9                 | 23           | .1         | .9         | 6                 | 34           | .1         | 1.1        |
| 4-Book          | 27                  | 71           | .3         | 3.6        | 31                 | 125          | .4         | 4.1        | 98                 | 190          | 1.1        | 7.6        | 10                | 33           | .1         | 1.1        | 7                 | 35           | .1         | 1.3        |
| <b>WWJZ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 2                  | 2            |            | .2         | 1                  | 2            |            | .1         | 1                 | 2            |            | .1         |                   |              |            |            |
| 4-Book          |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WXTU-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 21                  | 60           | .2         | 2.9        | 32                 | 113          | .4         | 4.4        | 52                 | 119          | .6         | 4.1        | 28                | 69           | .3         | 2.9        | 19                | 56           | .2         | 3.5        |
| 4-Book          | 28                  | 99           | .3         | 3.6        | 33                 | 103          | .4         | 4.3        | 56                 | 172          | .6         | 4.4        | 37                | 128          | .4         | 3.9        | 17                | 71           | .2         | 3.0        |
| <b>WXXM-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 12                  | 67           | .1         | 1.6        | 5                  | 38           | .1         | .7         | 26                 | 117          | .3         | 2.1        | 24                | 82           | .3         | 2.5        | 10                | 66           | .1         | 1.8        |
| 4-Book          | 13                  | 79           | .2         | 1.8        | 10                 | 56           | .1         | 1.4        | 35                 | 144          | .4         | 2.8        | 28                | 109          | .3         | 3.0        | 15                | 89           | .2         | 2.9        |
| <b>WYSP-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 47                  | 145          | .5         | 6.4        | 46                 | 142          | .5         | 6.3        | 100                | 293          | 1.1        | 8.0        | 61                | 236          | .7         | 6.3        | 28                | 107          | .3         | 5.1        |
| 4-Book          | 30                  | 125          | .3         | 4.0        | 27                 | 90           | .3         | 3.6        | 111                | 375          | 1.3        | 8.4        | 78                | 284          | .9         | 8.4        | 23                | 96           | .3         | 4.1        |
| <b>WYXR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 10                  | 39           | .1         | 1.4        | 12                 | 59           | .1         | 1.6        | 33                 | 115          | .4         | 2.6        | 34                | 80           | .4         | 3.5        | 12                | 32           | .1         | 2.2        |
| 4-Book          | 26                  | 91           | .3         | 3.4        | 24                 | 86           | .3         | 3.2        | 35                 | 131          | .4         | 2.7        | 32                | 121          | .4         | 3.4        | 17                | 50           | .2         | 3.2        |
| <b>WBYN-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | **                  | **           | **         | **         | 11                 | 24           | .1         | 1.5        | 2                  | 24           |            | .2         | **                | **           | **         | **         | 1                 | 9            |            | .2         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WJBR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 1                   | 5            |            | .1         | 2                  | 14           |            | .3         | 1                  | 8            |            | .1         | 1                 | 8            |            | .1         |                   |              |            |            |
| 4-Book          |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WKXV-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 6                   | 16           | .1         | .8         | 10                 | 44           | .1         | 1.4        | 2                  | 17           |            | .2         | 4                 | 18           |            | .4         |                   |              |            |            |
| 4-Book          | 4                   | 13           | .1         | .5         | 6                  | 21           | .1         | .8         | 5                  | 25           | .1         | .4         | 7                 | 23           | .1         | .8         | 6                 | 12           | .1         | .9         |
| <b>WLEV-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | **                  | **           | **         | **         | 2                  | 16           |            | .3         | 6                  | 16           | .1         | .5         | 8                 | 23           | .1         | .8         | **                | **           | **         | **         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WNJO-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 8                   | 32           | .1         | 1.1        | 6                  | 33           | .1         | .8         | 4                  | 25           |            | .3         | 10                | 16           | .1         | 1.0        | 2                 | 9            |            | .4         |
| 4-Book          | 8                   | 30           | .1         | .9         | 3                  | 17           | .1         | .4         | 6                  | 24           | .1         | .5         | 9                 | 35           | .1         | .9         | 3                 | 14           | .1         | .6         |
| <b>WPST-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 18                  | 68           | .2         | 2.4        | 10                 | 53           | .1         | 1.4        | 20                 | 98           | .2         | 1.6        | 24                | 101          | .3         | 2.5        | 8                 | 34           | .1         | 1.5        |
| 4-Book          | 14                  | 65           | .2         | 1.8        | 6                  | 29           | .1         | .8         | 16                 | 83           | .2         | 1.2        | 16                | 71           | .2         | 1.7        | 6                 | 28           | .1         | 1.0        |
| <b>TOTALS</b>   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 736                 | 2160         | 8.1        |            | 735                | 2275         | 8.1        |            | 1256               | 3313         | 13.9       |            | 976               | 2408         | 10.8       |            | 547               | 1601         | 6.0        |            |
| 4-Book          | 749                 | 2211         | 8.3        |            | 761                | 2327         | 8.4        |            | 1287               | 3436         | 14.2       |            | 936               | 2607         | 10.3       |            | 550               | 1675         | 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

## Men 25-54

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 101                      | 3080         | 1.0        | 5.0        | 273                       | 2335         | 2.6        | 8.5        | 83                        | 990          | .8         | 2.9        | 129                      | 1616         | 1.2        | 5.2        | 32                       | 523          | .3         | 3.7         |
| WI '99          | 115                      | 3388         | 1.1        | 5.8        | 304                       | 2368         | 2.9        | 9.5        | 91                        | 1205         | .9         | 3.1        | 140                      | 1686         | 1.3        | 5.8        | 42                       | 750          | .4         | 5.2         |
| FA '98          | 98                       | 2985         | .9         | 4.8        | 232                       | 2068         | 2.2        | 7.2        | 86                        | 1030         | .8         | 3.0        | 136                      | 1518         | 1.3        | 5.4        | 38                       | 725          | .4         | 4.4         |
| SU '98          | 106                      | 3145         | 1.0        | 5.2        | 260                       | 2076         | 2.5        | 8.2        | 89                        | 1005         | .8         | 3.1        | 140                      | 1603         | 1.3        | 5.6        | 40                       | 629          | .4         | 4.2         |
| <b>4-Book</b>   | <b>105</b>               | <b>3150</b>  | <b>1.0</b> | <b>5.2</b> | <b>267</b>                | <b>2212</b>  | <b>2.6</b> | <b>8.4</b> | <b>87</b>                 | <b>1058</b>  | <b>.8</b>  | <b>3.0</b> | <b>136</b>               | <b>1606</b>  | <b>1.3</b> | <b>5.5</b> | <b>38</b>                | <b>657</b>   | <b>.4</b>  | <b>4.4</b>  |
| SP '98          | 115                      | 3249         | 1.1        | 5.4        | 299                       | 2176         | 2.8        | 8.9        | 106                       | 1094         | 1.0        | 3.4        | 165                      | 1708         | 1.6        | 6.4        | 37                       | 754          | .4         | 4.1         |
| <b>WBEB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 102                      | 1369         | 1.0        | 5.1        | 121                       | 662          | 1.2        | 3.8        | 186                       | 590          | 1.8        | 6.4        | 120                      | 665          | 1.1        | 4.8        | 40                       | 456          | .4         | 4.6         |
| WI '99          | 74                       | 1282         | .7         | 3.8        | 102                       | 603          | 1.0        | 3.2        | 116                       | 518          | 1.1        | 4.0        | 94                       | 657          | .9         | 3.9        | 33                       | 363          | .3         | 4.1         |
| FA '98          | 84                       | 1260         | .8         | 4.1        | 94                        | 593          | .9         | 2.9        | 159                       | 591          | 1.5        | 5.5        | 107                      | 678          | 1.0        | 4.3        | 32                       | 313          | .3         | 3.7         |
| SU '98          | 66                       | 1192         | .6         | 3.3        | 95                        | 614          | .9         | 3.0        | 104                       | 538          | 1.0        | 3.7        | 78                       | 607          | .7         | 3.1        | 34                       | 367          | .3         | 3.6         |
| <b>4-Book</b>   | <b>82</b>                | <b>1276</b>  | <b>.8</b>  | <b>4.1</b> | <b>103</b>                | <b>618</b>   | <b>1.0</b> | <b>3.2</b> | <b>141</b>                | <b>559</b>   | <b>1.4</b> | <b>4.9</b> | <b>100</b>               | <b>652</b>   | <b>.9</b>  | <b>4.0</b> | <b>35</b>                | <b>375</b>   | <b>.3</b>  | <b>4.0</b>  |
| SP '98          | 98                       | 1409         | .9         | 4.6        | 128                       | 690          | 1.2        | 3.8        | 189                       | 620          | 1.8        | 6.1        | 135                      | 911          | 1.3        | 5.2        | 28                       | 399          | .3         | 3.1         |
| <b>WDAS-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 7                        | 167          | .1         | .3         | 15                        | 72           | .1         | .5         | 5                         | 29           |            | .2         | 2                        | 46           |            | .1         | 1                        | 28           |            | .1          |
| WI '99          | 8                        | 182          | .1         | .4         | 6                         | 37           | .1         | .2         | 4                         | 56           |            | .1         | 4                        | 48           |            | .2         | 4                        | 19           |            | .5          |
| FA '98          | 5                        | 124          |            | .2         | 6                         | 43           | .1         | .2         | 3                         | 52           |            | .1         | 2                        | 43           |            | .1         |                          |              |            |             |
| SU '98          | 6                        | 109          | .1         | .3         | 11                        | 59           | .1         | .3         | 5                         | 32           |            | .2         | 6                        | 31           | .1         | .2         | 1                        | 22           |            | .1          |
| <b>4-Book</b>   | <b>7</b>                 | <b>146</b>   | <b>.1</b>  | <b>.3</b>  | <b>10</b>                 | <b>53</b>    | <b>.1</b>  | <b>.3</b>  | <b>4</b>                  | <b>42</b>    |            | <b>.2</b>  | <b>4</b>                 | <b>42</b>    |            | <b>.2</b>  | <b>2</b>                 | <b>17</b>    |            | <b>.2</b>   |
| SP '98          | 10                       | 178          | .1         | .5         | 17                        | 71           | .2         | .5         | 10                        | 19           | .1         | .3         | 10                       | 50           | .1         | .4         | 1                        | 19           |            | .1          |
| <b>WDAS-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 132                      | 1301         | 1.3        | 6.6        | 168                       | 863          | 1.8        | 5.9        | 161                       | 692          | 1.5        | 5.6        | 153                      | 769          | 1.5        | 6.2        | 102                      | 570          | 1.0        | 11.8        |
| WI '99          | 143                      | 1223         | 1.4        | 7.3        | 174                       | 679          | 1.7        | 5.4        | 198                       | 716          | 1.9        | 6.8        | 160                      | 732          | 1.5        | 6.7        | 120                      | 553          | 1.1        | 15.0        |
| FA '98          | 137                      | 1260         | 1.3        | 6.8        | 215                       | 891          | 2.0        | 6.7        | 154                       | 636          | 1.5        | 5.3        | 151                      | 763          | 1.4        | 6.0        | 92                       | 607          | .9         | 10.6        |
| SU '98          | 142                      | 1339         | 1.3        | 7.0        | 220                       | 807          | 2.1        | 6.9        | 178                       | 724          | 1.7        | 6.3        | 152                      | 729          | 1.4        | 6.1        | 95                       | 576          | .9         | 9.9         |
| <b>4-Book</b>   | <b>139</b>               | <b>1281</b>  | <b>1.3</b> | <b>6.9</b> | <b>199</b>                | <b>810</b>   | <b>1.9</b> | <b>6.2</b> | <b>173</b>                | <b>692</b>   | <b>1.7</b> | <b>6.0</b> | <b>154</b>               | <b>748</b>   | <b>1.5</b> | <b>6.3</b> | <b>102</b>               | <b>577</b>   | <b>1.0</b> | <b>11.8</b> |
| SP '98          | 136                      | 1362         | 1.3        | 6.4        | 185                       | 758          | 1.8        | 5.5        | 124                       | 656          | 1.2        | 4.0        | 141                      | 693          | 1.3        | 5.5        | 117                      | 626          | 1.1        | 12.9        |
| <b>+WEMG-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 10                       | 107          | .1         | .5         | 11                        | 77           | .1         | .3         | 10                        | 33           | .1         | .3         | 12                       | 58           | .1         | .5         | 6                        | 31           | .1         | .7          |
| WI '99          | 4                        | 48           |            | .2         | 2                         | 23           |            | .1         | 9                         | 9            | .1         | .3         | 7                        | 24           | .1         | .3         |                          | 6            |            |             |
| FA '98          | 6                        | 83           | .1         | .3         | 3                         | 45           |            | .1         | 3                         | 16           |            | .1         | 4                        | 46           |            | .2         | 7                        | 31           | .1         | .8          |
| SU '98          | 9                        | 104          | .1         | .4         | 5                         | 80           |            | .2         | 17                        | 97           | .2         | .6         | 9                        | 41           | .1         | .4         | 1                        | 16           |            | .1          |
| <b>4-Book</b>   | <b>7</b>                 | <b>86</b>    | <b>.1</b>  | <b>.4</b>  | <b>5</b>                  | <b>56</b>    |            | <b>.2</b>  | <b>10</b>                 | <b>39</b>    | <b>.1</b>  | <b>.3</b>  | <b>8</b>                 | <b>42</b>    | <b>.1</b>  | <b>.4</b>  | <b>4</b>                 | <b>21</b>    | <b>.1</b>  | <b>.4</b>   |
| SP '98          | 13                       | 122          | .1         | .6         | 16                        | 87           | .2         | .5         | 25                        | 85           | .2         | .8         | 16                       | 63           | .2         | .6         | 1                        | 15           |            | .1          |
| <b>WFIL-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 4                        | 123          |            | .2         | 10                        | 82           | .1         | .3         | 1                         | 37           |            |            | 2                        | 42           |            | .1         | 2                        | 55           |            | .2          |
| WI '99          | 8                        | 154          | .1         | .4         | 21                        | 102          | .2         | .7         | 3                         | 40           |            | .1         | 7                        | 70           | .1         | .3         | 6                        | 42           | .1         | .7          |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98          | 11                       | 227          | .1         | .5         | 26                        | 139          | .2         | .8         | 3                         | 33           |            | .1         | 25                       | 109          | .2         | 1.0        | 5                        | 34           |            | .5          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 11                       | 86           | .1         | .5         | 10                        | 38           | .1         | .3         | 13                        | 55           | .1         | .4         | 19                       | 56           | .2         | .8         | 7                        | 31           | .1         | .8          |
| WI '99          | 13                       | 141          | .1         | .7         | 13                        | 48           | .1         | .4         | 17                        | 89           | .2         | .6         | 18                       | 76           | .2         | .8         | 5                        | 26           |            | .6          |
| FA '98          | 4                        | 82           |            | .2         | 1                         | 19           |            |            | 5                         | 25           |            | .2         | 15                       | 45           | .1         | .6         |                          | 10           |            |             |
| SU '98          | 15                       | 200          | .1         | .7         | 29                        | 104          | .3         | .9         | 31                        | 143          | .3         | 1.1        | 10                       | 50           | .1         | .4         | 4                        | 46           |            | .4          |
| <b>4-Book</b>   | <b>11</b>                | <b>127</b>   | <b>.1</b>  | <b>.5</b>  | <b>13</b>                 | <b>52</b>    | <b>.1</b>  | <b>.4</b>  | <b>17</b>                 | <b>78</b>    | <b>.2</b>  | <b>.6</b>  | <b>16</b>                | <b>57</b>    | <b>.2</b>  | <b>.7</b>  | <b>4</b>                 | <b>28</b>    |            | <b>.5</b>   |
| SP '98          | 19                       | 150          | .2         | .9         | 31                        | 86           | .3         | .9         | 32                        | 97           | .3         | 1.0        | 19                       | 65           | .2         | .7         | 5                        | 41           |            | .6          |
| <b>W100-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |             |
| SP '99          | 74                       | 1455         | .7         | 3.7        | 85                        | 590          | .8         | 2.6        | 123                       | 645          | 1.2        | 4.3        | 93                       | 837          | .9         | 3.8        | 34                       | 472          | .3         | 3.9         |
| WI '99          | 43                       | 1195         | .4         | 2.2        | 52                        | 433          | .5         | 1.6        | 72                        | 579          | .7         | 2.5        | 60                       | 524          | .6         | 2.5        | 14                       | 345          | .1         | 1.7         |
| FA '98          | 74                       | 1220         | .7         | 3.6        | 89                        | 463          | .8         | 2.8        | 127                       | 551          | 1.2        | 4.4        | 101                      | 682          | 1.0        | 4.0        | 40                       | 333          | .4         | 4.6         |
| SU '98          | 51                       | 1084         | .5         | 2.5        | 61                        | 348          | .6         | 1.9        | 73                        | 388          | .7         | 2.6        | 67                       | 566          | .6         | 2.7        | 31                       | 420          | .3         | 3.2         |
| <b>4-Book</b>   | <b>61</b>                | <b>1239</b>  | <b>.6</b>  | <b>3.0</b> | <b>72</b>                 | <b>459</b>   | <b>.7</b>  | <b>2.2</b> | <b>99</b>                 | <b>541</b>   | <b>1.0</b> | <b>3.5</b> | <b>80</b>                | <b>652</b>   | <b>.8</b>  | <b>3.3</b> | <b>30</b>                | <b>393</b>   | <b>.3</b>  | <b>3.4</b>  |
| SP '98          | 68                       | 1155         | .6         | 3.2        | 61                        | 491          | .6         | 1.8        | 106                       | 459          | 1.0        | 3.4        | 81                       | 550          | .8         | 3.1        | 48                       | 268          | .5         | 5.3         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 25-54

# Target Listener Trends

| Men 25-54                |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>WIP -AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 132          | 2099        | 1.3        | 6.6                       | 256          | 1277        | 2.4        | 8.0                       | 176          | 971         | 1.7        | 6.1                      | 185          | 1447        | 1.8        | 7.5                      | 61           | 629        | .6         | 7.1        |
| WI '99                   | 163          | 2584        | 1.6        | 8.3                       | 260          | 1374        | 2.5        | 8.1                       | 227          | 1287        | 2.2        | 7.8                      | 247          | 1688        | 2.4        | 10.3                     | 68           | 896        | .6         | 8.5        |
| FA '98                   | 137          | 2240        | 1.3        | 6.8                       | 230          | 1274        | 2.2        | 7.2                       | 189          | 1017        | 1.8        | 6.5                      | 212          | 1483        | 2.0        | 8.5                      | 58           | 841        | .6         | 6.7        |
| SU '98                   | 107          | 1696        | 1.0        | 5.3                       | 187          | 1005        | 1.8        | 5.9                       | 157          | 843         | 1.5        | 5.5                      | 167          | 1172        | 1.6        | 6.7                      | 34           | 469        | .3         | 3.6        |
| <b>4-Book</b>            | <b>135</b>   | <b>2155</b> | <b>1.3</b> | <b>6.8</b>                | <b>233</b>   | <b>1233</b> | <b>2.2</b> | <b>7.3</b>                | <b>187</b>   | <b>1030</b> | <b>1.8</b> | <b>6.5</b>               | <b>203</b>   | <b>1448</b> | <b>2.0</b> | <b>8.3</b>               | <b>55</b>    | <b>709</b> | <b>.5</b>  | <b>6.5</b> |
| SP '98                   | 114          | 1890        | 1.1        | 5.4                       | 221          | 1190        | 2.1        | 6.6                       | 164          | 922         | 1.6        | 5.3                      | 156          | 1185        | 1.5        | 6.1                      | 38           | 583        | .4         | 4.2        |
| <b>WJZ-FM</b>            |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 114          | 1471        | 1.1        | 5.7                       | 133          | 708         | 1.3        | 4.1                       | 166          | 700         | 1.6        | 5.7                      | 136          | 842         | 1.3        | 5.5                      | 75           | 569        | .7         | 8.7        |
| WI '99                   | 82           | 1231        | .8         | 4.2                       | 69           | 520         | .7         | 2.1                       | 107          | 510         | 1.0        | 3.7                      | 125          | 686         | 1.2        | 5.2                      | 47           | 401        | .4         | 5.9        |
| FA '98                   | 101          | 1376        | 1.0        | 5.0                       | 118          | 679         | 1.1        | 3.7                       | 168          | 692         | 1.6        | 5.8                      | 139          | 795         | 1.3        | 5.5                      | 51           | 492        | .5         | 5.9        |
| SU '98                   | 103          | 1386        | 1.0        | 5.1                       | 107          | 680         | 1.0        | 3.4                       | 171          | 690         | 1.6        | 6.0                      | 130          | 860         | 1.2        | 5.2                      | 65           | 468        | .6         | 6.8        |
| <b>4-Book</b>            | <b>100</b>   | <b>1366</b> | <b>1.0</b> | <b>5.0</b>                | <b>107</b>   | <b>647</b>  | <b>1.0</b> | <b>3.3</b>                | <b>153</b>   | <b>648</b>  | <b>1.5</b> | <b>5.3</b>               | <b>133</b>   | <b>796</b>  | <b>1.3</b> | <b>5.4</b>               | <b>60</b>    | <b>483</b> | <b>.6</b>  | <b>6.8</b> |
| SP '98                   | 105          | 1443        | 1.0        | 5.0                       | 104          | 600         | 1.0        | 3.1                       | 166          | 666         | 1.6        | 5.3                      | 123          | 801         | 1.2        | 4.8                      | 60           | 613        | .6         | 6.6        |
| <b>WMGK-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 142          | 1854        | 1.4        | 7.1                       | 171          | 899         | 1.6        | 5.3                       | 266          | 997         | 2.5        | 9.2                      | 171          | 1020        | 1.6        | 6.9                      | 40           | 532        | .4         | 4.6        |
| WI '99                   | 116          | 1853        | 1.1        | 5.9                       | 134          | 715         | 1.3        | 4.2                       | 218          | 1047        | 2.1        | 7.5                      | 150          | 1236        | 1.4        | 6.3                      | 34           | 530        | .3         | 4.2        |
| FA '98                   | 140          | 2027        | 1.3        | 6.9                       | 189          | 1000        | 1.8        | 5.9                       | 248          | 1049        | 2.4        | 8.5                      | 181          | 1269        | 1.7        | 7.2                      | 49           | 510        | .5         | 5.6        |
| SU '98                   | 136          | 1912        | 1.3        | 6.7                       | 147          | 926         | 1.4        | 4.6                       | 256          | 969         | 2.4        | 9.0                      | 173          | 1211        | 1.6        | 7.0                      | 54           | 485        | .5         | 5.6        |
| <b>4-Book</b>            | <b>134</b>   | <b>1912</b> | <b>1.3</b> | <b>6.7</b>                | <b>160</b>   | <b>935</b>  | <b>1.5</b> | <b>5.0</b>                | <b>247</b>   | <b>1016</b> | <b>2.4</b> | <b>8.6</b>               | <b>169</b>   | <b>1184</b> | <b>1.6</b> | <b>6.9</b>               | <b>44</b>    | <b>514</b> | <b>.4</b>  | <b>5.0</b> |
| SP '98                   | 136          | 1906        | 1.3        | 6.4                       | 155          | 926         | 1.5        | 4.6                       | 254          | 969         | 2.4        | 8.2                      | 176          | 1196        | 1.7        | 6.8                      | 46           | 615        | .4         | 5.1        |
| <b>WMMR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 138          | 2085        | 1.3        | 6.9                       | 217          | 1171        | 2.1        | 6.8                       | 252          | 1053        | 2.4        | 8.7                      | 160          | 1230        | 1.5        | 6.5                      | 35           | 403        | .3         | 4.1        |
| WI '99                   | 130          | 1902        | 1.2        | 6.6                       | 186          | 921         | 1.8        | 5.8                       | 235          | 1078        | 2.2        | 8.1                      | 166          | 1117        | 1.6        | 6.9                      | 39           | 470        | .4         | 4.9        |
| FA '98                   | 128          | 2125        | 1.2        | 6.3                       | 171          | 1030        | 1.6        | 5.3                       | 259          | 1066        | 2.5        | 8.9                      | 154          | 1252        | 1.5        | 6.1                      | 39           | 529        | .4         | 4.5        |
| SU '98                   | 143          | 2254        | 1.4        | 7.1                       | 184          | 1074        | 1.7        | 5.8                       | 251          | 1058        | 2.4        | 8.8                      | 186          | 1310        | 1.8        | 7.5                      | 61           | 735        | .6         | 6.4        |
| <b>4-Book</b>            | <b>135</b>   | <b>2092</b> | <b>1.3</b> | <b>6.7</b>                | <b>190</b>   | <b>1049</b> | <b>1.8</b> | <b>5.9</b>                | <b>249</b>   | <b>1064</b> | <b>2.4</b> | <b>8.6</b>               | <b>167</b>   | <b>1227</b> | <b>1.6</b> | <b>6.8</b>               | <b>44</b>    | <b>534</b> | <b>.4</b>  | <b>5.0</b> |
| SP '98                   | 139          | 2018        | 1.3        | 6.6                       | 214          | 877         | 2.0        | 6.4                       | 241          | 1117        | 2.3        | 7.7                      | 160          | 1196        | 1.5        | 6.2                      | 48           | 518        | .5         | 5.3        |
| <b>WNAP-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | *            | 36          |            |                           | 2            | 17          |            | .1                        |              |             |            |                          | *            | 11          |            |                          |              |            |            |            |
| WI '99                   | 3            | 53          |            | .2                        | 5            | 26          |            | .2                        | 3            | 31          |            | .1                       | 2            | 18          |            | .1                       | **           | **         | **         | **         |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| SU '98                   | 9            | 76          | .1         | .4                        | 7            | 46          | .1         | .2                        | 13           | 46          | .1         | .5                       | 7            | 34          | .1         | .3                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>WOGL-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 78           | 1543        | .7         | 3.9                       | 93           | 646         | .9         | 2.9                       | 117          | 666         | 1.1        | 4.0                      | 105          | 814         | 1.0        | 4.2                      | 26           | 477        | .2         | 3.0        |
| WI '99                   | 91           | 1645        | .9         | 4.6                       | 129          | 730         | 1.2        | 4.0                       | 119          | 653         | 1.1        | 4.1                      | 109          | 863         | 1.0        | 4.5                      | 44           | 435        | .4         | 5.5        |
| FA '98                   | 125          | 1674        | 1.2        | 6.2                       | 149          | 758         | 1.4        | 4.6                       | 205          | 806         | 2.0        | 7.0                      | 132          | 892         | 1.3        | 5.3                      | 49           | 503        | .5         | 5.6        |
| SU '98                   | 109          | 1842        | 1.0        | 5.4                       | 152          | 843         | 1.4        | 4.8                       | 154          | 736         | 1.5        | 5.4                      | 139          | 980         | 1.3        | 5.6                      | 41           | 505        | .4         | 4.3        |
| <b>4-Book</b>            | <b>101</b>   | <b>1676</b> | <b>1.0</b> | <b>5.0</b>                | <b>131</b>   | <b>744</b>  | <b>1.2</b> | <b>4.1</b>                | <b>149</b>   | <b>715</b>  | <b>1.4</b> | <b>5.1</b>               | <b>121</b>   | <b>887</b>  | <b>1.2</b> | <b>4.9</b>               | <b>40</b>    | <b>480</b> | <b>.4</b>  | <b>4.6</b> |
| SP '98                   | 137          | 1989        | 1.3        | 6.5                       | 162          | 938         | 1.5        | 4.8                       | 238          | 868         | 2.3        | 7.7                      | 180          | 1106        | 1.7        | 7.0                      | 47           | 587        | .4         | 5.2        |
| <b>WPEN-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 7            | 191         | .1         | .3                        | 5            | 68          |            | .2                        | 11           | 110         |            | .4                       | 12           | 85          | .1         | .5                       | 3            | 42         |            | .3         |
| WI '99                   | 11           | 243         | .1         | .6                        | 26           | 153         | .2         | .8                        | 14           | 109         | .1         | .5                       | 11           | 77          | .1         | .5                       | 2            | 26         |            | .2         |
| FA '98                   | 16           | 153         | .2         | .8                        | 25           | 75          | .2         | .8                        | 28           | 102         | .3         | 1.0                      | 14           | 57          | .1         | .6                       | 9            | 21         | .1         | 1.0        |
| SU '98                   | 6            | 162         | .1         | .3                        | 4            | 49          |            | .1                        | 5            | 61          |            | .2                       | 12           | 60          | .1         | .5                       | 1            | 24         |            | .1         |
| <b>4-Book</b>            | <b>10</b>    | <b>187</b>  | <b>.1</b>  | <b>.5</b>                 | <b>15</b>    | <b>86</b>   | <b>.1</b>  | <b>.5</b>                 | <b>15</b>    | <b>96</b>   | <b>.1</b>  | <b>.5</b>                | <b>12</b>    | <b>70</b>   | <b>.1</b>  | <b>.5</b>                | <b>4</b>     | <b>28</b>  |            | <b>.4</b>  |
| SP '98                   | 6            | 130         | .1         | .3                        | 11           | 70          | .1         | .3                        | 8            | 51          | .1         | .3                       | 6            | 43          | .1         | .2                       |              |            |            |            |
| <b>WPHI-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 38           | 837         | .4         | 1.9                       | 34           | 293         | .3         | 1.1                       | 39           | 378         | .4         | 1.3                      | 63           | 529         | .6         | 2.5                      | 34           | 268        | .3         | 3.9        |
| WI '99                   | 38           | 644         | .4         | 1.9                       | 39           | 259         | .4         | 1.2                       | 49           | 370         | .5         | 1.7                      | 48           | 354         | .5         | 2.0                      | 37           | 307        | .4         | 4.6        |
| FA '98                   | 39           | 757         | .4         | 1.9                       | 45           | 317         | .4         | 1.4                       | 46           | 284         | .4         | 1.6                      | 48           | 455         | .5         | 1.9                      | 30           | 314        | .3         | 3.4        |
| SU '98                   | 30           | 474         | .3         | 1.5                       | 17           | 182         | .2         | .5                        | 39           | 260         | .4         | 1.4                      | 41           | 294         | .4         | 1.6                      | 32           | 258        | .3         | 3.3        |
| <b>4-Book</b>            | <b>36</b>    | <b>678</b>  | <b>.4</b>  | <b>1.8</b>                | <b>34</b>    | <b>263</b>  | <b>.3</b>  | <b>1.1</b>                | <b>43</b>    | <b>323</b>  | <b>.4</b>  | <b>1.5</b>               | <b>50</b>    | <b>408</b>  | <b>.5</b>  | <b>2.0</b>               | <b>33</b>    | <b>287</b> | <b>.3</b>  | <b>3.8</b> |
| SP '98                   | 36           | 562         | .3         | 1.7                       | 34           | 264         | .3         | 1.0                       | 33           | 273         | .3         | 1.1                      | 60           | 389         | .6         | 2.3                      | 42           | 242        | .4         | 4.6        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Men 25-54

Target Listener Trends - Men 25-54

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPHT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 18                       | 601          | .2         | .9         | 28                        | 168          | .3         | .9         | 9                         | 87           | .1         | .3         | 27                       | 249          | .3         | 1.1        | 20                       | 231          | .2         | 2.3        |
| WI '99          | 28                       | 590          | .3         | 1.4        | 40                        | 216          | .4         | 1.2        | 43                        | 263          | .4         | 1.5        | 44                       | 234          | .4         | 1.8        | 11                       | 72           | .1         | 1.4        |
| FA '98          | 15                       | 435          | .1         | .7         | 26                        | 166          | .2         | .8         | 22                        | 122          | .2         | .8         | 18                       | 141          | .2         | .7         | 2                        | 55           |            | .2         |
| SU '98          | 32                       | 804          | .3         | 1.6        | 57                        | 252          | .5         | 1.8        | 16                        | 146          | .2         | .6         | 39                       | 266          | .4         | 1.6        | 32                       | 394          | .3         | 3.3        |
| <b>4-Book</b>   | <b>23</b>                | <b>608</b>   | <b>.2</b>  | <b>1.2</b> | <b>38</b>                 | <b>201</b>   | <b>.4</b>  | <b>1.2</b> | <b>23</b>                 | <b>155</b>   | <b>.2</b>  | <b>.8</b>  | <b>32</b>                | <b>223</b>   | <b>.3</b>  | <b>1.3</b> | <b>16</b>                | <b>188</b>   | <b>.2</b>  | <b>1.8</b> |
| SP '98          | 26                       | 763          | .2         | 1.2        | 39                        | 190          | .4         | 1.2        | 20                        | 223          | .2         | .6         | 17                       | 235          | .2         | .7         | 40                       | 391          | .4         | 4.4        |
| <b>WPLY-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 53                       | 1225         | .5         | 2.6        | 76                        | 476          | .7         | 2.4        | 90                        | 475          | .9         | 3.1        | 70                       | 746          | .7         | 2.8        | 17                       | 315          | .2         | 2.0        |
| WI '99          | 53                       | 1039         | .5         | 2.7        | 64                        | 455          | .6         | 2.0        | 85                        | 442          | .8         | 2.9        | 78                       | 676          | .7         | 3.3        | 14                       | 259          | .1         | 1.7        |
| FA '98          | 34                       | 1153         | .3         | 1.7        | 32                        | 443          | .3         | 1.0        | 45                        | 395          | .4         | 1.5        | 52                       | 640          | .5         | 2.1        | 15                       | 298          | .1         | 1.7        |
| SU '98          | 46                       | 1153         | .4         | 2.3        | 58                        | 465          | .6         | 1.8        | 63                        | 406          | .6         | 2.2        | 72                       | 587          | .7         | 2.9        | 20                       | 305          | .2         | 2.1        |
| <b>4-Book</b>   | <b>47</b>                | <b>1143</b>  | <b>.4</b>  | <b>2.3</b> | <b>58</b>                 | <b>460</b>   | <b>.6</b>  | <b>1.8</b> | <b>71</b>                 | <b>430</b>   | <b>.7</b>  | <b>2.4</b> | <b>68</b>                | <b>662</b>   | <b>.7</b>  | <b>2.8</b> | <b>17</b>                | <b>294</b>   | <b>.2</b>  | <b>1.9</b> |
| SP '98          | 37                       | 1036         | .4         | 1.7        | 49                        | 435          | .5         | 1.5        | 68                        | 416          | .6         | 2.2        | 56                       | 472          | .5         | 2.2        | 9                        | 270          | .1         | 1.0        |
| <b>WSSJ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 14                       | 62           | .1         | .7         | 12                        | 30           | .1         | .4         | 15                        | 54           | .1         | .5         | 18                       | 50           | .2         | .7         | 10                       | 24           | .1         | 1.2        |
| WI '99          | 2                        | 55           |            | .1         | 3                         | 24           |            | .1         |                           |              |            |            | 3                        | 17           |            | .1         | 1                        | 10           |            | .1         |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WUSL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 65                       | 1048         | .6         | 3.2        | 67                        | 459          | .6         | 2.1        | 69                        | 512          | .7         | 2.4        | 97                       | 624          | .9         | 3.9        | 51                       | 444          | .5         | 5.9        |
| WI '99          | 73                       | 1038         | .7         | 3.7        | 91                        | 509          | .9         | 2.8        | 93                        | 577          | .9         | 3.2        | 73                       | 568          | .7         | 3.0        | 52                       | 398          | .5         | 6.5        |
| FA '98          | 82                       | 1145         | .8         | 4.0        | 84                        | 564          | .8         | 2.6        | 90                        | 475          | .9         | 3.1        | 125                      | 630          | 1.2        | 5.0        | 70                       | 483          | .7         | 8.0        |
| SU '98          | 56                       | 971          | .5         | 2.8        | 62                        | 380          | .6         | 2.0        | 72                        | 482          | .7         | 2.5        | 68                       | 520          | .6         | 2.7        | 37                       | 428          | .4         | 3.9        |
| <b>4-Book</b>   | <b>69</b>                | <b>1051</b>  | <b>.7</b>  | <b>3.4</b> | <b>76</b>                 | <b>478</b>   | <b>.7</b>  | <b>2.4</b> | <b>81</b>                 | <b>512</b>   | <b>.8</b>  | <b>2.8</b> | <b>91</b>                | <b>586</b>   | <b>.9</b>  | <b>3.7</b> | <b>53</b>                | <b>438</b>   | <b>.5</b>  | <b>6.1</b> |
| SP '98          | 73                       | 914          | .7         | 3.4        | 81                        | 423          | .8         | 2.4        | 95                        | 500          | .9         | 3.1        | 84                       | 516          | .8         | 3.3        | 54                       | 289          | .5         | 6.0        |
| <b>+WVDB-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | *                        | 6            | .1         | .3         | 9                         | 45           | .1         | .3         | 13                        | 71           | .1         | .4         | *                        | 2            | .1         | .1         | **                       | **           | **         | **         |
| WI '99          | 4                        | 76           |            | .2         | 2                         | 14           |            | .1         | 10                        | 69           | .1         | .3         | 2                        | 26           |            | .1         | **                       | **           | **         | **         |
| FA '98          | 5                        | 106          |            | .2         | 1                         | 8            |            |            | 7                         | 44           | .1         | .2         | 6                        | 26           | .1         | .2         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WVDB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 40                       | 769          | .4         | 2.0        | 46                        | 258          | .4         | 1.4        | 69                        | 322          | .7         | 2.4        | 37                       | 334          | .4         | 1.5        | 22                       | 177          | .2         | 2.5        |
| WI '99          | 59                       | 1004         | .6         | 3.0        | 58                        | 334          | .6         | 1.8        | 136                       | 575          | 1.3        | 4.7        | 54                       | 358          | .5         | 2.3        | 29                       | 278          | .3         | 3.6        |
| FA '98          | 62                       | 1067         | .6         | 3.1        | 78                        | 415          | .7         | 2.4        | 117                       | 545          | 1.1        | 4.0        | 66                       | 449          | .6         | 2.6        | 29                       | 284          | .3         | 3.3        |
| SU '98          | 58                       | 1129         | .6         | 2.9        | 41                        | 353          | .4         | 1.3        | 100                       | 519          | .9         | 3.5        | 92                       | 517          | .9         | 3.7        | 24                       | 199          | .2         | 2.5        |
| <b>4-Book</b>   | <b>55</b>                | <b>992</b>   | <b>.6</b>  | <b>2.8</b> | <b>56</b>                 | <b>340</b>   | <b>.5</b>  | <b>1.7</b> | <b>106</b>                | <b>490</b>   | <b>1.0</b> | <b>3.7</b> | <b>62</b>                | <b>415</b>   | <b>.6</b>  | <b>2.5</b> | <b>26</b>                | <b>235</b>   | <b>.3</b>  | <b>3.0</b> |
| SP '98          | 55                       | 985          | .5         | 2.6        | 60                        | 341          | .6         | 1.8        | 97                        | 438          | .9         | 3.1        | 66                       | 413          | .6         | 2.6        | 34                       | 238          | .3         | 3.7        |
| <b>WVJZ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          |                          | 10           |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            | 1                        | 10           |            | .1         |
| WI '99          |                          | 8            |            |            | 1                         | 8            |            |            |                           |              |            |            |                          | 8            |            |            |                          |              |            |            |
| FA '98          |                          | 10           |            |            |                           |              |            |            |                           |              |            |            |                          | 10           |            |            |                          |              |            |            |
| SU '98          | 4                        | 50           |            | .2         | 8                         | 15           | .1         | .3         | 2                         | 15           |            | .1         | 4                        | 24           |            | .2         | 3                        | 34           |            | .3         |
| <b>4-Book</b>   | <b>1</b>                 | <b>20</b>    |            | <b>.1</b>  | <b>2</b>                  | <b>6</b>     |            | <b>.1</b>  | <b>1</b>                  | <b>4</b>     |            | <b>.1</b>  | <b>1</b>                 | <b>11</b>    |            | <b>.1</b>  | <b>1</b>                 | <b>11</b>    |            | <b>.1</b>  |
| SP '98          | 1                        | 53           |            |            | 2                         | 10           |            | .1         | 2                         | 45           |            | .1         |                          | 9            |            |            |                          |              |            |            |
| <b>WXTU-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 60                       | 900          | .6         | 3.0        | 92                        | 560          | .9         | 2.9        | 76                        | 374          | .7         | 2.6        | 92                       | 665          | .9         | 3.7        | 22                       | 292          | .2         | 2.5        |
| WI '99          | 69                       | 899          | .7         | 3.5        | 93                        | 506          | .9         | 2.9        | 113                       | 463          | 1.1        | 3.9        | 90                       | 544          | .9         | 3.8        | 20                       | 255          | .2         | 2.5        |
| FA '98          | 77                       | 1078         | .7         | 3.8        | 126                       | 672          | 1.2        | 3.9        | 111                       | 551          | 1.1        | 3.8        | 93                       | 743          | .9         | 3.7        | 28                       | 376          | .3         | 3.2        |
| SU '98          | 98                       | 1124         | .9         | 4.8        | 143                       | 708          | 1.4        | 4.5        | 140                       | 582          | 1.3        | 4.9        | 116                      | 718          | 1.1        | 4.7        | 31                       | 488          | .3         | 3.2        |
| <b>4-Book</b>   | <b>76</b>                | <b>1000</b>  | <b>.7</b>  | <b>3.8</b> | <b>114</b>                | <b>612</b>   | <b>1.1</b> | <b>3.6</b> | <b>110</b>                | <b>493</b>   | <b>1.1</b> | <b>3.8</b> | <b>98</b>                | <b>668</b>   | <b>1.0</b> | <b>4.0</b> | <b>25</b>                | <b>353</b>   | <b>.3</b>  | <b>2.9</b> |
| SP '98          | 92                       | 1097         | .9         | 4.3        | 128                       | 651          | 1.2        | 3.8        | 158                       | 552          | 1.5        | 5.1        | 127                      | 727          | 1.2        | 4.9        | 32                       | 331          | .3         | 3.5        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Men 25-54                |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>WXXM-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 47           | 992         | .4         | 2.3                       | 62           | 463         | .6         | 1.9                       | 80           | 365         | .8         | 2.8                      | 57           | 550         | .5         | 2.3                      | 22           | 292        | .2         | 2.5        |
| WI '99                   | 43           | 1166        | .4         | 2.2                       | 55           | 499         | .5         | 1.7                       | 67           | 434         | .6         | 2.3                      | 55           | 660         | .5         | 2.3                      | 20           | 277        | .2         | 2.5        |
| FA '98                   | 30           | 935         | .3         | 1.5                       | 31           | 381         | .3         | 1.0                       | 43           | 375         | .4         | 1.5                      | 49           | 606         | .5         | 2.0                      | 15           | 335        | .1         | 1.7        |
| SU '98                   | 46           | 1190        | .4         | 2.3                       | 59           | 594         | .6         | 1.9                       | 52           | 377         | .5         | 1.8                      | 65           | 621         | .6         | 2.6                      | 32           | 389        | .3         | 3.3        |
| <b>4-Book</b>            | <b>42</b>    | <b>1071</b> | <b>.4</b>  | <b>2.1</b>                | <b>52</b>    | <b>484</b>  | <b>.5</b>  | <b>1.6</b>                | <b>61</b>    | <b>388</b>  | <b>.6</b>  | <b>2.1</b>               | <b>57</b>    | <b>609</b>  | <b>.5</b>  | <b>2.3</b>               | <b>22</b>    | <b>323</b> | <b>.2</b>  | <b>2.5</b> |
| SP '98                   | 55           | 1122        | .5         | 2.6                       | 77           | 570         | .7         | 2.3                       | 90           | 422         | .9         | 2.9                      | 73           | 617         | .7         | 2.8                      | 13           | 278        | .1         | 1.4        |
| <b>WYSP-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 219          | 2835        | 2.1        | 10.9                      | 638          | 2091        | 6.1        | 19.9                      | 292          | 1534        | 2.8        | 10.1                     | 192          | 1380        | 1.8        | 7.8                      | 35           | 530        | .3         | 4.1        |
| WI '99                   | 221          | 2884        | 2.1        | 11.2                      | 788          | 2283        | 7.5        | 24.5                      | 273          | 1497        | 2.6        | 9.4                      | 145          | 1058        | 1.4        | 6.0                      | 22           | 392        | .2         | 2.7        |
| FA '98                   | 209          | 3273        | 2.0        | 10.3                      | 673          | 2172        | 6.4        | 20.9                      | 260          | 1377        | 2.5        | 8.9                      | 112          | 934         | 1.1        | 4.5                      | 29           | 445        | .3         | 3.3        |
| SU '98                   | 198          | 2944        | 1.9        | 9.8                       | 695          | 2253        | 6.6        | 21.9                      | 227          | 1435        | 2.2        | 8.0                      | 115          | 966         | 1.1        | 4.6                      | 46           | 616        | .4         | 4.8        |
| <b>4-Book</b>            | <b>212</b>   | <b>2984</b> | <b>2.0</b> | <b>10.6</b>               | <b>699</b>   | <b>2200</b> | <b>6.7</b> | <b>21.8</b>               | <b>263</b>   | <b>1461</b> | <b>2.5</b> | <b>9.1</b>               | <b>141</b>   | <b>1085</b> | <b>1.4</b> | <b>5.7</b>               | <b>33</b>    | <b>496</b> | <b>.3</b>  | <b>3.7</b> |
| SP '98                   | 210          | 2988        | 2.0        | 9.9                       | 643          | 2175        | 6.1        | 19.2                      | 288          | 1485        | 2.7        | 9.3                      | 156          | 1207        | 1.5        | 6.1                      | 40           | 484        | .4         | 4.4        |
| <b>WYXR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 43           | 924         | .4         | 2.1                       | 61           | 444         | .6         | 1.9                       | 73           | 373         | .7         | 2.5                      | 57           | 443         | .5         | 2.3                      | 12           | 157        | .1         | 1.4        |
| WI '99                   | 44           | 1131        | .4         | 2.2                       | 71           | 486         | .7         | 2.2                       | 52           | 453         | .5         | 1.8                      | 43           | 536         | .4         | 1.8                      | 27           | 281        | .3         | 3.4        |
| FA '98                   | 47           | 1140        | .4         | 2.3                       | 65           | 555         | .6         | 2.0                       | 52           | 431         | .5         | 1.8                      | 59           | 563         | .6         | 2.4                      | 22           | 342        | .2         | 2.5        |
| SU '98                   | 63           | 1103        | .6         | 3.1                       | 75           | 461         | .7         | 2.4                       | 104          | 396         | 1.0        | 3.7                      | 84           | 622         | .8         | 3.4                      | 17           | 352        | .2         | 1.8        |
| <b>4-Book</b>            | <b>49</b>    | <b>1075</b> | <b>.5</b>  | <b>2.4</b>                | <b>68</b>    | <b>487</b>  | <b>.7</b>  | <b>2.1</b>                | <b>70</b>    | <b>413</b>  | <b>.7</b>  | <b>2.5</b>               | <b>61</b>    | <b>541</b>  | <b>.6</b>  | <b>2.5</b>               | <b>20</b>    | <b>283</b> | <b>.2</b>  | <b>2.3</b> |
| SP '98                   | 50           | 1211        | .5         | 2.4                       | 53           | 433         | .5         | 1.6                       | 64           | 415         | .6         | 2.1                      | 73           | 670         | .7         | 2.8                      | 21           | 338        | .2         | 2.3        |
| <b>WBYN-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 7            | 142         | .1         | .3                        | 13           | 84          | .1         | .4                        | 10           | 48          | .1         | .3                       | 5            | 31          | .2         | .2                       | 1            | 34         | .1         | .1         |
| WI '99                   | 5            | 93          | .3         | .3                        | 8            | 50          | .1         | .2                        | 5            | 34          | .2         | .2                       | 6            | 41          | .1         | .3                       | 2            | 33         | .2         | .2         |
| FA '98                   | 3            | 91          | .1         | .1                        | 7            | 73          | .1         | .2                        | 2            | 9           | .1         | .1                       | 7            | 65          | .1         | .3                       | 1            | 26         | .1         | .1         |
| SU '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>WJBR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 4            | 158         | .2         | .2                        | 2            | 40          | .1         | .1                        | 10           | 88          | .1         | .3                       | 6            | 63          | .1         | .2                       | 2            | 47         | .2         | .2         |
| WI '99                   | 8            | 267         | .1         | .4                        | 10           | 96          | .1         | .3                        | 16           | 91          | .2         | .6                       | 13           | 122         | .1         | .5                       | 4            | 54         | .5         | .5         |
| FA '98                   | 14           | 203         | .1         | .7                        | 21           | 82          | .2         | .7                        | 24           | 64          | .2         | .8                       | 15           | 108         | .1         | .6                       | 3            | 73         | .3         | .3         |
| SU '98                   | 7            | 146         | .1         | .3                        | 5            | 52          | .2         | .2                        | 12           | 52          | .1         | .4                       | 16           | 86          | .2         | .6                       | 3            | 24         | .3         | .3         |
| <b>4-Book</b>            | <b>8</b>     | <b>194</b>  | <b>.1</b>  | <b>.4</b>                 | <b>10</b>    | <b>68</b>   | <b>.1</b>  | <b>.3</b>                 | <b>16</b>    | <b>74</b>   | <b>.2</b>  | <b>.5</b>                | <b>13</b>    | <b>95</b>   | <b>.1</b>  | <b>.5</b>                | <b>3</b>     | <b>50</b>  | <b>.3</b>  | <b>.3</b>  |
| SP '98                   | 10           | 163         | .1         | .5                        | 21           | 80          | .2         | .6                        | 17           | 63          | .2         | .5                       | 9            | 79          | .1         | .3                       | 2            | 51         | .2         | .2         |
| <b>WKXW-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 25           | 372         | .2         | 1.2                       | 33           | 198         | .3         | 1.0                       | 40           | 166         | .4         | 1.4                      | 41           | 223         | .4         | 1.7                      | 11           | 98         | .1         | 1.3        |
| WI '99                   | 17           | 385         | .2         | .9                        | 29           | 179         | .3         | .9                        | 31           | 150         | .3         | 1.1                      | 29           | 214         | .3         | 1.2                      | 3            | 90         | .4         | .4         |
| FA '98                   | 30           | 478         | .3         | 1.5                       | 36           | 190         | .3         | 1.1                       | 56           | 220         | .5         | 1.9                      | 52           | 302         | .5         | 2.1                      | 13           | 147        | .1         | 1.5        |
| SU '98                   | 23           | 427         | .2         | 1.1                       | 28           | 167         | .3         | .9                        | 30           | 154         | .3         | 1.1                      | 45           | 246         | .4         | 1.8                      | 12           | 82         | .1         | 1.3        |
| <b>4-Book</b>            | <b>24</b>    | <b>416</b>  | <b>.2</b>  | <b>1.2</b>                | <b>32</b>    | <b>184</b>  | <b>.3</b>  | <b>1.0</b>                | <b>39</b>    | <b>173</b>  | <b>.4</b>  | <b>1.4</b>               | <b>42</b>    | <b>246</b>  | <b>.4</b>  | <b>1.7</b>               | <b>10</b>    | <b>104</b> | <b>.1</b>  | <b>1.1</b> |
| SP '98                   | 24           | 461         | .2         | 1.1                       | 40           | 245         | .4         | 1.2                       | 41           | 182         | .4         | 1.3                      | 39           | 241         | .4         | 1.5                      | 4            | 75         | .4         | .4         |
| <b>WLEV-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 11           | 162         | .1         | .5                        | 15           | 52          | .1         | .5                        | 16           | 61          | .2         | .6                       | 17           | 110         | .2         | .7                       | 3            | 58         | .3         | .3         |
| WI '99                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| SU '98                   | 5            | 92          | .2         | .2                        | 6            | 32          | .1         | .2                        | 9            | 22          | .1         | .3                       | 7            | 35          | .1         | .3                       | 1            | 36         | .1         | .1         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | 4            | 95          | .2         | .2                        | 1            | 17          | .1         | .1                        | 5            | 16          | .2         | .2                       | 6            | 57          | .1         | .2                       |              | 15         |            |            |
| <b>WNJO-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 22           | 332         | .2         | 1.1                       | 28           | 164         | .3         | .9                        | 48           | 128         | .5         | 1.7                      | 34           | 215         | .3         | 1.4                      | 4            | 82         | .5         | .5         |
| WI '99                   | 15           | 315         | .1         | .8                        | 12           | 120         | .1         | .4                        | 29           | 155         | .3         | 1.0                      | 19           | 179         | .2         | .8                       | 4            | 93         | .5         | .5         |
| FA '98                   | 16           | 404         | .2         | .8                        | 13           | 180         | .1         | .4                        | 30           | 185         | .3         | 1.0                      | 23           | 211         | .2         | .9                       | 5            | 78         | .6         | .6         |
| SU '98                   | 27           | 361         | .3         | 1.3                       | 36           | 145         | .3         | 1.1                       | 43           | 168         | .4         | 1.5                      | 33           | 219         | .3         | 1.3                      | 14           | 151        | .1         | 1.5        |
| <b>4-Book</b>            | <b>20</b>    | <b>353</b>  | <b>.2</b>  | <b>1.0</b>                | <b>22</b>    | <b>152</b>  | <b>.2</b>  | <b>.7</b>                 | <b>38</b>    | <b>159</b>  | <b>.4</b>  | <b>1.3</b>               | <b>27</b>    | <b>206</b>  | <b>.3</b>  | <b>1.1</b>               | <b>7</b>     | <b>101</b> | <b>.8</b>  | <b>.8</b>  |
| SP '98                   | 16           | 379         | .2         | .8                        | 14           | 165         | .1         | .4                        | 28           | 185         | .3         | .9                       | 21           | 201         | .2         | .8                       | 5            | 100        | .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 25-54

|                | Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPST-FM</b> |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99         | 18                       | 718          | .2          | .9         | 31                        | 244          | .3          | 1.0        | 20                        | 194          | .2          | .7         | 24                       | 370          | .2          | 1.0        | 6                        | 139          | .1         | .7         |
| WI '99         | 15                       | 599          | .1          | .8         | 16                        | 193          | .2          | .5         | 27                        | 244          | .3          | .9         | 20                       | 357          | .2          | .8         | 5                        | 118          |            | .6         |
| FA '98         | 19                       | 626          | .2          | .9         | 28                        | 228          | .3          | .9         | 18                        | 216          | .2          | .6         | 28                       | 336          | .3          | 1.1        | 5                        | 108          |            | .6         |
| SU '98         | 19                       | 619          | .2          | .9         | 21                        | 186          | .2          | .7         | 29                        | 238          | .3          | 1.0        | 20                       | 305          | .2          | .8         | 13                       | 220          | .1         | 1.4        |
| <b>4-Book</b>  | <b>18</b>                | <b>641</b>   | <b>.2</b>   | <b>.9</b>  | <b>24</b>                 | <b>213</b>   | <b>.3</b>   | <b>.8</b>  | <b>24</b>                 | <b>223</b>   | <b>.3</b>   | <b>.8</b>  | <b>23</b>                | <b>342</b>   | <b>.2</b>   | <b>.9</b>  | <b>7</b>                 | <b>146</b>   | <b>.1</b>  | <b>.8</b>  |
| SP '98         | 22                       | 590          | .2          | 1.0        | 34                        | 286          | .3          | 1.0        | 30                        | 238          | .3          | 1.0        | 38                       | 284          | .4          | 1.5        | 8                        | 171          | .1         | .9         |
| <b>TOTALS</b>  |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99         | 2066                     | 10146        | 19.1        |            | 3212                      | 9267         | 30.6        |            | 2889                      | 7605         | 27.5        |            | 2476                     | 8925         | 23.6        |            | 864                      | 5675         | 8.2        |            |
| WI '99         | 1972                     | 10255        | 18.8        |            | 3212                      | 9233         | 30.6        |            | 2892                      | 7697         | 27.6        |            | 2397                     | 8865         | 22.8        |            | 802                      | 5609         | 7.6        |            |
| FA '98         | 2028                     | 10157        | 19.3        |            | 3216                      | 9287         | 30.6        |            | 2912                      | 7557         | 27.7        |            | 2506                     | 9018         | 23.9        |            | 870                      | 5851         | 8.3        |            |
| SU '98         | 2028                     | 10271        | 19.2        |            | 3172                      | 9056         | 30.1        |            | 2844                      | 7499         | 27.0        |            | 2488                     | 8955         | 23.6        |            | 956                      | 6131         | 9.1        |            |
| <b>4-Book</b>  | <b>2009</b>              | <b>10207</b> | <b>19.1</b> |            | <b>3203</b>               | <b>9211</b>  | <b>30.5</b> |            | <b>2884</b>               | <b>7590</b>  | <b>27.5</b> |            | <b>2467</b>              | <b>8941</b>  | <b>23.5</b> |            | <b>873</b>               | <b>5817</b>  | <b>8.3</b> |            |
| SP '98         | 2116                     | 10164        | 20.1        |            | 3354                      | 9236         | 31.8        |            | 3111                      | 7588         | 29.5        |            | 2576                     | 8978         | 24.4        |            | 907                      | 5741         | 8.6        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 25-54

# Target Listener Estimates

| Men 25-54                |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 156          | 2944       | 1.5        | 5.5                | 52           | 1287       | .5         | 4.2                  | 133          | 640        | 1.3        | 9.7                  | 53           | 313        | .5         | 2.5                 | 34           | 190        | .3         | 2.4 |
| 4-Book                   | 158          | 2879       | 1.5        | 5.5                | 58           | 1452       | .6         | 4.6                  | 149          | 707        | 1.5        | 11.1                 | 63           | 365        | .6         | 3.0                 | 39           | 218        | .4         | 2.6 |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 146          | 996        | 1.4        | 5.1                | 65           | 645        | .6         | 5.2                  | 49           | 180        | .5         | 3.6                  | 132          | 258        | 1.3        | 6.2                 | 76           | 204        | .7         | 5.4 |
| 4-Book                   | 117          | 1006       | 1.1        | 4.1                | 51           | 588        | .5         | 4.1                  | 57           | 174        | .6         | 4.2                  | 105          | 245        | 1.0        | 4.9                 | 56           | 178        | .5         | 3.8 |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 7            | 87         | .1         | .2                 | 9            | 125        | .1         | .7                   | 4            | 12         | .3         |                      |              |            |            |                     | 10           | 19         | .1         | .7  |
| 4-Book                   | 6            | 89         | .1         | .2                 | 11           | 111        | .1         | .9                   | 2            | 7          | .2         |                      | 5            | 12         | .2         |                     | 6            | 11         | .1         | .4  |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 167          | 1064       | 1.6        | 5.8                | 88           | 735        | .8         | 7.0                  | 104          | 263        | 1.0        | 7.6                  | 104          | 311        | 1.0        | 4.9                 | 91           | 222        | .9         | 6.5 |
| 4-Book                   | 175          | 1115       | 1.7        | 6.2                | 98           | 772        | .9         | 7.7                  | 97           | 247        | .9         | 7.2                  | 131          | 336        | 1.3        | 6.1                 | 124          | 284        | 1.2        | 8.2 |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 11           | 100        | .1         | .4                 | 10           | 67         | .1         | .8                   | 13           | 27         | .1         | .9                   | 16           | 19         | .2         | .8                  | 18           | 27         | .2         | 1.3 |
| 4-Book                   | 8            | 78         | .1         | .3                 | 8            | 60         | .1         | .6                   | 9            | 18         | .1         | .6                   | 13           | 25         | .1         | .6                  | 8            | 13         | .1         | .5  |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 4            | 110        | .1         | .1                 | 3            | 35         | .2         |                      | 4            | 8          | .3         |                      | 3            | 8          | .1         |                     | 7            | 15         | .1         | .5  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 14           | 78         | .1         | .5                 | 10           | 38         | .1         | .8                   | 11           | 19         | .1         | .8                   | 14           | 19         | .1         | .7                  | 8            | 19         | .1         | .6  |
| 4-Book                   | 15           | 105        | .2         | .5                 | 9            | 70         | .1         | .7                   | 6            | 10         | .1         | .4                   | 17           | 30         | .2         | .8                  | 9            | 19         | .1         | .6  |
| <b>WIOQ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 102          | 1192       | 1.0        | 3.6                | 52           | 743        | .5         | 4.2                  | 42           | 185        | .4         | 3.1                  | 113          | 278        | 1.1        | 5.3                 | 64           | 203        | .6         | 4.6 |
| 4-Book                   | 85           | 985        | .8         | 3.0                | 38           | 642        | .4         | 3.0                  | 33           | 133        | .3         | 2.5                  | 75           | 275        | .7         | 3.5                 | 50           | 185        | .5         | 3.4 |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 203          | 1958       | 1.9        | 7.1                | 53           | 791        | .5         | 4.2                  | 81           | 277        | .8         | 5.9                  | 117          | 347        | 1.1        | 5.5                 | 53           | 222        | .5         | 3.8 |
| 4-Book                   | 206          | 1952       | 2.0        | 7.3                | 62           | 931        | .6         | 4.9                  | 95           | 323        | .9         | 7.0                  | 114          | 389        | 1.1        | 5.3                 | 60           | 242        | .6         | 4.0 |
| <b>WJJZ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 147          | 1136       | 1.4        | 5.1                | 81           | 756        | .8         | 6.5                  | 71           | 198        | .7         | 5.2                  | 120          | 342        | 1.1        | 5.6                 | 102          | 282        | 1.0        | 7.3 |
| 4-Book                   | 133          | 1099       | 1.3        | 4.7                | 69           | 741        | .7         | 5.5                  | 58           | 193        | .6         | 4.3                  | 109          | 288        | 1.0        | 5.1                 | 116          | 301        | 1.1        | 7.7 |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 207          | 1558       | 2.0        | 7.2                | 93           | 1033       | .9         | 7.4                  | 91           | 265        | .9         | 6.6                  | 191          | 535        | 1.8        | 9.0                 | 136          | 414        | 1.3        | 9.7 |
| 4-Book                   | 196          | 1631       | 1.9        | 6.9                | 82           | 1013       | .8         | 6.5                  | 84           | 274        | .8         | 6.2                  | 171          | 502        | 1.6        | 8.0                 | 120          | 362        | 1.2        | 8.0 |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 213          | 1876       | 2.0        | 7.4                | 73           | 1036       | .7         | 5.8                  | 99           | 335        | .9         | 7.2                  | 189          | 473        | 1.8        | 8.9                 | 97           | 365        | .9         | 6.9 |
| 4-Book                   | 206          | 1797       | 2.0        | 7.2                | 70           | 1017       | .7         | 5.6                  | 82           | 312        | .8         | 6.1                  | 163          | 482        | 1.6        | 7.6                 | 97           | 336        | .9         | 6.4 |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 1          | 17         |            |                    | * 1          | 24         | .1         |                      |              |            |            |                      | 2            | 13         | .1         |                     | *            |            |            |     |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WOGL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 106          | 1173       | 1.0        | 3.7                | 62           | 876        | .6         | 5.0                  | 46           | 173        | .4         | 3.4                  | 108          | 376        | 1.0        | 5.1                 | 73           | 211        | .7         | 5.2 |
| 4-Book                   | 135          | 1297       | 1.3        | 4.7                | 82           | 958        | .8         | 6.4                  | 65           | 206        | .6         | 4.8                  | 138          | 385        | 1.3        | 6.4                 | 98           | 285        | .9         | 6.4 |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 9            | 156        | .1         | .3                 | 4            | 78         | .3         |                      | 2            | 9          | .1         |                      | 8            | 34         | .1         | .4                  | 10           | 29         | .1         | .7  |
| 4-Book                   | 14           | 153        | .2         | .5                 | 7            | 83         | .1         | .6                   | 10           | 26         | .1         | .7                   | 12           | 32         | .1         | .6                  | 6            | 16         | .1         | .4  |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 45           | 750        | .4         | 1.6                | 30           | 408        | .3         | 2.4                  | 14           | 84         | .1         | 1.0                  | 46           | 187        | .4         | 2.2                 | 34           | 126        | .3         | 2.4 |
| 4-Book                   | 43           | 571        | .4         | 1.5                | 28           | 357        | .3         | 2.2                  | 12           | 48         | .1         | .9                   | 52           | 167        | .5         | 2.4                 | 40           | 143        | .4         | 2.6 |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 21           | 349        | .2         | .7                 | 11           | 191        | .1         | .9                   | 12           | 16         | .1         | .9                   | 8            | 27         | .1         | .4                  | 4            | 24         | .3         |     |
| 4-Book                   | 30           | 393        | .3         | 1.1                | 16           | 228        | .1         | 1.3                  | 11           | 26         | .1         | .9                   | 22           | 51         | .2         | 1.1                 | 13           | 39         | .1         | .8  |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 25-54

Target Listener Estimates - Men 25-54

|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 80                       | 1039         | .8         | 2.8        | 29                 | 592          | .3         | 2.3        | 25                   | 121          | .2         | 1.8        | 62                   | 283          | .6         | 2.9        | 42                  | 165          | .4         | 3.0        |
| 4-Book          | 66                       | 942          | .6         | 2.3        | 32                 | 554          | .3         | 2.5        | 24                   | 107          | .2         | 1.8        | 65                   | 250          | .6         | 3.0        | 41                  | 164          | .4         | 2.7        |
| <b>WSSJ-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 15                       | 62           | .1         | .5         | 16                 | 50           | .2         | 1.3        | 21                   | 27           | .2         | 1.5        | 23                   | 30           | .2         | 1.1        | 19                  | 19           | .2         | 1.4        |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WUSL-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 77                       | 874          | .7         | 2.7        | 52                 | 677          | .5         | 4.2        | 43                   | 147          | .4         | 3.1        | 113                  | 298          | 1.1        | 5.3        | 61                  | 169          | .6         | 4.4        |
| 4-Book          | 83                       | 845          | .8         | 2.9        | 56                 | 601          | .6         | 4.5        | 39                   | 114          | .4         | 2.9        | 88                   | 243          | .9         | 4.1        | 83                  | 214          | .8         | 5.5        |
| <b>+WWDB-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | * 8                      | 81           | .1         | .3         | *                  | 10           |            |            | 1                    | 10           |            | .1         |                      |              |            |            | *                   |              |            |            |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WWDB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 52                       | 564          | .5         | 1.8        | 29                 | 339          | .3         | 2.3        | 25                   | 73           | .2         | 1.8        | 18                   | 81           | .2         | .8         | 11                  | 32           | .1         | .8         |
| 4-Book          | 77                       | 764          | .7         | 2.7        | 35                 | 399          | .3         | 2.8        | 30                   | 84           | .3         | 2.2        | 25                   | 91           | .3         | 1.2        | 15                  | 44           | .1         | 1.0        |
| <b>WWJZ-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 11           |            |            | 1                  | 8            |            | .1         | 2                    | 4            |            | .1         | 2                    | 8            |            | .1         | 1                   | 4            |            | .1         |
| 4-Book          |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| <b>WXTU-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 86                       | 798          | .8         | 3.0        | 41                 | 476          | .4         | 3.3        | 49                   | 181          | .5         | 3.6        | 69                   | 209          | .7         | 3.2        | 48                  | 167          | .5         | 3.4        |
| 4-Book          | 107                      | 869          | 1.0        | 3.8        | 55                 | 591          | .5         | 4.3        | 63                   | 212          | .6         | 4.7        | 99                   | 275          | 1.0        | 4.6        | 68                  | 232          | .7         | 4.4        |
| <b>WXXM-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 67                       | 810          | .6         | 2.3        | 29                 | 508          | .3         | 2.3        | 28                   | 121          | .3         | 2.0        | 71                   | 210          | .7         | 3.3        | 29                  | 140          | .3         | 2.1        |
| 4-Book          | 57                       | 853          | .6         | 2.0        | 28                 | 538          | .3         | 2.2        | 22                   | 106          | .2         | 1.6        | 52                   | 223          | .5         | 2.4        | 34                  | 154          | .3         | 2.2        |
| <b>WYSP-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 367                      | 2674         | 3.5        | 12.8       | 78                 | 1047         | .7         | 6.2        | 109                  | 309          | 1.0        | 8.0        | 144                  | 419          | 1.4        | 6.8        | 84                  | 309          | .8         | 6.0        |
| 4-Book          | 360                      | 2690         | 3.4        | 12.6       | 69                 | 1028         | .7         | 5.4        | 70                   | 230          | .7         | 5.1        | 126                  | 404          | 1.2        | 5.9        | 68                  | 253          | .7         | 4.5        |
| <b>WYXR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 64                       | 745          | .6         | 2.2        | 26                 | 398          | .2         | 2.1        | 24                   | 103          | .2         | 1.8        | 35                   | 93           | .3         | 1.6        | 24                  | 71           | .2         | 1.7        |
| 4-Book          | 67                       | 831          | .6         | 2.3        | 39                 | 555          | .4         | 3.1        | 41                   | 152          | .4         | 3.0        | 73                   | 219          | .7         | 3.4        | 54                  | 168          | .5         | 3.5        |
| <b>WBYN-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 10                       | 124          | .1         | .3         | 5                  | 78           |            | .4         | 5                    | 36           |            | .4         | 5                    | 36           |            | .2         | 4                   | 7            |            | .3         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WJBR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 6                        | 122          | .1         | .2         | 2                  | 52           |            | .2         |                      |              |            |            | 11                   | 34           | .1         | .5         | 4                   | 9            |            | .3         |
| 4-Book          | 13                       | 148          | .1         | .5         | 4                  | 73           |            | .3         | 3                    | 18           |            | .2         | 12                   | 26           | .1         | .6         | 8                   | 20           | .1         | .5         |
| <b>WKXV-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 38                       | 328          | .4         | 1.3        | 10                 | 138          | .1         | .8         | 13                   | 45           | .1         | .9         | 21                   | 67           | .2         | 1.0        | 17                  | 20           | .2         | 1.2        |
| 4-Book          | 38                       | 355          | .4         | 1.3        | 8                  | 128          | .1         | .6         | 9                    | 33           | .1         | .6         | 11                   | 49           | .1         | .5         | 9                   | 26           | .1         | .7         |
| <b>WLEV-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 16                       | 137          | .2         | .6         | 8                  | 86           | .1         | .6         | 13                   | 27           | .1         | .9         | 17                   | 44           | .2         | .8         | 1                   | 9            |            | .1         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WNJO-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 38                       | 262          | .4         | 1.3        | 7                  | 126          | .1         | .6         | 3                    | 16           |            | .2         | 12                   | 41           | .1         | .6         | 5                   | 25           |            | .4         |
| 4-Book          | 30                       | 284          | .3         | 1.0        | 12                 | 175          | .1         | .9         | 9                    | 34           | .1         | .7         | 26                   | 87           | .2         | 1.2        | 14                  | 53           | .1         | .9         |
| <b>WPST-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 25                       | 533          | .2         | .9         | 15                 | 382          | .1         | 1.2        | 11                   | 74           | .1         | .8         | 18                   | 108          | .2         | .8         | 13                  | 84           | .1         | .9         |
| 4-Book          | 24                       | 478          | .2         | .8         | 15                 | 330          | .1         | 1.2        | 10                   | 55           | .1         | .7         | 26                   | 128          | .3         | 1.2        | 24                  | 120          | .2         | 1.6        |
| <b>TOTALS</b>   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 2862                     | 10013        | 27.3       |            | 1249               | 7965         | 11.9       |            | 1371                 | 3720         | 13.1       |            | 2132                 | 5167         | 20.3       |            | 1397                | 3680         | 13.3       |            |
| 4-Book          | 2854                     | 10094        | 27.2       |            | 1262               | 8247         | 12.0       |            | 1354                 | 3810         | 12.9       |            | 2156                 | 5200         | 20.5       |            | 1508                | 3871         | 14.3       |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 25-54

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 20                  | 115          | .2         | 2.4        | 79                 | 475          | .8         | 8.6        | 45                 | 219          | .4         | 3.0        | 38                | 166          | .4         | 3.3        | 27                | 190          | .3         | 4.0        |
| 4-Book          | 20                  | 144          | .2         | 2.3        | 105                | 530          | 1.0        | 11.2       | 49                 | 293          | .5         | 3.3        | 28                | 154          | .3         | 2.5        | 25                | 192          | .3         | 3.8        |
| <b>WBEB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 57                  | 159          | .5         | 6.8        | 36                 | 126          | .3         | 3.9        | 73                 | 196          | .7         | 4.9        | 51                | 203          | .5         | 4.5        | 36                | 103          | .3         | 5.3        |
| 4-Book          | 32                  | 121          | .3         | 3.7        | 30                 | 107          | .3         | 3.3        | 59                 | 179          | .6         | 4.0        | 39                | 144          | .4         | 3.5        | 23                | 83           | .2         | 3.5        |
| <b>WDAS-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 3                   | 8            |            | .4         | 30                 | 75           | .3         | 3.3        | 19                 | 66           | .2         | 1.3        |                   |              |            |            | 9                 | 11           | .1         | 1.3        |
| 4-Book          | 3                   | 9            |            | .4         | 28                 | 70           | .3         | 3.0        | 27                 | 74           | .3         | 1.9        | 9                 | 17           | .1         | .8         | 8                 | 17           | .1         | 1.3        |
| <b>WDAS-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 61                  | 198          | .6         | 7.3        | 59                 | 107          | .6         | 6.4        | 92                 | 208          | .9         | 6.2        | 101               | 214          | 1.0        | 8.8        | 95                | 206          | .9         | 14.0       |
| 4-Book          | 77                  | 215          | .8         | 9.1        | 55                 | 134          | .5         | 5.9        | 84                 | 198          | .8         | 5.6        | 78                | 186          | .7         | 7.1        | 127               | 239          | 1.2        | 19.3       |
| <b>+WENG-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WURD-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 5                   | 12           |            | .6         |                    |              |            |            | 15                 | 32           | .1         | 1.0        | 12                | 12           | .1         | 1.0        | 5                 | 25           |            | .7         |
| 4-Book          | 4                   | 11           |            | .5         | 3                  | 9            |            | .3         | 13                 | 33           | .1         | .9         | 12                | 24           | .1         | 1.0        | 3                 | 12           |            | .4         |
| <b>WFIL-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 2                   | 8            |            | .2         | 4                  | 8            |            | .4         |                    |              |            |            | 3                 | 20           |            | .3         | 2                 | 9            |            | .3         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WHAT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 3                   | 8            |            | .4         | 17                 | 22           | .2         | 1.8        | 12                 | 19           | .1         | .8         | 14                | 16           | .1         | 1.2        | 2                 | 8            |            | .3         |
| 4-Book          | 7                   | 13           | .1         | .9         | 13                 | 28           | .2         | 1.3        | 10                 | 21           | .1         | .7         | 5                 | 8            |            | .4         | 2                 | 10           |            | .3         |
| <b>WIOQ-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 35                  | 194          | .3         | 4.2        | 24                 | 96           | .2         | 2.6        | 49                 | 219          | .5         | 3.3        | 51                | 209          | .5         | 4.5        | 33                | 159          | .3         | 4.9        |
| 4-Book          | 28                  | 123          | .3         | 3.3        | 14                 | 60           | .1         | 1.5        | 41                 | 156          | .4         | 2.7        | 35                | 153          | .3         | 3.1        | 26                | 101          | .2         | 3.9        |
| <b>WIP -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 20                  | 122          | .2         | 2.4        | 45                 | 143          | .4         | 4.9        | 55                 | 198          | .5         | 3.7        | 29                | 91           | .3         | 2.5        | 25                | 119          | .2         | 3.7        |
| 4-Book          | 26                  | 129          | .3         | 3.1        | 47                 | 174          | .5         | 5.0        | 64                 | 238          | .6         | 4.3        | 60                | 212          | .6         | 5.6        | 30                | 144          | .3         | 4.8        |
| <b>WJJZ-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 41                  | 152          | .4         | 4.9        | 74                 | 191          | .7         | 8.0        | 96                 | 208          | .9         | 6.5        | 84                | 159          | .8         | 7.3        | 64                | 155          | .6         | 9.4        |
| 4-Book          | 56                  | 189          | .5         | 6.5        | 52                 | 146          | .5         | 5.5        | 74                 | 198          | .7         | 5.0        | 59                | 149          | .6         | 5.4        | 34                | 107          | .3         | 5.2        |
| <b>WMGK-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 33                  | 174          | .3         | 4.0        | 38                 | 168          | .4         | 4.1        | 121                | 398          | 1.2        | 8.2        | 103               | 295          | 1.0        | 9.0        | 33                | 130          | .3         | 4.9        |
| 4-Book          | 41                  | 165          | .4         | 4.8        | 32                 | 148          | .3         | 3.5        | 102                | 346          | 1.0        | 6.9        | 76                | 228          | .7         | 6.8        | 27                | 104          | .3         | 4.0        |
| <b>WMMR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 27                  | 152          | .3         | 3.2        | 25                 | 99           | .2         | 2.7        | 66                 | 290          | .6         | 4.5        | 47                | 201          | .4         | 4.1        | 31                | 136          | .3         | 4.6        |
| 4-Book          | 35                  | 156          | .4         | 4.0        | 32                 | 127          | .3         | 3.5        | 68                 | 265          | .7         | 4.6        | 59                | 216          | .6         | 5.3        | 25                | 113          | .3         | 3.7        |
| <b>WNAP-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | **                  | **           | **         | **         | **                 | **           | **         | **         | 4                  | 11           |            | .3         | *                 |              |            |            | **                | **           | **         | **         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WOGL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 58                  | 242          | .6         | 6.9        | 58                 | 180          | .6         | 6.3        | 68                 | 254          | .6         | 4.6        | 32                | 172          | .3         | 2.8        | 47                | 184          | .4         | 6.9        |
| 4-Book          | 62                  | 224          | .6         | 7.3        | 76                 | 217          | .8         | 8.1        | 84                 | 273          | .8         | 5.6        | 78                | 232          | .8         | 7.2        | 50                | 159          | .5         | 7.7        |
| <b>WPEN-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 5                  | 10           |            | .5         | 7                  | 18           | .1         | .5         |                   |              |            |            | 2                 | 24           |            | .3         |
| 4-Book          | 4                   | 12           |            | .4         | 6                  | 24           | .1         | .7         | 9                  | 28           | .1         | .6         | 4                 | 13           | .1         | .4         | 4                 | 18           |            | .7         |
| <b>WPHI-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 40                  | 114          | .4         | 4.8        | 9                  | 40           | .1         | 1.0        | 35                 | 90           | .3         | 2.4        | 35                | 118          | .3         | 3.1        | 20                | 45           | .2         | 2.9        |
| 4-Book          | 32                  | 100          | .3         | 3.8        | 11                 | 33           | .1         | 1.2        | 29                 | 86           | .3         | 2.0        | 25                | 87           | .2         | 2.3        | 16                | 45           | .2         | 2.5        |
| <b>WPHT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 16                  | 36           | .2         | 1.9        | 6                  | 26           | .1         | .7         | 18                 | 96           | .2         | 1.2        | 21                | 81           | .2         | 1.8        | 4                 | 16           |            | .6         |
| 4-Book          | 10                  | 42           | .1         | 1.2        | 22                 | 68           | .2         | 2.4        | 19                 | 82           | .2         | 1.3        | 18                | 67           | .2         | 1.6        | 10                | 34           | .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

## Men 25-54

Target Listener Estimates - Men 25-54

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(0C)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPLY-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 11                  | 52           | .1         | 1.3        | 11                 | 56           | .1         | 1.2        | 35                 | 191          | .3         | 2.4        | 43                | 186          | .4         | 3.8        | 7                 | 73           | .1         | 1.0        |
| 4-Book   | 19                  | 88           | .2         | 2.2        | 16                 | 73           | .2         | 1.8        | 41                 | 175          | .4         | 2.8        | 36                | 133          | .4         | 3.3        | 12                | 86           | .1         | 1.9        |
| WSSJ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 10                  | 32           | .1         | 1.2        | 12                 | 12           | .1         | 1.3        | 18                 | 19           | .2         | 1.2        | 16                | 19           | .2         | 1.4        | 7                 | 12           | .1         | 1.0        |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WUSL-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 79                  | 192          | .8         | 9.5        | 26                 | 137          | .2         | 2.8        | 48                 | 202          | .5         | 3.2        | 26                | 76           | .2         | 2.3        | 6                 | 28           | .1         | .9         |
| 4-Book   | 65                  | 170          | .7         | 7.7        | 48                 | 149          | .4         | 5.0        | 60                 | 190          | .6         | 4.0        | 38                | 96           | .4         | 3.5        | 22                | 62           | .2         | 3.5        |
| +WVDB-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | *                 | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WVDB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 22                  | 57           | .2         | 2.6        | 35                 | 126          | .3         | 3.8        | 95                 | 191          | .9         | 6.4        | 9                 | 23           | .1         | .8         | 6                 | 34           | .1         | .9         |
| 4-Book   | 30                  | 82           | .3         | 3.5        | 36                 | 144          | .3         | 3.8        | 112                | 219          | 1.1        | 7.6        | 11                | 35           | .1         | 1.0        | 9                 | 40           | .1         | 1.3        |
| WVJZ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 2                  | 2            |            | .2         | 1                  | 2            |            |            | 1                 | 2            |            | .1         |                   |              |            |            |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WXTU-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 21                  | 60           | .2         | 2.5        | 36                 | 132          | .3         | 3.9        | 57                 | 128          | .5         | 3.9        | 30                | 79           | .3         | 2.6        | 20                | 65           | .2         | 2.9        |
| 4-Book   | 32                  | 123          | .3         | 3.7        | 41                 | 130          | .4         | 4.3        | 73                 | 225          | .7         | 4.9        | 46                | 157          | .4         | 4.2        | 20                | 83           | .2         | 2.9        |
| WXXM-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 15                  | 88           | .1         | 1.8        | 5                  | 38           |            | .5         | 27                 | 137          | .3         | 1.8        | 32                | 109          | .3         | 2.8        | 18                | 86           | .2         | 2.7        |
| 4-Book   | 14                  | 84           | .2         | 1.6        | 12                 | 61           | .1         | 1.2        | 37                 | 156          | .4         | 2.5        | 30                | 118          | .3         | 2.7        | 17                | 94           | .2         | 2.7        |
| WYSP-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 47                  | 145          | .4         | 5.6        | 46                 | 142          | .4         | 5.0        | 100                | 293          | 1.0        | 6.8        | 64                | 245          | .6         | 5.6        | 28                | 107          | .3         | 4.1        |
| 4-Book   | 31                  | 131          | .3         | 3.7        | 27                 | 90           | .3         | 2.9        | 116                | 392          | 1.1        | 7.6        | 82                | 301          | .8         | 7.6        | 23                | 96           | .2         | 3.4        |
| WYXR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 18                  | 64           | .2         | 2.2        | 19                 | 69           | .2         | 2.1        | 38                 | 132          | .4         | 2.6        | 34                | 80           | .3         | 3.0        | 12                | 32           | .1         | 1.8        |
| 4-Book   | 28                  | 102          | .3         | 3.3        | 26                 | 92           | .3         | 2.8        | 38                 | 144          | .4         | 2.5        | 33                | 127          | .3         | 3.0        | 17                | 50           | .2         | 2.7        |
| WBYN-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 1                   | 9            |            | .1         | 11                 | 33           | .1         | 1.2        | 10                 | 33           | .1         | .7         | 2                 | 9            |            | .2         | 3                 | 28           |            | .4         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WJBR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 2                  | 18           |            | .2         | 2                  | 17           |            | .1         | 2                 | 17           |            | .2         |                   |              |            |            |
| 4-Book   | 1                   | 11           |            | .1         | 2                  | 18           |            | .2         | 4                  | 16           |            | .3         | 1                 | 4            |            | .1         |                   | 2            |            | .1         |
| WKXW-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 6                   | 16           | .1         | .7         | 12                 | 54           | .1         | 1.3        | 4                  | 23           |            | .3         | 5                 | 24           |            | .4         |                   |              |            |            |
| 4-Book   | 4                   | 15           | .1         | .5         | 7                  | 25           | .1         | .7         | 8                  | 32           | .1         | .5         | 8                 | 26           | .1         | .7         | 6                 | 14           | .1         | .9         |
| WLEV-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 1                   | 9            |            | .1         | 3                  | 25           |            | .3         | 12                 | 25           | .1         | .8         | 8                 | 33           | .1         | .7         | 6                 | 18           | .1         | .9         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WNJO-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 10                  | 43           | .1         | 1.2        | 6                  | 33           | .1         | .7         | 5                  | 34           |            | .3         | 11                | 25           | .1         | 1.0        | 2                 | 9            |            | .3         |
| 4-Book   | 10                  | 39           | .1         | 1.0        | 4                  | 22           | .1         | .4         | 13                 | 48           | .1         | .9         | 12                | 43           | .1         | 1.1        | 4                 | 16           | .1         | .5         |
| WPST-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 19                  | 78           | .2         | 2.3        | 10                 | 53           | .1         | 1.1        | 20                 | 98           | .2         | 1.4        | 24                | 101          | .2         | 2.1        | 8                 | 34           | .1         | 1.2        |
| 4-Book   | 14                  | 68           | .1         | 1.6        | 6                  | 29           | .1         | .7         | 17                 | 87           | .2         | 1.1        | 16                | 72           | .2         | 1.5        | 6                 | 29           | .1         | .9         |
| TOTALS   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 835                 | 2539         | 8.0        |            | 921                | 2813         | 8.8        |            | 1478               | 3907         | 14.1       |            | 1143              | 2847         | 10.9       |            | 679               | 1974         | 6.5        |            |
| 4-Book   | 854                 | 2589         | 8.1        |            | 940                | 2851         | 9.0        |            | 1489               | 4007         | 14.2       |            | 1101              | 3022         | 10.5       |            | 654               | 1994         | 6.3        |            |

\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 35-64

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                 | AOH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AOH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 132                      | 3321         | 1.4        | 7.8        | 340                       | 2552         | 3.7        | 12.7        | 120                       | 1263         | 1.3        | 5.0        | 159                      | 1810         | 1.7        | 7.8        | 45                       | 675          | .5         | 6.4        |
| WI '99          | 140                      | 3716         | 1.5        | 8.4        | 368                       | 2560         | 4.0        | 13.5        | 120                       | 1536         | 1.3        | 5.0        | 161                      | 1879         | 1.8        | 8.1        | 42                       | 830          | .5         | 6.8        |
| FA '98          | 134                      | 3211         | 1.5        | 7.8        | 301                       | 2287         | 3.3        | 11.1        | 135                       | 1245         | 1.5        | 5.5        | 179                      | 1709         | 2.0        | 8.7        | 41                       | 773          | .5         | 6.1        |
| SU '98          | 124                      | 3293         | 1.4        | 7.1        | 298                       | 2295         | 3.3        | 10.9        | 118                       | 1242         | 1.3        | 4.8        | 146                      | 1660         | 1.6        | 6.9        | 44                       | 686          | .5         | 5.8        |
| <b>4-Book</b>   | <b>133</b>               | <b>3385</b>  | <b>1.5</b> | <b>7.8</b> | <b>327</b>                | <b>2424</b>  | <b>3.6</b> | <b>12.1</b> | <b>123</b>                | <b>1322</b>  | <b>1.4</b> | <b>5.1</b> | <b>161</b>               | <b>1765</b>  | <b>1.8</b> | <b>7.9</b> | <b>43</b>                | <b>741</b>   | <b>.5</b>  | <b>6.3</b> |
| 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        |
| <b>WBEB-FM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 101                      | 1422         | 1.1        | 6.0        | 144                       | 785          | 1.6        | 5.4         | 175                       | 684          | 1.9        | 7.3        | 111                      | 719          | 1.2        | 5.4        | 26                       | 419          | .3         | 3.7        |
| WI '99          | 81                       | 1338         | .9         | 4.9        | 117                       | 668          | 1.3        | 4.3         | 125                       | 551          | 1.4        | 5.2        | 100                      | 635          | 1.1        | 5.0        | 38                       | 386          | .4         | 6.2        |
| FA '98          | 77                       | 1174         | .8         | 4.5        | 95                        | 568          | 1.0        | 3.5         | 141                       | 585          | 1.5        | 5.7        | 90                       | 589          | 1.0        | 4.4        | 29                       | 300          | .3         | 4.3        |
| SU '98          | 78                       | 1212         | .9         | 4.5        | 112                       | 617          | 1.2        | 4.1         | 128                       | 576          | 1.4        | 5.2        | 99                       | 670          | 1.1        | 4.7        | 34                       | 348          | .4         | 4.5        |
| <b>4-Book</b>   | <b>84</b>                | <b>1287</b>  | <b>.9</b>  | <b>5.0</b> | <b>117</b>                | <b>660</b>   | <b>1.3</b> | <b>4.3</b>  | <b>142</b>                | <b>599</b>   | <b>1.6</b> | <b>5.9</b> | <b>100</b>               | <b>653</b>   | <b>1.1</b> | <b>4.9</b> | <b>32</b>                | <b>363</b>   | <b>.4</b>  | <b>4.7</b> |
| 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        |
| <b>WDAS-AM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 13                       | 230          | .1         | .8         | 24                        | 102          | .3         | .9          | 13                        | 62           | .1         | .5         | 10                       | 82           | .1         | .5         | 1                        | 23           | .1         | .1         |
| WI '99          | 7                        | 147          | .1         | .4         | 7                         | 46           | .1         | .3          | 4                         | 41           | .1         | .2         | 4                        | 35           | .1         | .2         | 4                        | 19           | .1         | .7         |
| FA '98          | 7                        | 156          | .1         | .4         | 13                        | 50           | .1         | .5          | 6                         | 68           | .1         | .2         | 2                        | 59           | .1         | .1         |                          |              |            |            |
| SU '98          | 4                        | 123          | .2         | .2         | 3                         | 28           | .1         | .1          | 1                         | 18           | .1         | .1         | 3                        | 22           | .1         | .1         | 2                        | 32           | .1         | .3         |
| <b>4-Book</b>   | <b>8</b>                 | <b>164</b>   | <b>.1</b>  | <b>.5</b>  | <b>12</b>                 | <b>57</b>    | <b>.1</b>  | <b>.5</b>   | <b>6</b>                  | <b>47</b>    | <b>.1</b>  | <b>.2</b>  | <b>5</b>                 | <b>50</b>    | <b>.1</b>  | <b>.2</b>  | <b>2</b>                 | <b>19</b>    | <b>.1</b>  | <b>.3</b>  |
| SP '98          | 10                       | 166          | .1         | .6         | 19                        | 84           | .2         | .7          | 10                        | 27           | .1         | .4         | 10                       | 50           | .1         | .5         | 1                        | 27           | .1         | .1         |
| <b>WDAS-FM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 107                      | 1015         | 1.2        | 6.3        | 162                       | 666          | 1.8        | 6.0         | 125                       | 527          | 1.4        | 5.2        | 114                      | 587          | 1.3        | 5.6        | 76                       | 409          | .8         | 10.8       |
| WI '99          | 99                       | 906          | 1.1        | 6.0        | 143                       | 507          | 1.6        | 5.3         | 144                       | 565          | 1.6        | 6.0        | 106                      | 549          | 1.2        | 5.3        | 48                       | 273          | .5         | 7.8        |
| FA '98          | 90                       | 876          | 1.0        | 5.2        | 150                       | 580          | 1.6        | 5.5         | 101                       | 404          | 1.1        | 4.1        | 91                       | 517          | 1.0        | 4.4        | 51                       | 305          | .6         | 7.6        |
| SU '98          | 120                      | 1043         | 1.3        | 6.9        | 197                       | 602          | 2.2        | 7.2         | 143                       | 509          | 1.6        | 5.8        | 130                      | 517          | 1.4        | 6.1        | 78                       | 429          | .9         | 10.2       |
| <b>4-Book</b>   | <b>104</b>               | <b>960</b>   | <b>1.2</b> | <b>6.1</b> | <b>163</b>                | <b>589</b>   | <b>1.8</b> | <b>6.0</b>  | <b>128</b>                | <b>501</b>   | <b>1.4</b> | <b>5.3</b> | <b>110</b>               | <b>543</b>   | <b>1.2</b> | <b>5.4</b> | <b>63</b>                | <b>354</b>   | <b>.7</b>  | <b>9.1</b> |
| 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       |
| <b>+WENG-AM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| <b>WURD-AM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 13                       | 88           | .1         | .8         | 19                        | 65           | .2         | .7          | 13                        | 38           | .1         | .5         | 15                       | 63           | .2         | .7         | 6                        | 31           | .1         | .9         |
| WI '99          | 1                        | 24           | .1         | .1         |                           |              |            |             | 1                         | 4            | .1         | .1         | 1                        | 14           | .1         | .1         |                          |              |            |            |
| FA '98          | 9                        | 75           | .1         | .5         | 8                         | 57           | .1         | .3          | 12                        | 21           | .1         | .5         | 9                        | 39           | .1         | .4         | 4                        | 8            | .1         | .6         |
| SU '98          | 5                        | 111          | .1         | .3         | 3                         | 67           | .1         | .1          | 5                         | 60           | .1         | .2         | 8                        | 48           | .1         | .4         | 1                        | 29           | .1         | .1         |
| <b>4-Book</b>   | <b>7</b>                 | <b>75</b>    | <b>.1</b>  | <b>.4</b>  | <b>8</b>                  | <b>47</b>    | <b>.1</b>  | <b>.3</b>   | <b>8</b>                  | <b>31</b>    | <b>.1</b>  | <b>.3</b>  | <b>8</b>                 | <b>41</b>    | <b>.1</b>  | <b>.4</b>  | <b>3</b>                 | <b>17</b>    | <b>.1</b>  | <b>.4</b>  |
| SP '98          | 11                       | 96           | .1         | .6         | 13                        | 60           | .1         | .5          | 22                        | 68           | .2         | .9         | 14                       | 60           | .2         | .7         | 1                        | 15           | .1         | .1         |
| <b>WFIL-AM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 5                        | 146          | .1         | .3         | 11                        | 94           | .1         | .4          | 2                         | 45           | .1         | .1         | 7                        | 61           | .1         | .3         | 1                        | 48           | .1         | .1         |
| WI '99          | 7                        | 131          | .1         | .4         | 16                        | 102          | .2         | .6          | 3                         | 40           | .1         | .1         | 6                        | 50           | .1         | .3         | 6                        | 32           | .1         | 1.0        |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98          | 11                       | 213          | .1         | .6         | 28                        | 130          | .3         | 1.0         | 4                         | 49           | .2         | .2         | 21                       | 99           | .2         | 1.0        | 6                        | 54           | .1         | .8         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>.1</b>  | <b>.6</b>  | <b>**</b>                 | <b>**</b>    | <b>.3</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>.2</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>.2</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>.1</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WHAT-AM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 15                       | 119          | .2         | .9         | 15                        | 50           | .2         | .6          | 18                        | 76           | .2         | .7         | 25                       | 76           | .3         | 1.2        | 7                        | 31           | .1         | 1.0        |
| WI '99          | 22                       | 197          | .2         | 1.3        | 25                        | 104          | .3         | .9          | 32                        | 126          | .4         | 1.3        | 30                       | 129          | .3         | 1.5        | 10                       | 41           | .1         | 1.6        |
| FA '98          | 12                       | 163          | .1         | .7         | 14                        | 71           | .2         | .5          | 19                        | 64           | .2         | .8         | 14                       | 62           | .2         | .7         | 1                        | 23           | .1         | .1         |
| SU '98          | 15                       | 178          | .2         | .9         | 26                        | 91           | .3         | .9          | 38                        | 139          | .4         | 1.5        | 9                        | 44           | .1         | .4         | 2                        | 29           | .1         | .3         |
| <b>4-Book</b>   | <b>16</b>                | <b>164</b>   | <b>.2</b>  | <b>1.0</b> | <b>20</b>                 | <b>79</b>    | <b>.3</b>  | <b>.7</b>   | <b>27</b>                 | <b>101</b>   | <b>.3</b>  | <b>1.1</b> | <b>20</b>                | <b>78</b>    | <b>.2</b>  | <b>1.0</b> | <b>5</b>                 | <b>31</b>    | <b>.1</b>  | <b>.8</b>  |
| SP '98          | 15                       | 195          | .2         | .9         | 19                        | 87           | .2         | .7          | 24                        | 97           | .3         | 1.0        | 14                       | 49           | .2         | .7         | 6                        | 58           | .1         | .9         |
| <b>WIOO-FM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 28                       | 738          | .3         | 1.7        | 38                        | 293          | .4         | 1.4         | 41                        | 272          | .5         | 1.7        | 36                       | 402          | .4         | 1.8        | 12                       | 178          | .1         | 1.7        |
| WI '99          | 28                       | 687          | .3         | 1.7        | 35                        | 248          | .4         | 1.3         | 52                        | 295          | .6         | 2.2        | 36                       | 254          | .4         | 1.8        | 4                        | 144          | .1         | .7         |
| FA '98          | 44                       | 682          | .5         | 2.6        | 64                        | 298          | .7         | 2.4         | 88                        | 299          | 1.0        | 3.6        | 60                       | 360          | .7         | 2.9        | 11                       | 136          | .1         | 1.6        |
| SU '98          | 22                       | 623          | .2         | 1.3        | 29                        | 210          | .3         | 1.1         | 27                        | 153          | .3         | 1.1        | 27                       | 313          | .3         | 1.3        | 13                       | 204          | .1         | 1.7        |
| <b>4-Book</b>   | <b>31</b>                | <b>683</b>   | <b>.3</b>  | <b>1.8</b> | <b>42</b>                 | <b>262</b>   | <b>.5</b>  | <b>1.6</b>  | <b>52</b>                 | <b>255</b>   | <b>.6</b>  | <b>2.2</b> | <b>40</b>                | <b>332</b>   | <b>.5</b>  | <b>2.0</b> | <b>10</b>                | <b>166</b>   | <b>.1</b>  | <b>1.4</b> |
| 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        |

\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Men 35-64

Target Listener Trends - Men 35-64

|                | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 111                      | 1839         | 1.2        | 6.5        | 215                       | 1121         | 2.4        | 8.0        | 148                       | 903          | 1.6        | 6.1        | 151                      | 1223         | 1.7        | 7.4        | 56                       | 529          | .6         | 8.0        |
| WI '99         | 132                      | 2060         | 1.4        | 7.9        | 243                       | 1157         | 2.7        | 8.9        | 177                       | 1062         | 1.9        | 7.4        | 181                      | 1265         | 2.0        | 9.1        | 51                       | 678          | .6         | 8.3        |
| FA '98         | 103                      | 1735         | 1.1        | 6.0        | 209                       | 1093         | 2.3        | 7.7        | 143                       | 771          | 1.6        | 5.8        | 141                      | 1075         | 1.5        | 6.9        | 37                       | 585          | .4         | 5.5        |
| SU '98         | 94                       | 1312         | 1.0        | 5.4        | 183                       | 793          | 2.0        | 6.7        | 135                       | 662          | 1.5        | 5.5        | 129                      | 873          | 1.4        | 6.1        | 32                       | 352          | .4         | 4.2        |
| <b>4-Book</b>  | <b>110</b>               | <b>1737</b>  | <b>1.2</b> | <b>6.5</b> | <b>213</b>                | <b>1041</b>  | <b>2.4</b> | <b>7.8</b> | <b>151</b>                | <b>850</b>   | <b>1.7</b> | <b>6.2</b> | <b>151</b>               | <b>1109</b>  | <b>1.7</b> | <b>7.4</b> | <b>44</b>                | <b>536</b>   | <b>.5</b>  | <b>6.5</b> |
| 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        |
| <b>WJZ-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 133                      | 1535         | 1.5        | 7.8        | 148                       | 727          | 1.6        | 5.5        | 196                       | 781          | 2.2        | 8.1        | 168                      | 926          | 1.8        | 8.2        | 76                       | 573          | .8         | 10.8       |
| WI '99         | 102                      | 1278         | 1.1        | 6.1        | 107                       | 611          | 1.2        | 3.9        | 148                       | 685          | 1.6        | 6.2        | 147                      | 817          | 1.6        | 7.4        | 48                       | 434          | .5         | 7.8        |
| FA '98         | 105                      | 1339         | 1.2        | 6.1        | 103                       | 625          | 1.1        | 3.8        | 165                       | 681          | 1.8        | 6.7        | 150                      | 835          | 1.6        | 7.3        | 47                       | 469          | .5         | 7.0        |
| SU '98         | 107                      | 1394         | 1.2        | 6.1        | 111                       | 676          | 1.2        | 4.0        | 171                       | 710          | 1.9        | 7.0        | 138                      | 882          | 1.5        | 6.5        | 64                       | 499          | .7         | 8.4        |
| <b>4-Book</b>  | <b>112</b>               | <b>1387</b>  | <b>1.3</b> | <b>6.5</b> | <b>117</b>                | <b>660</b>   | <b>1.3</b> | <b>4.3</b> | <b>170</b>                | <b>714</b>   | <b>1.9</b> | <b>7.0</b> | <b>151</b>               | <b>865</b>   | <b>1.6</b> | <b>7.4</b> | <b>59</b>                | <b>494</b>   | <b>.6</b>  | <b>8.5</b> |
| 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        |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 98                       | 1338         | 1.1        | 5.8        | 122                       | 656          | 1.3        | 4.5        | 183                       | 716          | 2.0        | 7.6        | 115                      | 706          | 1.3        | 5.6        | 25                       | 422          | .3         | 3.6        |
| WI '99         | 92                       | 1294         | 1.0        | 5.5        | 106                       | 652          | 1.2        | 3.9        | 174                       | 735          | 1.9        | 7.2        | 115                      | 848          | 1.3        | 5.8        | 24                       | 392          | .3         | 3.9        |
| FA '98         | 95                       | 1501         | 1.0        | 5.5        | 123                       | 674          | 1.4        | 4.5        | 161                       | 760          | 1.8        | 6.5        | 126                      | 931          | 1.4        | 6.2        | 38                       | 421          | .4         | 5.6        |
| SU '98         | 88                       | 1345         | 1.0        | 5.0        | 106                       | 689          | 1.2        | 3.9        | 158                       | 662          | 1.8        | 6.4        | 115                      | 876          | 1.3        | 5.4        | 40                       | 347          | .4         | 5.3        |
| <b>4-Book</b>  | <b>93</b>                | <b>1370</b>  | <b>1.0</b> | <b>5.5</b> | <b>114</b>                | <b>668</b>   | <b>1.3</b> | <b>4.2</b> | <b>169</b>                | <b>718</b>   | <b>1.9</b> | <b>6.9</b> | <b>118</b>               | <b>840</b>   | <b>1.3</b> | <b>5.8</b> | <b>32</b>                | <b>396</b>   | <b>.4</b>  | <b>4.6</b> |
| 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        |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 88                       | 1208         | 1.0        | 5.2        | 129                       | 649          | 1.4        | 4.8        | 174                       | 621          | 1.9        | 7.2        | 97                       | 721          | 1.1        | 4.8        | 27                       | 255          | .3         | 3.8        |
| WI '99         | 79                       | 1074         | .9         | 4.8        | 119                       | 545          | 1.3        | 4.4        | 137                       | 564          | 1.5        | 5.7        | 95                       | 641          | 1.0        | 4.8        | 24                       | 248          | .3         | 3.9        |
| FA '98         | 72                       | 1343         | .8         | 4.2        | 111                       | 702          | 1.2        | 4.1        | 130                       | 629          | 1.4        | 5.3        | 78                       | 756          | .9         | 3.8        | 26                       | 326          | .3         | 3.9        |
| SU '98         | 87                       | 1262         | 1.0        | 5.0        | 125                       | 659          | 1.4        | 4.6        | 144                       | 537          | 1.6        | 5.9        | 114                      | 806          | 1.3        | 5.4        | 27                       | 357          | .3         | 3.5        |
| <b>4-Book</b>  | <b>82</b>                | <b>1222</b>  | <b>.9</b>  | <b>4.8</b> | <b>121</b>                | <b>639</b>   | <b>1.3</b> | <b>4.5</b> | <b>146</b>                | <b>588</b>   | <b>1.6</b> | <b>6.0</b> | <b>96</b>                | <b>731</b>   | <b>1.1</b> | <b>4.7</b> | <b>26</b>                | <b>297</b>   | <b>.3</b>  | <b>3.8</b> |
| 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        |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | * 6                      | 68           | .1         | .4         | 7                         | 49           | .1         | .3         | 4                         | 29           | .1         | .2         | * 7                      | 41           | .1         | .3         |                          |              |            |            |
| WI '99         | 4                        | 26           | .2         | .2         | 3                         | 22           | .1         | .1         | 5                         | 15           | .1         | .2         | 4                        | 15           | .1         | .2         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 7                        | 64           | .1         | .4         | 4                         | 34           | .1         | .1         | 6                         | 44           | .1         | .2         | 5                        | 30           | .1         | .2         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WOGL-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 100                      | 1899         | 1.1        | 5.9        | 118                       | 787          | 1.3        | 4.4        | 154                       | 885          | 1.7        | 6.4        | 129                      | 981          | 1.4        | 6.3        | 33                       | 580          | .4         | 4.7        |
| WI '99         | 125                      | 1815         | 1.4        | 7.5        | 164                       | 863          | 1.8        | 6.0        | 181                       | 783          | 2.0        | 7.5        | 144                      | 1001         | 1.6        | 7.2        | 49                       | 484          | .5         | 8.0        |
| FA '98         | 140                      | 1853         | 1.5        | 8.1        | 164                       | 873          | 1.8        | 6.0        | 233                       | 915          | 2.6        | 9.4        | 147                      | 1051         | 1.6        | 7.2        | 55                       | 581          | .6         | 8.2        |
| SU '98         | 137                      | 2001         | 1.5        | 7.8        | 195                       | 1011         | 2.2        | 7.1        | 201                       | 830          | 2.2        | 8.2        | 165                      | 1152         | 1.8        | 7.8        | 49                       | 597          | .5         | 6.4        |
| <b>4-Book</b>  | <b>126</b>               | <b>1892</b>  | <b>1.4</b> | <b>7.3</b> | <b>160</b>                | <b>884</b>   | <b>1.8</b> | <b>5.9</b> | <b>192</b>                | <b>853</b>   | <b>2.1</b> | <b>7.9</b> | <b>146</b>               | <b>1046</b>  | <b>1.6</b> | <b>7.1</b> | <b>47</b>                | <b>561</b>   | <b>.5</b>  | <b>6.8</b> |
| 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        |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 17                       | 387          | .2         | 1.0        | 22                        | 145          | .2         | .8         | 25                        | 169          | .3         | 1.0        | 16                       | 135          | .2         | .8         | 10                       | 70           | .1         | 1.4        |
| WI '99         | 25                       | 369          | .3         | 1.5        | 34                        | 190          | .4         | 1.3        | 43                        | 171          | .5         | 1.8        | 35                       | 209          | .4         | 1.8        | 8                        | 76           | .1         | 1.3        |
| FA '98         | 37                       | 374          | .4         | 2.1        | 57                        | 203          | .6         | 2.1        | 66                        | 204          | .7         | 2.7        | 33                       | 142          | .4         | 1.6        | 12                       | 81           | .1         | 1.8        |
| SU '98         | 25                       | 380          | .3         | 1.4        | 35                        | 149          | .4         | 1.3        | 36                        | 160          | .4         | 1.5        | 25                       | 175          | .3         | 1.2        | 5                        | 100          | .1         | .7         |
| <b>4-Book</b>  | <b>26</b>                | <b>378</b>   | <b>.3</b>  | <b>1.5</b> | <b>37</b>                 | <b>172</b>   | <b>.4</b>  | <b>1.4</b> | <b>43</b>                 | <b>176</b>   | <b>.5</b>  | <b>1.8</b> | <b>27</b>                | <b>165</b>   | <b>.3</b>  | <b>1.4</b> | <b>9</b>                 | <b>82</b>    | <b>.1</b>  | <b>1.3</b> |
| 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        |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 9                        | 282          | .1         | .5         | 7                         | 81           | .1         | .3         | 11                        | 104          | .1         | .5         | 15                       | 146          | .2         | .7         | 3                        | 50           | .1         | .4         |
| WI '99         | 13                       | 223          | .1         | .8         | 13                        | 70           | .1         | .5         | 15                        | 112          | .2         | .6         | 19                       | 112          | .2         | 1.0        | 15                       | 90           | .2         | 2.4        |
| FA '98         | 13                       | 320          | .1         | .8         | 14                        | 140          | .2         | .5         | 12                        | 97           | .1         | .5         | 18                       | 203          | .2         | .9         | 12                       | 104          | .1         | 1.8        |
| SU '98         | 15                       | 193          | .2         | .9         | 12                        | 86           | .1         | .4         | 24                        | 113          | .3         | 1.0        | 18                       | 115          | .2         | .9         | 8                        | 60           | .1         | 1.1        |
| <b>4-Book</b>  | <b>13</b>                | <b>255</b>   | <b>.1</b>  | <b>.8</b>  | <b>12</b>                 | <b>94</b>    | <b>.1</b>  | <b>.4</b>  | <b>16</b>                 | <b>107</b>   | <b>.2</b>  | <b>.7</b>  | <b>18</b>                | <b>144</b>   | <b>.2</b>  | <b>.9</b>  | <b>10</b>                | <b>76</b>    | <b>.1</b>  | <b>1.4</b> |
| SP '98         | 6                        | 176          | .1         | .4         | 8                         | 98           | .1         | .3         | 5                         | 82           | .1         | .2         | 15                       | 122          | .2         | .7         | 4                        | 74           | .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

## Men 35-64

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPHT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 35                       | 781          | .4         | 2.1        | 58                        | 285          | .6         | 2.2        | 29                        | 178          | .3         | 1.2        | 50                       | 341          | .5         | 2.5        | 35                       | 302          | .4         | 5.0        |
| WI '99          | 34                       | 737          | .4         | 2.0        | 63                        | 349          | .7         | 2.3        | 41                        | 298          | .5         | 1.7        | 50                       | 309          | .5         | 2.5        | 15                       | 84           | .2         | 2.4        |
| FA '98          | 28                       | 580          | .3         | 1.6        | 57                        | 243          | .6         | 2.1        | 37                        | 186          | .4         | 1.5        | 28                       | 213          | .3         | 1.4        | 4                        | 77           |            | .6         |
| SU '98          | 40                       | 832          | .4         | 2.3        | 71                        | 279          | .8         | 2.6        | 27                        | 209          | .3         | 1.1        | 51                       | 313          | .6         | 2.4        | 30                       | 301          | .3         | 3.9        |
| <b>4-Book</b>   | <b>34</b>                | <b>733</b>   | <b>.4</b>  | <b>2.0</b> | <b>62</b>                 | <b>289</b>   | <b>.7</b>  | <b>2.3</b> | <b>34</b>                 | <b>218</b>   | <b>.4</b>  | <b>1.4</b> | <b>45</b>                | <b>294</b>   | <b>.5</b>  | <b>2.2</b> | <b>21</b>                | <b>191</b>   | <b>.2</b>  | <b>3.0</b> |
| 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        |
| <b>WPLY-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 19                       | 501          | .2         | 1.1        | 18                        | 162          | .2         | .7         | 25                        | 183          | .3         | 1.0        | 33                       | 333          | .4         | 1.6        | 9                        | 107          | .1         | 1.3        |
| WI '99          | 19                       | 339          | .2         | 1.1        | 28                        | 151          | .3         | 1.0        | 31                        | 108          | .3         | 1.3        | 27                       | 216          | .3         | 1.4        | 2                        | 68           |            | .3         |
| FA '98          | 13                       | 490          | .1         | .8         | 17                        | 223          | .2         | .6         | 14                        | 136          | .2         | .6         | 19                       | 187          | .2         | .9         | 8                        | 115          | .1         | 1.2        |
| 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        |
| <b>4-Book</b>   | <b>20</b>                | <b>464</b>   | <b>.2</b>  | <b>1.2</b> | <b>25</b>                 | <b>194</b>   | <b>.3</b>  | <b>.9</b>  | <b>28</b>                 | <b>164</b>   | <b>.3</b>  | <b>1.2</b> | <b>30</b>                | <b>252</b>   | <b>.4</b>  | <b>1.5</b> | <b>7</b>                 | <b>101</b>   | <b>.1</b>  | <b>1.0</b> |
| SP '98          | 11                       | 448          | .1         | .6         | 17                        | 152          | .2         | .6         | 16                        | 114          | .2         | .7         | 19                       | 189          | .2         | .9         | 2                        | 72           |            | .3         |
| <b>WSSJ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 14                       | 62           | .2         | .8         | 12                        | 30           | .1         | .4         | 15                        | 54           | .2         | .6         | 18                       | 50           | .2         | .9         | 10                       | 24           | .1         | 1.4        |
| WI '99          | 2                        | 34           |            | .1         | 2                         | 10           |            | .1         |                           |              |            |            | 2                        | 10           |            | .1         | 1                        | 10           |            | .2         |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WUSL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 25                       | 452          | .3         | 1.5        | 19                        | 165          | .2         | .7         | 41                        | 254          | .5         | 1.7        | 33                       | 242          | .4         | 1.6        | 17                       | 131          | .2         | 2.4        |
| WI '99          | 20                       | 437          | .2         | 1.2        | 14                        | 143          | .2         | .5         | 16                        | 176          | .2         | .7         | 28                       | 183          | .3         | 1.4        | 23                       | 118          | .3         | 3.7        |
| FA '98          | 37                       | 620          | .4         | 2.1        | 33                        | 221          | .4         | 1.2        | 45                        | 276          | .5         | 1.8        | 53                       | 298          | .6         | 2.6        | 30                       | 217          | .3         | 4.5        |
| 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        |
| <b>4-Book</b>   | <b>26</b>                | <b>498</b>   | <b>.3</b>  | <b>1.5</b> | <b>23</b>                 | <b>172</b>   | <b>.3</b>  | <b>.8</b>  | <b>34</b>                 | <b>237</b>   | <b>.4</b>  | <b>1.4</b> | <b>35</b>                | <b>232</b>   | <b>.4</b>  | <b>1.7</b> | <b>20</b>                | <b>150</b>   | <b>.2</b>  | <b>3.0</b> |
| 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        |
| <b>+WDBB-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | * 9                      | 128          | .1         | .5         | 11                        | 63           | .1         | .4         | 21                        | 91           | .2         | .9         | * 2                      | 37           |            | .1         |                          |              |            |            |
| WI '99          | 5                        | 126          | .1         | .3         | 3                         | 54           |            | .1         | 12                        | 100          | .1         | .5         | 3                        | 36           |            | .2         | **                       | **           | **         | **         |
| FA '98          | 7                        | 133          | .1         | .4         | 5                         | 26           | .1         | .2         | 10                        | 63           | .1         | .4         | 6                        | 26           | .1         | .3         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WDBB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 60                       | 1033         | .7         | 3.5        | 69                        | 389          | .8         | 2.6        | 111                       | 510          | 1.2        | 4.6        | 48                       | 406          | .5         | 2.4        | 29                       | 224          | .3         | 4.1        |
| WI '99          | 73                       | 1162         | .8         | 4.4        | 87                        | 446          | 1.0        | 3.2        | 139                       | 628          | 1.5        | 5.8        | 69                       | 475          | .8         | 3.5        | 38                       | 309          | .4         | 6.2        |
| FA '98          | 78                       | 1259         | .9         | 4.5        | 81                        | 539          | .9         | 3.0        | 153                       | 656          | 1.7        | 6.2        | 74                       | 547          | .8         | 3.6        | 45                       | 296          | .5         | 6.7        |
| 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        |
| <b>4-Book</b>   | <b>70</b>                | <b>1160</b>  | <b>.8</b>  | <b>4.1</b> | <b>74</b>                 | <b>464</b>   | <b>.8</b>  | <b>2.7</b> | <b>133</b>                | <b>593</b>   | <b>1.5</b> | <b>5.5</b> | <b>70</b>                | <b>488</b>   | <b>.8</b>  | <b>3.5</b> | <b>33</b>                | <b>257</b>   | <b>.4</b>  | <b>5.0</b> |
| 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        |
| <b>WWJZ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 3                        | 38           |            | .2         | 8                         | 19           | .1         | .3         | 6                         | 28           | .1         | .2         | 1                        | 19           |            |            | 1                        | 19           |            | .1         |
| WI '99          | 2                        | 41           |            | .1         | 5                         | 41           | .1         | .2         | 3                         | 23           |            | .1         | 2                        | 19           |            | .1         | 3                        | 11           |            | .5         |
| FA '98          | 1                        | 25           |            | .1         |                           | 8            |            |            | 2                         | 9            |            | .1         |                          | 9            |            |            | 1                        | 9            |            | .1         |
| SU '98          | 7                        | 85           | .1         | .4         | 10                        | 24           | .1         | .4         | 5                         | 59           | .1         | .2         | 5                        | 30           | .1         | .2         | 7                        | 53           | .1         | .9         |
| <b>4-Book</b>   | <b>3</b>                 | <b>47</b>    |            | <b>.2</b>  | <b>6</b>                  | <b>23</b>    | <b>.1</b>  | <b>.2</b>  | <b>4</b>                  | <b>30</b>    | <b>.1</b>  | <b>.2</b>  | <b>2</b>                 | <b>19</b>    |            | <b>.1</b>  | <b>3</b>                 | <b>23</b>    |            | <b>.4</b>  |
| SP '98          | 7                        | 102          | .1         | .4         | 8                         | 40           | .1         | .3         | 16                        | 85           | .2         | .7         | 9                        | 57           | .1         | .4         | 1                        | 19           |            | .1         |
| <b>WXTU-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 63                       | 912          | .7         | 3.7        | 100                       | 561          | 1.1        | 3.7        | 79                        | 401          | .9         | 3.3        | 94                       | 659          | 1.0        | 4.6        | 22                       | 320          | .2         | 3.1        |
| WI '99          | 64                       | 895          | .7         | 3.9        | 82                        | 520          | .9         | 3.0        | 85                        | 432          | .9         | 3.5        | 95                       | 557          | 1.0        | 4.8        | 26                       | 263          | .3         | 4.2        |
| FA '98          | 84                       | 1079         | .9         | 4.9        | 127                       | 653          | 1.4        | 4.7        | 124                       | 574          | 1.4        | 5.0        | 93                       | 780          | 1.0        | 4.5        | 28                       | 303          | .3         | 4.2        |
| 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        |
| <b>4-Book</b>   | <b>82</b>                | <b>1019</b>  | <b>.9</b>  | <b>4.8</b> | <b>117</b>                | <b>624</b>   | <b>1.3</b> | <b>4.3</b> | <b>115</b>                | <b>522</b>   | <b>1.3</b> | <b>4.7</b> | <b>105</b>               | <b>706</b>   | <b>1.1</b> | <b>5.1</b> | <b>30</b>                | <b>333</b>   | <b>.3</b>  | <b>4.4</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXM-FM</b>  |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 23                       | 620          | .3         | 1.4        | 34                        | 273          | .4         | 1.3         | 35                        | 227          | .4         | 1.5        | 28                       | 341          | .3         | 1.4        | 12                       | 169          | .1         | 1.7        |
| WI '99         | 16                       | 524          | .2         | 1.0        | 26                        | 194          | .3         | 1.0         | 27                        | 240          | .3         | 1.1        | 19                       | 272          | .2         | 1.0        | 2                        | 104          | .1         | .3         |
| FA '98         | 15                       | 426          | .2         | .9         | 21                        | 182          | .2         | .8          | 16                        | 131          | .2         | .6         | 22                       | 270          | .2         | 1.1        | 7                        | 148          | .1         | 1.0        |
| SU '98         | 13                       | 539          | .1         | .7         | 22                        | 250          | .2         | .8          | 5                         | 121          | .1         | .2         | 17                       | 249          | .2         | .8         | 7                        | 137          | .1         | .9         |
| <b>4-Book</b>  | <b>17</b>                | <b>527</b>   | <b>.2</b>  | <b>1.0</b> | <b>26</b>                 | <b>225</b>   | <b>.3</b>  | <b>1.0</b>  | <b>21</b>                 | <b>180</b>   | <b>.3</b>  | <b>.9</b>  | <b>22</b>                | <b>283</b>   | <b>.2</b>  | <b>1.1</b> | <b>7</b>                 | <b>140</b>   | <b>.1</b>  | <b>1.0</b> |
| 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        |
| <b>WYSP-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 96                       | 1460         | 1.1        | 5.7        | 305                       | 1053         | 3.3        | 11.4        | 125                       | 703          | 1.4        | 5.2        | 78                       | 598          | .9         | 3.8        | 10                       | 208          | .1         | 1.4        |
| WI '99         | 99                       | 1465         | 1.1        | 6.0        | 413                       | 1130         | 4.5        | 15.2        | 111                       | 764          | 1.2        | 4.6        | 36                       | 411          | .4         | 1.8        | 6                        | 130          | .1         | 1.0        |
| FA '98         | 103                      | 1952         | 1.1        | 6.0        | 327                       | 1180         | 3.6        | 12.0        | 108                       | 735          | 1.2        | 4.4        | 48                       | 438          | .5         | 2.3        | 20                       | 216          | .2         | 3.0        |
| 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        |
| <b>4-Book</b>  | <b>102</b>               | <b>1624</b>  | <b>1.1</b> | <b>6.0</b> | <b>354</b>                | <b>1147</b>  | <b>3.9</b> | <b>13.0</b> | <b>121</b>                | <b>737</b>   | <b>1.3</b> | <b>5.0</b> | <b>55</b>                | <b>480</b>   | <b>.6</b>  | <b>2.7</b> | <b>15</b>                | <b>197</b>   | <b>.2</b>  | <b>2.2</b> |
| 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        |
| <b>WYXR-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 25                       | 457          | .3         | 1.5        | 42                        | 236          | .5         | 1.6         | 53                        | 178          | .6         | 2.2        | 25                       | 198          | .3         | 1.2        | 2                        | 52           | .1         | .3         |
| WI '99         | 24                       | 656          | .3         | 1.4        | 48                        | 315          | .5         | 1.8         | 31                        | 262          | .3         | 1.3        | 27                       | 308          | .3         | 1.4        | 7                        | 111          | .1         | 1.1        |
| FA '98         | 30                       | 754          | .3         | 1.7        | 40                        | 381          | .4         | 1.5         | 32                        | 280          | .4         | 1.3        | 36                       | 358          | .4         | 1.8        | 14                       | 225          | .2         | 2.1        |
| 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        |
| <b>4-Book</b>  | <b>29</b>                | <b>640</b>   | <b>.3</b>  | <b>1.7</b> | <b>43</b>                 | <b>309</b>   | <b>.5</b>  | <b>1.6</b>  | <b>43</b>                 | <b>234</b>   | <b>.5</b>  | <b>1.8</b> | <b>36</b>                | <b>324</b>   | <b>.4</b>  | <b>1.8</b> | <b>9</b>                 | <b>146</b>   | <b>.1</b>  | <b>1.3</b> |
| 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        |
| <b>WBYN-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 8                        | 143          | .1         | .5         | 18                        | 93           | .2         | .7          | 11                        | 57           | .1         | .5         | 4                        | 22           | .1         | .2         | 4                        | 43           | .1         | .6         |
| WI '99         | 7                        | 117          | .1         | .4         | 11                        | 70           | .1         | .4          | 6                         | 53           | .1         | .2         | 7                        | 55           | .1         | .4         | 2                        | 33           | .1         | .3         |
| FA '98         | 4                        | 93           | .1         | .2         | 8                         | 75           | .1         | .3          | 3                         | 21           | .1         | .1         | 7                        | 67           | .1         | .3         | 1                        | 26           | .1         | .1         |
| SU '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 4                        | 131          | .1         | .2         | 3                         | 41           | .1         | .1          | 8                         | 64           | .1         | .3         | 4                        | 55           | .1         | .2         |                          | 10           |            |            |
| WI '99         | 10                       | 195          | .1         | .6         | 13                        | 70           | .1         | .5          | 19                        | 66           | .2         | .8         | 12                       | 104          | .1         | .6         | 4                        | 62           | .1         | .7         |
| FA '98         | 16                       | 209          | .2         | .9         | 23                        | 100          | .3         | .8          | 30                        | 92           | .3         | 1.2        | 19                       | 125          | .2         | .9         | 4                        | 91           | .1         | .6         |
| SU '98         | 5                        | 110          | .1         | .3         | 2                         | 18           | .1         | .1          | 4                         | 29           | .2         | .2         | 11                       | 73           | .1         | .5         | 8                        | 27           | .1         | 1.1        |
| <b>4-Book</b>  | <b>9</b>                 | <b>161</b>   | <b>.1</b>  | <b>.5</b>  | <b>10</b>                 | <b>57</b>    | <b>.1</b>  | <b>.4</b>   | <b>15</b>                 | <b>63</b>    | <b>.2</b>  | <b>.6</b>  | <b>12</b>                | <b>89</b>    | <b>.1</b>  | <b>.6</b>  | <b>4</b>                 | <b>48</b>    | <b>.1</b>  | <b>.6</b>  |
| SP '98         | 12                       | 152          | .1         | .7         | 22                        | 80           | .2         | .8          | 18                        | 72           | .2         | .7         | 12                       | 77           | .1         | .6         | 2                        | 41           | .1         | .3         |
| <b>WKXV-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 25                       | 404          | .3         | 1.5        | 29                        | 219          | .3         | 1.1         | 33                        | 160          | .4         | 1.4        | 35                       | 197          | .4         | 1.7        | 12                       | 114          | .1         | 1.7        |
| WI '99         | 23                       | 345          | .3         | 1.4        | 45                        | 206          | .5         | 1.7         | 41                        | 132          | .5         | 1.7        | 34                       | 209          | .4         | 1.7        | 5                        | 62           | .1         | .8         |
| FA '98         | 19                       | 414          | .2         | 1.1        | 33                        | 199          | .4         | 1.2         | 33                        | 158          | .4         | 1.3        | 24                       | 244          | .3         | 1.2        | 7                        | 110          | .1         | 1.0        |
| 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        |
| <b>4-Book</b>  | <b>23</b>                | <b>379</b>   | <b>.3</b>  | <b>1.3</b> | <b>35</b>                 | <b>199</b>   | <b>.4</b>  | <b>1.3</b>  | <b>34</b>                 | <b>150</b>   | <b>.4</b>  | <b>1.4</b> | <b>35</b>                | <b>220</b>   | <b>.4</b>  | <b>1.7</b> | <b>9</b>                 | <b>95</b>    | <b>.1</b>  | <b>1.3</b> |
| 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         |
| <b>WLEV-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 11                       | 137          | .1         | .6         | 15                        | 61           | .2         | .6          | 16                        | 61           | .2         | .7         | 15                       | 85           | .2         | .7         | 3                        | 58           | .1         | .4         |
| WI '99         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 6                        | 101          | .1         | .3         | 9                         | 41           | .1         | .3          | 14                        | 30           | .2         | .6         | 9                        | 44           | .1         | .4         | 1                        | 36           | .1         | .1         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | 5                        | 84           | .1         | .3         | 1                         | 17           | .1         | .1          | 6                         | 26           | .1         | .2         | 11                       | 67           | .1         | .5         | 1                        | 25           | .1         | .1         |
| <b>WNJO-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 22                       | 326          | .2         | 1.3        | 23                        | 162          | .3         | .9          | 48                        | 154          | .5         | 2.0        | 36                       | 220          | .4         | 1.8        | 4                        | 78           | .1         | .6         |
| WI '99         | 22                       | 347          | .2         | 1.3        | 22                        | 164          | .2         | .8          | 39                        | 169          | .4         | 1.6        | 27                       | 220          | .3         | 1.4        | 10                       | 113          | .1         | 1.6        |
| FA '98         | 16                       | 390          | .2         | .9         | 17                        | 197          | .2         | .6          | 38                        | 191          | .4         | 1.5        | 17                       | 192          | .2         | .8         | 2                        | 60           | .1         | .3         |
| SU '98         | 32                       | 397          | .4         | 1.8        | 31                        | 138          | .3         | 1.1         | 49                        | 184          | .5         | 2.0        | 40                       | 252          | .4         | 1.9        | 18                       | 185          | .2         | 2.4        |
| <b>4-Book</b>  | <b>23</b>                | <b>365</b>   | <b>.3</b>  | <b>1.3</b> | <b>23</b>                 | <b>165</b>   | <b>.3</b>  | <b>.9</b>   | <b>44</b>                 | <b>175</b>   | <b>.5</b>  | <b>1.8</b> | <b>30</b>                | <b>221</b>   | <b>.3</b>  | <b>1.5</b> | <b>9</b>                 | <b>109</b>   | <b>.1</b>  | <b>1.2</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Men 35-64

Target Listener Estimates - Men 35-64

|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 200                      | 3188         | 2.2        | 8.4        | 70                 | 1612         | .8         | 6.2        | 180                  | 833          | 2.0        | 12.7       | 73                   | 391          | .8         | 4.0        | 54                  | 284          | .6         | 4.3        |
| 4-Book          | 198                      | 3144         | 2.2        | 8.2        | 78                 | 1755         | .9         | 6.8        | 201                  | 902          | 2.3        | 14.7       | 85                   | 468          | 1.0        | 4.5        | 54                  | 306          | .6         | 4.1        |
| <b>WBEB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 146                      | 1110         | 1.6        | 6.1        | 71                 | 757          | .8         | 6.3        | 77                   | 256          | .8         | 5.4        | 121                  | 281          | 1.3        | 6.6        | 71                  | 239          | .8         | 5.7        |
| 4-Book          | 122                      | 1037         | 1.4        | 5.1        | 53                 | 653          | .6         | 4.7        | 68                   | 204          | .7         | 4.9        | 94                   | 269          | 1.1        | 5.0        | 55                  | 189          | .6         | 4.2        |
| <b>WDAS-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 15                       | 135          | .2         | .6         | 17                 | 187          | .2         | 1.5        | 15                   | 27           | .2         | 1.1        |                      |              |            |            | 10                  | 19           | .1         | .8         |
| 4-Book          | 7                        | 96           | .1         | .3         | 12                 | 128          | .1         | 1.1        | 4                    | 10           | .1         | .3         | 5                    | 14           | .1         | .3         | 6                   | 16           | .1         | .5         |
| <b>WDAS-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 133                      | 831          | 1.5        | 5.6        | 83                 | 634          | .9         | 7.3        | 112                  | 254          | 1.2        | 7.9        | 97                   | 268          | 1.1        | 5.3        | 87                  | 215          | 1.0        | 7.0        |
| 4-Book          | 134                      | 817          | 1.5        | 5.6        | 80                 | 603          | .9         | 7.0        | 95                   | 236          | 1.0        | 6.9        | 112                  | 280          | 1.3        | 5.9        | 94                  | 217          | 1.1        | 7.3        |
| <b>+WEMG-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| <b>WURD-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 16                       | 88           | .2         | .7         | 13                 | 57           | .1         | 1.1        | 20                   | 25           | .2         | 1.4        | 12                   | 12           | .1         | .7         | 21                  | 32           | .2         | 1.7        |
| 4-Book          | 8                        | 67           | .1         | .3         | 9                  | 56           | .1         | .7         | 11                   | 18           | .1         | .8         | 9                    | 15           | .1         | .5         | 12                  | 23           | .1         | .9         |
| <b>WFIL-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 6                        | 122          | .1         | .3         | 4                  | 40           | .1         | .4         | 4                    | 8            | .1         | .3         | 3                    | 8            | .1         | .2         | 7                   | 15           | .1         | .6         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WHAT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 19                       | 97           | .2         | .8         | 13                 | 68           | .1         | 1.1        | 11                   | 19           | .1         | .8         | 23                   | 33           | .3         | 1.3        | 21                  | 33           | .2         | 1.7        |
| 4-Book          | 22                       | 137          | .3         | .9         | 13                 | 103          | .2         | 1.2        | 9                    | 22           | .1         | .7         | 26                   | 46           | .3         | 1.4        | 20                  | 33           | .2         | 1.6        |
| <b>WIOQ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 38                       | 576          | .4         | 1.6        | 22                 | 348          | .2         | 1.9        | 17                   | 80           | .2         | 1.2        | 47                   | 144          | .5         | 2.6        | 34                  | 92           | .4         | 2.7        |
| 4-Book          | 45                       | 531          | .5         | 1.9        | 18                 | 318          | .2         | 1.6        | 18                   | 72           | .2         | 1.3        | 35                   | 141          | .4         | 1.9        | 23                  | 87           | .3         | 1.8        |
| <b>WIP -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 170                      | 1699         | 1.9        | 7.1        | 43                 | 674          | .5         | 3.8        | 53                   | 214          | .6         | 3.7        | 102                  | 314          | 1.1        | 5.6        | 49                  | 203          | .5         | 3.9        |
| 4-Book          | 170                      | 1568         | 1.9        | 7.1        | 48                 | 742          | .6         | 4.3        | 74                   | 256          | .8         | 5.4        | 89                   | 318          | 1.0        | 4.7        | 45                  | 179          | .5         | 3.6        |
| <b>WJJZ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 173                      | 1207         | 1.9        | 7.3        | 102                | 882          | 1.1        | 9.0        | 114                  | 252          | 1.3        | 8.1        | 168                  | 413          | 1.8        | 9.2        | 135                 | 338          | 1.5        | 10.8       |
| 4-Book          | 148                      | 1142         | 1.6        | 6.2        | 84                 | 817          | .9         | 7.3        | 78                   | 227          | .9         | 5.7        | 132                  | 330          | 1.5        | 7.0        | 131                 | 334          | 1.5        | 10.2       |
| <b>WMGK-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 143                      | 1088         | 1.6        | 6.0        | 68                 | 825          | .7         | 6.0        | 82                   | 221          | .9         | 5.8        | 153                  | 400          | 1.7        | 8.3        | 93                  | 317          | 1.0        | 7.5        |
| 4-Book          | 137                      | 1163         | 1.5        | 5.7        | 59                 | 750          | .6         | 5.2        | 59                   | 209          | .7         | 4.3        | 126                  | 355          | 1.4        | 6.7        | 80                  | 264          | .9         | 6.2        |
| <b>WMMR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 136                      | 1048         | 1.5        | 5.7        | 41                 | 608          | .5         | 3.6        | 44                   | 175          | .5         | 3.1        | 119                  | 322          | 1.3        | 6.5        | 70                  | 254          | .8         | 5.6        |
| 4-Book          | 123                      | 1024         | 1.4        | 5.1        | 45                 | 609          | .5         | 3.9        | 55                   | 204          | .6         | 4.0        | 108                  | 319          | 1.2        | 5.7        | 63                  | 230          | .7         | 4.9        |
| <b>WNAP-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | * 6                      | 49           | .1         | .3         | * 7                | 48           | .1         | .6         | 13                   | 29           | .1         | .9         | 2                    | 8            | .1         | .1         | *                   | **           | **         | **         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WGL-FM</b>   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 135                      | 1436         | 1.5        | 5.7        | 84                 | 1151         | .9         | 7.4        | 76                   | 262          | .8         | 5.4        | 137                  | 526          | 1.5        | 7.5        | 106                 | 297          | 1.2        | 8.5        |
| 4-Book          | 168                      | 1473         | 1.9        | 7.0        | 104                | 1168         | 1.2        | 9.1        | 82                   | 272          | .9         | 6.0        | 181                  | 511          | 2.0        | 9.6        | 128                 | 359          | 1.4        | 9.8        |
| <b>WPEN-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 21                       | 290          | .2         | .9         | 15                 | 195          | .2         | 1.3        | 30                   | 63           | .3         | 2.1        | 26                   | 60           | .3         | 1.4        | 15                  | 47           | .2         | 1.2        |
| 4-Book          | 36                       | 301          | .4         | 1.5        | 20                 | 197          | .3         | 1.7        | 28                   | 76           | .3         | 2.1        | 34                   | 76           | .4         | 1.8        | 25                  | 60           | .3         | 1.9        |
| <b>WPHI-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 11                       | 252          | .1         | .5         | 8                  | 121          | .1         | .7         | 8                    | 48           | .1         | .6         | 17                   | 72           | .2         | .9         | 8                   | 32           | .1         | .6         |
| 4-Book          | 15                       | 218          | .2         | .7         | 9                  | 116          | .1         | .8         | 6                    | 24           | .1         | .4         | 25                   | 67           | .3         | 1.3        | 11                  | 40           | .1         | .9         |
| <b>WPHT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 45                       | 497          | .5         | 1.9        | 18                 | 300          | .2         | 1.6        | 15                   | 35           | .2         | 1.1        | 14                   | 66           | .2         | .8         | 21                  | 54           | .2         | 1.7        |
| 4-Book          | 46                       | 519          | .5         | 1.9        | 22                 | 289          | .3         | 1.9        | 13                   | 35           | .2         | 1.0        | 31                   | 79           | .4         | 1.6        | 21                  | 59           | .2         | 1.6        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| Men 35-64                |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>WPLY-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 25           | 419        | .3         | 1.1                | 15           | 235        | .2         | 1.3                  | 8            | 35         | .1         | .6                   | 25           | 114        | .3         | 1.4                 | 34           | 119        | .4         | 2.7 |
| 4-Book                   | 28           | 372        | .3         | 1.2                | 14           | 233        | .2         | 1.2                  | 13           | 43         | .2         | .9                   | 30           | 110        | .3         | 1.6                 | 25           | 82         | .3         | 1.9 |
| <b>WSSJ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 15           | 62         | .2         | .6                 | 16           | 50         | .2         | 1.4                  | 21           | 27         | .2         | 1.5                  | 23           | 30         | .3         | 1.3                 | 19           | 19         | .2         | 1.5 |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WUSL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 32           | 387        | .4         | 1.3                | 19           | 204        | .2         | 1.7                  | 18           | 45         | .2         | 1.3                  | 41           | 66         | .5         | 2.2                 | 31           | 71         | .3         | 2.5 |
| 4-Book                   | 31           | 376        | .4         | 1.3                | 23           | 255        | .3         | 2.0                  | 17           | 47         | .2         | 1.2                  | 36           | 90         | .4         | 1.9                 | 40           | 92         | .4         | 3.1 |
| <b>+WWDB-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 12         | 109        | .1         | .5                 | * 2          | 19         | .2         | .2                   | 1            | 10         | .1         | .1                   | 6            | 9          | .1         | .3                  | * 2          | 9          | .2         | .2  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WWDB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 79           | 824        | .9         | 3.3                | 47           | 493        | .5         | 4.1                  | 57           | 157        | .6         | 4.0                  | 43           | 173        | .5         | 2.3                 | 20           | 50         | .2         | 1.6 |
| 4-Book                   | 96           | 922        | 1.1        | 4.0                | 50           | 540        | .5         | 4.3                  | 61           | 163        | .7         | 4.4                  | 43           | 150        | .5         | 2.3                 | 24           | 67         | .3         | 1.8 |
| <b>WWJZ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 5            | 28         | .1         | .2                 | 2            | 28         | .2         | .2                   | 3            | 19         | .2         | .2                   | 3            | 19         | .2         | .2                  | 3            | 19         | .2         | .2  |
| 4-Book                   | 4            | 38         | .1         | .1                 | 3            | 27         | .3         | .3                   | 5            | 17         | .1         | .4                   | 6            | 21         | .1         | .4                  | 2            | 7          | .1         | .1  |
| <b>WXTU-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 90           | 795        | 1.0        | 3.8                | 42           | 500        | .5         | 3.7                  | 55           | 187        | .6         | 3.9                  | 75           | 221        | .8         | 4.1                 | 47           | 163        | .5         | 3.8 |
| 4-Book                   | 112          | 914        | 1.3        | 4.7                | 63           | 621        | .7         | 5.5                  | 82           | 240        | .9         | 6.1                  | 121          | 308        | 1.4        | 6.3                 | 77           | 236        | .8         | 5.8 |
| <b>WXXM-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 32           | 526        | .4         | 1.3                | 12           | 290        | .1         | 1.1                  | 10           | 51         | .1         | .7                   | 37           | 129        | .4         | 2.0                 | 7            | 42         | .1         | .6  |
| 4-Book                   | 23           | 412        | .3         | .9                 | 12           | 247        | .1         | 1.0                  | 9            | 45         | .1         | .7                   | 23           | 104        | .3         | 1.2                 | 16           | 66         | .2         | 1.2 |
| <b>WYSP-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 166          | 1367       | 1.8        | 7.0                | 28           | 484        | .3         | 2.5                  | 35           | 110        | .4         | 2.5                  | 47           | 189        | .5         | 2.6                 | 25           | 136        | .3         | 2.0 |
| 4-Book                   | 172          | 1416       | 1.9        | 7.2                | 34           | 542        | .4         | 2.9                  | 29           | 103        | .4         | 2.1                  | 47           | 177        | .5         | 2.5                 | 28           | 120        | .3         | 2.2 |
| <b>WYXR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 41           | 350        | .5         | 1.7                | 11           | 186        | .1         | 1.0                  | 14           | 45         | .2         | 1.0                  | 9            | 40         | .1         | .5                  | 10           | 40         | .1         | .8  |
| 4-Book                   | 41           | 504        | .5         | 1.7                | 22           | 328        | .3         | 1.9                  | 18           | 78         | .2         | 1.3                  | 47           | 131        | .5         | 2.4                 | 37           | 107        | .4         | 2.8 |
| <b>WBYN-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 11           | 124        | .1         | .5                 | 6            | 79         | .1         | .5                   | 5            | 36         | .1         | .4                   | 5            | 36         | .1         | .3                  | 4            | 7          | .3         | .3  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WJBR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 5            | 114        | .1         | .2                 | 3            | 50         | .3         | .3                   | 3            | 16         | .1         | .2                   | 13           | 33         | .1         | .7                  | 4            | 9          | .3         | .3  |
| 4-Book                   | 13           | 126        | .2         | .5                 | 4            | 67         | .4         | .4                   | 3            | 16         | .1         | .2                   | 15           | 30         | .2         | .8                  | 9            | 25         | .1         | .7  |
| <b>WKXV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 32           | 307        | .4         | 1.3                | 19           | 207        | .2         | 1.7                  | 22           | 86         | .2         | 1.6                  | 41           | 91         | .5         | 2.2                 | 27           | 43         | .3         | 2.2 |
| 4-Book                   | 35           | 317        | .4         | 1.4                | 10           | 142        | .1         | .9                   | 13           | 49         | .1         | .9                   | 16           | 53         | .2         | .9                  | 11           | 30         | .1         | .9  |
| <b>WLEV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 16           | 112        | .2         | .7                 | 8            | 86         | .1         | .7                   | 13           | 27         | .1         | .9                   | 17           | 44         | .2         | .9                  | 1            | 9          | .1         | .1  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WNJO-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 37           | 274        | .4         | 1.6                | 7            | 143        | .1         | .6                   | 3            | 16         | .2         | .2                   | 16           | 49         | .2         | .9                  | 8            | 41         | .1         | .6  |
| 4-Book                   | 33           | 299        | .4         | 1.4                | 15           | 197        | .2         | 1.3                  | 15           | 40         | .2         | 1.1                  | 33           | 99         | .4         | 1.8                 | 20           | 72         | .2         | 1.6 |
| <b>WPST-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 6            | 209        | .1         | .3                 | 5            | 152        | .1         | .4                   | 3            | 17         | .2         | .2                   | 13           | 69         | .1         | .7                  | 4            | 27         | .3         | .3  |
| 4-Book                   | 9            | 219        | .1         | .4                 | 7            | 151        | .1         | .6                   | 4            | 18         | .3         | .3                   | 15           | 63         | .2         | .8                  | 8            | 42         | .1         | .6  |
| <b>TOTALS</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 2380         | 8703       | 26.1       |                    | 1135         | 7222       | 12.5       |                      | 1416         | 3720       | 15.6       |                      | 1836         | 4631       | 20.2       |                     | 1247         | 3270       | 13.7       |     |
| 4-Book                   | 2403         | 8715       | 26.5       |                    | 1147         | 7317       | 12.7       |                      | 1374         | 3763       | 15.2       |                      | 1898         | 4667       | 20.9       |                     | 1298         | 3363       | 14.3       |     |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 35-64

Target Listener Estimates - Men 35-64

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 22                  | 160          | .2         | 3.4        | 121                | 664          | 1.3        | 11.2       | 55                 | 250          | .6         | 4.2        | 47                | 203          | .5         | 5.0        | 31                | 217          | .3         | 5.0        |
| 4-Book          | 24                  | 173          | .3         | 3.5        | 142                | 682          | 1.6        | 13.9       | 67                 | 384          | .8         | 4.9        | 43                | 229          | .5         | 4.6        | 31                | 218          | .4         | 5.4        |
| <b>WBEB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 31                  | 113          | .3         | 4.8        | 60                 | 161          | .7         | 5.6        | 103                | 285          | 1.1        | 7.8        | 61                | 198          | .7         | 6.5        | 39                | 148          | .4         | 6.3        |
| 4-Book          | 25                  | 114          | .3         | 3.9        | 42                 | 151          | .5         | 4.1        | 71                 | 224          | .8         | 5.2        | 45                | 159          | .5         | 4.7        | 26                | 117          | .3         | 4.8        |
| <b>WDAS-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 3                   | 8            |            | .5         | 67                 | 131          | .7         | 6.2        | 37                 | 113          | .4         | 2.8        | 4                 | 15           |            | .4         | 9                 | 11           | .1         | 1.5        |
| 4-Book          | 3                   | 9            |            | .5         | 41                 | 86           | .5         | 4.0        | 27                 | 72           | .3         | 2.0        | 7                 | 18           | .1         | .8         | 7                 | 14           | .1         | 1.4        |
| <b>WDAS-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 64                  | 166          | .7         | 10.0       | 55                 | 110          | .6         | 5.1        | 76                 | 166          | .8         | 5.7        | 71                | 146          | .8         | 7.6        | 103               | 189          | 1.1        | 16.7       |
| 4-Book          | 58                  | 151          | .6         | 8.8        | 50                 | 130          | .6         | 4.9        | 70                 | 164          | .8         | 5.1        | 60                | 135          | .7         | 6.2        | 100               | 178          | 1.1        | 17.6       |
| <b>+WEMG-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WURD-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 5                   | 12           | .1         | .8         | 10                 | 13           | .1         | .9         | 12                 | 25           | .1         | .9         | 21                | 25           | .2         | 2.3        | 5                 | 25           | .1         | .8         |
| 4-Book          | 3                   | 7            | .1         | .4         | 6                  | 12           | .1         | .6         | 12                 | 27           | .1         | .8         | 15                | 29           | .2         | 1.5        | 3                 | 12           | .1         | .5         |
| <b>WFIL-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 2                   | 8            |            | .3         | 5                  | 17           | .1         | .5         | 6                  | 17           | .1         | .5         | 1                 | 9            |            | .1         | 2                 | 9            |            | .3         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WHAT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 3                   | 8            |            | .5         | 24                 | 37           | .3         | 2.2        | 12                 | 19           | .1         | .9         | 14                | 16           | .2         | 1.5        | 2                 | 8            |            | .3         |
| 4-Book          | 10                  | 20           | .1         | 1.5        | 18                 | 43           | .2         | 1.7        | 14                 | 28           | .1         | 1.0        | 7                 | 14           | .1         | .8         | 2                 | 10           |            | .3         |
| <b>W100-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 7                   | 68           | .1         | 1.1        | 15                 | 56           | .2         | 1.4        | 15                 | 110          | .2         | 1.1        | 21                | 94           | .2         | 2.3        | 20                | 77           | .2         | 3.2        |
| 4-Book          | 8                   | 46           | .1         | 1.2        | 8                  | 35           | .1         | .8         | 23                 | 84           | .3         | 1.7        | 20                | 86           | .2         | 2.2        | 12                | 44           | .1         | 2.1        |
| <b>W1P -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 21                  | 111          | .2         | 3.3        | 31                 | 137          | .3         | 2.9        | 40                 | 178          | .4         | 3.0        | 22                | 57           | .2         | 2.4        | 25                | 96           | .3         | 4.1        |
| 4-Book          | 23                  | 106          | .3         | 3.5        | 43                 | 168          | .5         | 4.2        | 45                 | 190          | .5         | 3.3        | 48                | 163          | .5         | 5.2        | 23                | 110          | .3         | 4.2        |
| <b>WJZ-FM</b>   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 43                  | 175          | .5         | 6.7        | 80                 | 207          | .9         | 7.4        | 121                | 293          | 1.3        | 9.1        | 96                | 205          | 1.1        | 10.3       | 65                | 145          | .7         | 10.5       |
| 4-Book          | 55                  | 193          | .6         | 8.2        | 64                 | 187          | .7         | 6.2        | 97                 | 248          | 1.1        | 7.0        | 78                | 189          | .9         | 8.4        | 39                | 113          | .4         | 6.7        |
| <b>WMGK-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 24                  | 151          | .3         | 3.8        | 30                 | 141          | .3         | 2.8        | 84                 | 293          | .9         | 6.3        | 53                | 176          | .6         | 5.7        | 26                | 126          | .3         | 4.2        |
| 4-Book          | 32                  | 140          | .4         | 4.7        | 28                 | 131          | .3         | 2.7        | 77                 | 268          | .9         | 5.6        | 49                | 158          | .6         | 5.2        | 20                | 80           | .2         | 3.4        |
| <b>WMMR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 16                  | 88           | .2         | 2.5        | 15                 | 61           | .2         | 1.4        | 25                 | 115          | .3         | 1.9        | 20                | 88           | .2         | 2.1        | 19                | 82           | .2         | 3.1        |
| 4-Book          | 22                  | 95           | .2         | 3.2        | 25                 | 96           | .3         | 2.5        | 38                 | 143          | .4         | 2.7        | 32                | 125          | .4         | 3.3        | 15                | 71           | .2         | 2.5        |
| <b>WNAP-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 17                 | 29           | .2         | 1.6        | 10                 | 26           | .1         | .8         | *                 |              |            |            | **                | **           | **         | **         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WVGL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 66                  | 275          | .7         | 10.3       | 99                 | 318          | 1.1        | 9.2        | 84                 | 331          | .9         | 6.3        | 44                | 214          | .5         | 4.7        | 58                | 240          | .6         | 9.4        |
| 4-Book          | 70                  | 240          | .8         | 10.5       | 105                | 303          | 1.2        | 10.2       | 108                | 354          | 1.2        | 7.7        | 89                | 265          | 1.0        | 9.3        | 65                | 209          | .7         | 11.4       |
| <b>WPEN-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 3                   | 12           |            | .5         | 12                 | 45           | .1         | 1.1        | 15                 | 36           | .2         | 1.1        | 7                 | 17           | .1         | .8         | 9                 | 62           | .1         | 1.5        |
| 4-Book          | 8                   | 30           | .1         | 1.2        | 13                 | 55           | .2         | 1.3        | 22                 | 67           | .3         | 1.6        | 14                | 37           | .2         | 1.5        | 13                | 51           | .2         | 2.2        |
| <b>WPH1-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 9                   | 35           | .1         | 1.4        | 8                  | 30           | .1         | .7         | 5                  | 21           | .1         | .4         | 11                | 40           | .1         | 1.2        |                   |              |            |            |
| 4-Book          | 9                   | 36           | .1         | 1.3        | 4                  | 12           | .1         | .4         | 7                  | 22           | .1         | .5         | 7                 | 19           | .1         | .7         | 5                 | 13           | .1         | .9         |
| <b>WPHT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 15                  | 45           | .2         | 2.3        | 13                 | 44           | .1         | 1.2        | 26                 | 113          | .3         | 2.0        | 40                | 118          | .4         | 4.3        | 6                 | 36           | .1         | 1.0        |
| 4-Book          | 8                   | 39           | .1         | 1.2        | 38                 | 97           | .4         | 3.7        | 30                 | 105          | .3         | 2.2        | 28                | 84           | .3         | 2.8        | 11                | 41           | .1         | 2.1        |

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

# Target Listener Estimates

|             |              | Men 35-64           |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
|-------------|--------------|---------------------|------------|-------------|--------------|--------------------|------------|-------------|--------------|--------------------|------------|-------------|--------------|-------------------|------------|-------------|--------------|-------------------|------------|----|--|
|             |              | Saturday<br>7PM-MID |            |             |              | Sunday<br>6AM-10AM |            |             |              | Sunday<br>10AM-3PM |            |             |              | Sunday<br>3PM-7PM |            |             |              | Sunday<br>7PM-MID |            |    |  |
| AQH<br>(00) | Cume<br>(00) | AQH<br>Rtg          | AQH<br>Shr | AQH<br>(00) | Cume<br>(00) | AQH<br>Rtg         | AQH<br>Shr | AQH<br>(00) | Cume<br>(00) | AQH<br>Rtg         | AQH<br>Shr | AQH<br>(00) | Cume<br>(00) | AQH<br>Rtg        | AQH<br>Shr | AQH<br>(00) | Cume<br>(00) | AQH<br>Rtg        | AQH<br>Shr |    |  |
| WPLY-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 7            | 34                  | .1         | 1.1         | 5            | 36                 | .1         | .5          | 16           | 92                 | .2         | 1.2         | 31           | 83                | .3         | 3.3         |              | 7                 |            |    |  |
| 4-Book      | 7            | 46                  | .1         | 1.1         | 9            | 38                 | .1         | .9          | 14           | 72                 | .2         | 1.1         | 18           | 49                | .2         | 1.9         | 2            | 20                | .4         |    |  |
| WSSJ-AM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 10           | 32                  | .1         | 1.6         | 12           | 12                 | .1         | 1.1         | 18           | 19                 | .2         | 1.4         | 16           | 19                | .2         | 1.7         | 7            | 12                | .1         |    |  |
| 4-Book      | **           | **                  | **         | **          | **           | **                 | **         | **          | **           | **                 | **         | **          | **           | **                | **         | **          | **           | **                | **         | ** |  |
| WUSL-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 23           | 57                  | .3         | 3.6         | 4            | 15                 | .4         | .4          | 32           | 109                | .4         | 2.4         |              |                   |            |             |              |                   |            |    |  |
| 4-Book      | 24           | 62                  | .3         | 3.7         | 18           | 63                 | .2         | 1.7         | 32           | 95                 | .4         | 2.3         | 11           | 21                | .1         | 1.1         | 8            | 23                | .1         |    |  |
| +WVDB-AM    |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| 4-Book      | **           | **                  | **         | **          | **           | **                 | **         | **          | **           | **                 | **         | **          | *            | **                | **         | **          | **           | **                | **         | ** |  |
| WVDB-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 32           | 94                  | .4         | 5.0         | 52           | 175                | .6         | 4.8         | 144          | 250                | 1.6        | 10.9        | 9            | 23                | .1         | 1.0         | 11           | 34                | .1         |    |  |
| 4-Book      | 36           | 108                 | .4         | 5.3         | 48           | 183                | .5         | 4.7         | 147          | 262                | 1.6        | 10.7        | 17           | 52                | .2         | 1.9         | 16           | 58                | .2         |    |  |
| WWJZ-AM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      |              |                     |            |             | 1            | 9                  | .1         | .1          | 4            | 19                 | .3         | .3          | 2            | 9                 | .2         | .2          |              |                   |            |    |  |
| 4-Book      | 1            | 5                   |            | .2          | 4            | 12                 | .1         | .4          | 3            | 9                  | .3         | .3          | 3            | 7                 | .2         | .2          |              | 2                 | .1         |    |  |
| WXTU-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 25           | 78                  | .3         | 3.9         | 38           | 160                | .4         | 3.5         | 46           | 118                | .5         | 3.5         | 24           | 87                | .3         | 2.6         | 24           | 63                | .3         |    |  |
| 4-Book      | 32           | 119                 | .4         | 4.7         | 46           | 143                | .5         | 4.5         | 81           | 246                | .9         | 5.8         | 46           | 176               | .5         | 4.7         | 20           | 75                | .2         |    |  |
| WXXM-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 6            | 48                  | .1         | .9          | 2            | 18                 | .2         | .2          | 8            | 74                 | .1         | .6          | 19           | 72                | .2         | 2.0         | 8            | 20                | .1         |    |  |
| 4-Book      | 5            | 39                  | .1         | .8          | 6            | 29                 | .1         | .6          | 15           | 76                 | .2         | 1.0         | 12           | 55                | .2         | 1.4         | 7            | 37                | .1         |    |  |
| WYSP-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 19           | 81                  | .2         | 3.0         | 22           | 57                 | .2         | 2.0         | 42           | 141                | .5         | 3.2         | 32           | 133               | .4         | 3.4         | 6            | 17                | .1         |    |  |
| 4-Book      | 17           | 72                  | .2         | 2.6         | 14           | 38                 | .1         | 1.3         | 73           | 242                | .8         | 5.0         | 51           | 193               | .6         | 5.4         | 10           | 34                | .1         |    |  |
| WYXR-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 9            | 42                  | .1         | 1.4         | 12           | 40                 | .1         | 1.1         | 12           | 44                 | .1         | .9          | 19           | 29                | .2         | 2.0         | 5            | 12                | .1         |    |  |
| 4-Book      | 11           | 47                  | .1         | 1.7         | 16           | 51                 | .2         | 1.6         | 21           | 84                 | .2         | 1.5         | 20           | 77                | .2         | 2.0         | 7            | 27                | .1         |    |  |
| WBYN-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 1            | 9                   | .2         | .2          | 12           | 42                 | .1         | 1.1         | 11           | 43                 | .1         | .8          | 4            | 18                | .4         | .4          | 2            | 20                | .3         |    |  |
| 4-Book      | **           | **                  | **         | **          | **           | **                 | **         | **          | **           | **                 | **         | **          | **           | **                | **         | **          | **           | **                | **         | ** |  |
| WJBR-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      |              |                     |            |             | 2            | 13                 | .2         | .2          | 2            | 17                 | .2         | .2          | 2            | 17                | .2         | .2          |              |                   |            |    |  |
| 4-Book      | 1            | 10                  |            | .2          | 2            | 13                 |            | .2          | 4            | 14                 | .1         | .3          | 1            | 5                 | .1         | .1          |              | 2                 | .1         |    |  |
| WKXW-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 6            | 16                  | .1         | .9          | 23           | 81                 | .3         | 2.1         | 24           | 48                 | .3         | 1.8         | 14           | 57                | .2         | 1.5         | 4            | 8                 | .1         |    |  |
| 4-Book      | 3            | 11                  | .1         | .5          | 10           | 34                 | .2         | .9          | 13           | 39                 | .2         | .9          | 9            | 32                | .1         | 1.0         | 4            | 8                 | .1         |    |  |
| WLEV-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 1            | 9                   | .2         | .2          | 3            | 25                 | .3         | .3          | 12           | 25                 | .1         | .9          | 8            | 33                | .1         | .9          | 6            | 18                | .1         |    |  |
| 4-Book      | **           | **                  | **         | **          | **           | **                 | **         | **          | **           | **                 | **         | **          | **           | **                | **         | **          | **           | **                | **         | ** |  |
| WNJO-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 13           | 58                  | .1         | 2.0         | 6            | 33                 | .1         | .6          | 9            | 44                 | .1         | .7          | 3            | 24                | .3         | .3          |              |                   |            |    |  |
| 4-Book      | 11           | 40                  | .1         | 1.6         | 7            | 28                 | .1         | .7          | 21           | 69                 | .2         | 1.5         | 14           | 51                | .1         | 1.4         | 3            | 16                | .5         |    |  |
| WPST-FM     |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 5            | 30                  | .1         | .8          | 4            | 34                 | .4         | .4          | 4            | 33                 | .3         | .3          | 7            | 34                | .1         | .8          |              | 7                 |            |    |  |
| 4-Book      | 3            | 26                  | .1         | .5          | 3            | 15                 | .3         | .3          | 8            | 43                 | .1         | .5          | 9            | 40                | .1         | 1.0         | 3            | 16                | .1         |    |  |
| TOTALS      |              |                     |            |             |              |                    |            |             |              |                    |            |             |              |                   |            |             |              |                   |            |    |  |
| SP '99      | 640          | 2155                | 7.0        |             | 1077         | 3139               | 11.8       |             | 1325         | 3531               | 14.6       |             | 932          | 2434              | 10.2       |             | 617          | 1816              | 6.8        |    |  |
| 4-Book      | 668          | 2139                | 7.4        |             | 1026         | 3014               | 11.3       |             | 1388         | 3684               | 15.3       |             | 955          | 2644              | 10.5       |             | 566          | 1763              | 6.2        |    |  |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Women 12-24

|                 | Monday-Sunday<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |             | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 5                        | 340          | .1         | .9          | 18                        | 198          | .5         | 2.8         | 1                         | 30           |            | .2          | 4                        | 68           | .1         | .5          | 1                        | 34           |            | .2          |
| WI '99          | 5                        | 368          | .1         | .9          | 14                        | 201          | .4         | 2.0         | 2                         | 90           | .1         | .4          | 4                        | 92           | .1         | .5          | 3                        | 81           | .1         | .6          |
| FA '98          | 5                        | 272          | .1         | .8          | 22                        | 200          | .6         | 3.0         | 2                         | 53           | .1         | .3          | 2                        | 49           | .1         | .3          |                          | 6            |            |             |
| SU '98          | 6                        | 325          | .2         | .9          | 18                        | 172          | .5         | 2.9         | 3                         | 26           | .1         | .4          | 5                        | 74           | .1         | .6          | 2                        | 43           | .1         | .3          |
| <b>4-Book</b>   | 5                        | <b>326</b>   | .1         | .9          | <b>18</b>                 | <b>193</b>   | .5         | 2.7         | 2                         | <b>50</b>    | .1         | .3          | 4                        | <b>71</b>    | .1         | .5          | 2                        | <b>41</b>    | .1         | .3          |
| SP '98          | 5                        | 334          | .1         | .8          | 15                        | 206          | .4         | 2.2         | 3                         | 84           | .1         | .4          | 5                        | 110          | .1         | .6          | 1                        | 56           |            | .2          |
| <b>WBEB-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 44                       | 820          | 1.1        | 7.8         | 46                        | 349          | 1.2        | 7.1         | 93                        | 365          | 2.3        | 15.8        | 69                       | 420          | 1.7        | 9.0         | 15                       | 294          | .4         | 3.1         |
| WI '99          | 38                       | 729          | 1.0        | 6.8         | 39                        | 296          | 1.0        | 5.5         | 66                        | 270          | 1.7        | 12.7        | 37                       | 288          | .9         | 5.0         | 27                       | 307          | .7         | 5.3         |
| FA '98          | 34                       | 679          | .9         | 5.5         | 38                        | 326          | 1.0        | 5.2         | 51                        | 291          | 1.3        | 8.4         | 40                       | 286          | 1.0        | 5.1         | 22                       | 357          | .6         | 3.9         |
| SU '98          | 34                       | 694          | .9         | 5.1         | 28                        | 252          | .7         | 4.5         | 59                        | 289          | 1.5        | 7.1         | 38                       | 341          | 1.0        | 4.6         | 30                       | 326          | .8         | 5.2         |
| <b>4-Book</b>   | <b>38</b>                | <b>731</b>   | <b>1.0</b> | <b>6.3</b>  | <b>38</b>                 | <b>306</b>   | <b>1.0</b> | <b>5.6</b>  | <b>67</b>                 | <b>304</b>   | <b>1.7</b> | <b>11.0</b> | <b>46</b>                | <b>334</b>   | <b>1.2</b> | <b>5.9</b>  | <b>24</b>                | <b>321</b>   | <b>.6</b>  | <b>4.4</b>  |
| 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         |
| <b>WDAS-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          |                          | 44           |            |             |                           | 6            |            |             |                           | 3            |            |             |                          |              |            |             | 1                        | 5            |            | .2          |
| WI '99          | 3                        | 91           | .1         | .5          | 4                         | 48           | .1         | .6          |                           | 10           |            |             | 1                        | 20           |            | .1          | 6                        | 42           | .2         | 1.2         |
| FA '98          | 2                        | 60           | .1         | .3          | 5                         | 22           | .1         | .7          | 4                         | 27           | .1         | .7          | 2                        | 21           | .1         | .3          |                          |              |            |             |
| SU '98          |                          | 33           |            |             | 1                         | 28           |            | .2          |                           | 5            |            |             |                          |              |            |             |                          | 5            |            |             |
| <b>4-Book</b>   | <b>1</b>                 | <b>57</b>    | .1         | .2          | <b>3</b>                  | <b>26</b>    | .1         | .4          | <b>1</b>                  | <b>11</b>    |            | .2          | <b>1</b>                 | <b>10</b>    |            | .1          | <b>2</b>                 | <b>13</b>    | .1         | .4          |
| SP '98          | 2                        | 85           | .1         | .3          | 1                         | 25           |            | .1          | 1                         | 20           |            | .1          | 3                        | 32           | .1         | .4          | 1                        | 14           |            | .2          |
| <b>WDAS-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 26                       | 381          | .7         | 4.6         | 23                        | 150          | .6         | 3.5         | 24                        | 141          | .6         | 4.1         | 31                       | 150          | .8         | 4.1         | 27                       | 170          | .7         | 5.5         |
| WI '99          | 20                       | 444          | .5         | 3.6         | 21                        | 172          | .5         | 3.0         | 20                        | 181          | .5         | 3.9         | 24                       | 197          | .6         | 3.3         | 23                       | 288          | .6         | 4.5         |
| FA '98          | 36                       | 533          | .9         | 5.8         | 30                        | 214          | .8         | 4.1         | 32                        | 174          | .8         | 5.3         | 35                       | 236          | .9         | 4.4         | 47                       | 325          | 1.2        | 8.3         |
| SU '98          | 25                       | 490          | .6         | 3.8         | 28                        | 167          | .7         | 4.5         | 30                        | 216          | .8         | 3.6         | 23                       | 199          | .6         | 2.8         | 34                       | 225          | .9         | 5.9         |
| <b>4-Book</b>   | <b>27</b>                | <b>462</b>   | .7         | 4.5         | <b>26</b>                 | <b>176</b>   | .7         | 3.8         | <b>27</b>                 | <b>178</b>   | .7         | 4.2         | <b>28</b>                | <b>196</b>   | .7         | 3.7         | <b>33</b>                | <b>252</b>   | .9         | 6.1         |
| 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         |
| <b>+WEMG-AM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 3                        | 63           | .1         | .5          | 2                         | 10           | .1         | .3          | 2                         | 19           | .1         | .3          | 4                        | 44           | .1         | .5          | 3                        | 34           | .1         | .6          |
| WI '99          | 1                        | 32           |            | .2          | 1                         | 13           |            | .1          |                           |              |            |             | 2                        | 27           | .1         | .3          | 1                        | 8            |            | .2          |
| FA '98          | 9                        | 66           | .2         | 1.4         | 5                         | 31           | .1         | .7          | 12                        | 53           | .3         | 2.0         | 16                       | 42           | .4         | 2.0         | 5                        | 31           | .1         | .9          |
| SU '98          | 3                        | 35           | .1         | .5          | 8                         | 27           | .2         | 1.3         | 2                         | 21           | .1         | .2          | 3                        | 27           | .1         | .4          |                          |              |            |             |
| <b>4-Book</b>   | <b>4</b>                 | <b>49</b>    | .1         | .7          | <b>4</b>                  | <b>20</b>    | .1         | .6          | <b>4</b>                  | <b>23</b>    | .1         | .6          | <b>6</b>                 | <b>35</b>    | .2         | .8          | <b>2</b>                 | <b>18</b>    | .1         | .4          |
| SP '98          | 1                        | 26           |            | .2          | 2                         | 10           | .1         | .3          |                           | 19           |            |             | 2                        | 19           | .1         | .3          |                          | 17           |            |             |
| <b>WFIL-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          |                          | 14           |            |             |                           | 5            |            |             |                           |              |            |             |                          |              |            |             | 1                        | 9            |            | .2          |
| WI '99          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| FA '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |
| SU '98          |                          | 9            |            |             |                           |              |            |             |                           | 9            |            |             | 1                        | 5            |            | .1          |                          | 5            |            |             |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          |                          | 5            |            |             |                           | 5            |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| WI '99          |                          | 13           |            |             |                           |              |            |             |                           | 6            |            |             |                          | 7            |            |             |                          |              |            |             |
| FA '98          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SU '98          |                          | 31           |            |             |                           | 11           |            |             |                           | 11           |            |             |                          |              |            |             |                          |              |            |             |
| <b>4-Book</b>   | <b>**</b>                | <b>12</b>    |            |             | <b>**</b>                 | <b>4</b>     |            |             | <b>**</b>                 | <b>4</b>     |            |             | <b>**</b>                | <b>2</b>     |            |             | <b>**</b>                | <b>**</b>    |            |             |
| SP '98          |                          | 14           |            |             |                           | 11           |            |             |                           |              |            |             |                          | 6            |            |             |                          |              |            |             |
| <b>WIOQ-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 88                       | 2124         | 2.2        | 15.6        | 95                        | 1014         | 2.4        | 14.7        | 78                        | 966          | 2.0        | 13.2        | 130                      | 1474         | 3.3        | 17.0        | 80                       | 1084         | 2.0        | 16.3        |
| WI '99          | 77                       | 1788         | 1.9        | 13.7        | 99                        | 884          | 2.5        | 14.1        | 58                        | 688          | 1.5        | 11.2        | 109                      | 1170         | 2.7        | 14.8        | 68                       | 910          | 1.7        | 13.4        |
| FA '98          | 72                       | 1686         | 1.8        | 11.6        | 71                        | 844          | 1.8        | 9.8         | 56                        | 733          | 1.4        | 9.2         | 103                      | 1084         | 2.6        | 13.0        | 72                       | 898          | 1.8        | 12.7        |
| SU '98          | 101                      | 1937         | 2.5        | 15.2        | 94                        | 760          | 2.4        | 15.1        | 137                       | 1188         | 3.4        | 16.4        | 141                      | 1179         | 3.5        | 17.2        | 77                       | 909          | 1.9        | 13.3        |
| <b>4-Book</b>   | <b>85</b>                | <b>1884</b>  | <b>2.1</b> | <b>14.0</b> | <b>90</b>                 | <b>876</b>   | <b>2.3</b> | <b>13.4</b> | <b>82</b>                 | <b>894</b>   | <b>2.1</b> | <b>12.5</b> | <b>121</b>               | <b>1227</b>  | <b>3.0</b> | <b>15.5</b> | <b>74</b>                | <b>950</b>   | <b>1.9</b> | <b>13.9</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WIP -AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99                   | 1            | 65          | .2         | 3                         | 31           | .1         | .5         |                           |              |            |            |                          | 8            |            |            | 1                        | 8            | .2         |            |
| WI '99                   | 1            | 59          | .2         | 2                         | 25           | .1         | .3         |                           |              |            |            |                          | 8            |            |            | 3                        | 22           | .1         | .6         |
| FA '98                   | 2            | 76          | .1         | .3                        | 4            | 21         | .1         | .6                        | 16           |            |            | 2                        | 22           | .1         | .3         | 3                        | 43           | .1         | .5         |
| SU '98                   |              | 9           |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          | 9            |            |            |
| <b>4-Book</b>            | <b>1</b>     | <b>52</b>   | <b>.2</b>  | <b>2</b>                  | <b>19</b>    | <b>.1</b>  | <b>.4</b>  | <b>4</b>                  | <b>4</b>     | <b>10</b>  | <b>.1</b>  | <b>2</b>                 | <b>10</b>    | <b>.1</b>  | <b>.3</b>  | <b>2</b>                 | <b>21</b>    | <b>.1</b>  | <b>.3</b>  |
| SP '98                   | 1            | 71          | .2         | 1                         | 25           | .1         | .1         | 19                        |              |            |            |                          |              |            |            | 2                        | 52           | .1         | .4         |
| <b>WJZZ-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99                   | 5            | 151         | .1         | .9                        | 5            | 30         | .1         | .8                        | 14           | 50         | .4         | 2.4                      | 5            | 70         | .1         | .7                       | 1            | 26         | .2         |
| WI '99                   | 10           | 188         | .3         | 1.8                       | 12           | 99         | .3         | 1.7                       | 15           | 85         | .4         | 2.9                      | 17           | 83         | .4         | 2.3                      | 6            | 81         | .2         |
| FA '98                   | 13           | 193         | .3         | 2.1                       | 12           | 56         | .3         | 1.7                       | 20           | 82         | .5         | 3.3                      | 22           | 96         | .6         | 2.8                      | 8            | 61         | .2         |
| SU '98                   | 7            | 113         | .2         | 1.1                       | 4            | 43         | .1         | .6                        | 16           | 65         | .4         | 1.9                      | 8            | 45         | .2         | 1.0                      | 1            | 23         | .2         |
| <b>4-Book</b>            | <b>9</b>     | <b>161</b>  | <b>.2</b>  | <b>1.5</b>                | <b>8</b>     | <b>57</b>  | <b>.2</b>  | <b>1.2</b>                | <b>16</b>    | <b>71</b>  | <b>.4</b>  | <b>2.6</b>               | <b>13</b>    | <b>74</b>  | <b>.3</b>  | <b>1.7</b>               | <b>4</b>     | <b>48</b>  | <b>.1</b>  |
| SP '98                   | 8            | 165         | .2         | 1.3                       | 5            | 42         | .1         | .7                        | 12           | 59         | .3         | 1.8                      | 13           | 55         | .3         | 1.7                      | 6            | 75         | .2         |
| <b>WMGK-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99                   | 9            | 354         | .2         | 1.6                       | 7            | 103        | .2         | 1.1                       | 10           | 112        | .3         | 1.7                      | 20           | 187        | .5         | 2.6                      | 4            | 60         | .1         |
| WI '99                   | 10           | 422         | .3         | 1.8                       | 10           | 175        | .3         | 1.4                       | 14           | 164        | .4         | 2.7                      | 20           | 286        | .5         | 2.7                      | 7            | 129        | .2         |
| FA '98                   | 13           | 399         | .3         | 2.1                       | 23           | 228        | .6         | 3.2                       | 21           | 173        | .5         | 3.5                      | 19           | 204        | .5         | 2.4                      | 4            | 102        | .1         |
| 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         |
| <b>4-Book</b>            | <b>13</b>    | <b>411</b>  | <b>.3</b>  | <b>2.1</b>                | <b>12</b>    | <b>157</b> | <b>.3</b>  | <b>1.8</b>                | <b>19</b>    | <b>173</b> | <b>.5</b>  | <b>2.9</b>               | <b>23</b>    | <b>235</b> | <b>.6</b>  | <b>2.9</b>               | <b>6</b>     | <b>108</b> | <b>.2</b>  |
| 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         |
| <b>WMMR-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99                   | 9            | 365         | .2         | 1.6                       | 11           | 96         | .3         | 1.7                       | 11           | 139        | .3         | 1.9                      | 7            | 119        | .2         | .9                       | 9            | 103        | .2         |
| WI '99                   | 10           | 429         | .3         | 1.8                       | 17           | 114        | .4         | 2.4                       | 16           | 108        | .4         | 3.1                      | 11           | 224        | .3         | 1.5                      | 5            | 141        | .1         |
| FA '98                   | 11           | 319         | .3         | 1.8                       | 13           | 115        | .3         | 1.8                       | 14           | 84         | .4         | 2.3                      | 16           | 170        | .4         | 2.0                      | 3            | 92         | .1         |
| 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         |
| <b>4-Book</b>            | <b>12</b>    | <b>409</b>  | <b>.3</b>  | <b>2.0</b>                | <b>14</b>    | <b>112</b> | <b>.4</b>  | <b>2.1</b>                | <b>18</b>    | <b>147</b> | <b>.5</b>  | <b>2.7</b>               | <b>13</b>    | <b>195</b> | <b>.4</b>  | <b>1.7</b>               | <b>7</b>     | <b>145</b> | <b>.2</b>  |
| SP '98                   | 9            | 481         | .2         | 1.4                       | 4            | 128        | .1         | .6                        | 12           | 202        | .3         | 1.8                      | 11           | 224        | .3         | 1.4                      | 8            | 165        | .2         |
| <b>WNAP-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99                   | *            | 3           |            |                           | 3            |            |            |                           | 3            |            |            |                          | *            |            |            |                          |              |            |            |
| WI '99                   |              | 3           |            |                           | 3            |            |            |                           | 3            |            |            |                          |              |            |            |                          |              |            |            |
| FA '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98                   | 1            | 16          | .2         |                           |              |            |            |                           | 1            | 9          | .1         |                          |              |            |            |                          |              |            |            |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WDGL-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99                   | 11           | 383         | .3         | 1.9                       | 13           | 110        | .3         | 2.0                       | 17           | 124        | .4         | 2.9                      | 10           | 140        | .3         | 1.3                      | 5            | 91         | .1         |
| WI '99                   | 4            | 270         | .1         | .7                        | 6            | 92         | .2         | .9                        | 6            | 60         | .2         | 1.2                      | 3            | 81         | .1         | .4                       | 4            | 73         | .1         |
| FA '98                   | 11           | 397         | .3         | 1.8                       | 7            | 148        | .2         | 1.0                       | 14           | 116        | .4         | 2.3                      | 16           | 174        | .4         | 2.0                      | 5            | 83         | .1         |
| 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         |
| <b>4-Book</b>            | <b>11</b>    | <b>374</b>  | <b>.3</b>  | <b>1.7</b>                | <b>9</b>     | <b>120</b> | <b>.2</b>  | <b>1.3</b>                | <b>15</b>    | <b>126</b> | <b>.4</b>  | <b>2.2</b>               | <b>14</b>    | <b>147</b> | <b>.4</b>  | <b>1.7</b>               | <b>6</b>     | <b>100</b> | <b>.1</b>  |
| SP '98                   | 8            | 369         | .2         | 1.3                       | 10           | 117        | .3         | 1.5                       | 11           | 96         | .3         | 1.6                      | 6            | 101        | .2         | .8                       | 3            | 63         | .1         |
| <b>WPEN-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99                   | 1            | 27          | .2         |                           |              |            |            |                           | 10           |            |            |                          |              |            |            |                          |              |            |            |
| WI '99                   |              | 12          |            |                           | 1            | 12         | .1         |                           |              |            |            |                          |              |            |            |                          |              | 17         | .2         |
| FA '98                   |              | 18          |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              | 5          |            |
| SU '98                   |              | 17          |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| <b>4-Book</b>            |              | <b>19</b>   | <b>.1</b>  |                           |              | <b>3</b>   |            |                           | <b>3</b>     |            |            |                          |              |            |            |                          |              | <b>6</b>   | <b>.1</b>  |
| SP '98                   |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| <b>WPHI-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99                   | 60           | 1410        | 1.5        | 10.6                      | 64           | 671        | 1.6        | 9.9                       | 46           | 642        | 1.2        | 7.8                      | 74           | 811        | 1.9        | 9.7                      | 59           | 742        | 1.5        |
| WI '99                   | 69           | 1387        | 1.7        | 12.3                      | 75           | 759        | 1.9        | 10.7                      | 57           | 637        | 1.4        | 11.0                     | 95           | 937        | 2.4        | 12.9                     | 70           | 787        | 1.8        |
| FA '98                   | 71           | 1317        | 1.8        | 11.4                      | 64           | 700        | 1.6        | 8.8                       | 63           | 693        | 1.6        | 10.4                     | 98           | 850        | 2.5        | 12.4                     | 77           | 698        | 1.9        |
| 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        |
| <b>4-Book</b>            | <b>71</b>    | <b>1404</b> | <b>1.8</b> | <b>11.8</b>               | <b>69</b>    | <b>692</b> | <b>1.7</b> | <b>10.2</b>               | <b>64</b>    | <b>718</b> | <b>1.6</b> | <b>10.0</b>              | <b>94</b>    | <b>899</b> | <b>2.4</b> | <b>12.1</b>              | <b>74</b>    | <b>767</b> | <b>1.9</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |             | Monday-Friday<br>7PM-MID |              |            |             |    |
|-----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|----|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |    |
| <b>WPHT-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| SP '99          |                          | 5            |            |             | 1                         | 5            |            | .2          |                           |              |            |             | 1                        | 5            |            | .1          |                          |              |            |             |    |
| WI '99          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| FA '98          |                          | 14           |            |             |                           |              |            |             |                           |              |            |             | 1                        | 14           |            | .1          |                          |              |            |             |    |
| SU '98          | 1                        | 12           |            | .2          |                           |              |            |             | 4                         | 6            | .1         | .5          | 1                        | 12           |            | .1          |                          |              |            |             |    |
| <b>4-Book</b>   |                          | <b>8</b>     |            | <b>.1</b>   |                           | <b>1</b>     |            | <b>.1</b>   | <b>1</b>                  | <b>2</b>     |            | <b>.1</b>   | <b>1</b>                 | <b>8</b>     |            | <b>.1</b>   |                          |              |            |             |    |
| SP '98          |                          | 15           |            |             | 1                         | 15           |            | .1          |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| <b>WPLY-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| SP '99          | 44                       | 1248         | 1.1        | 7.8         | 47                        | 501          | 1.2        | 7.3         | 52                        | 531          | 1.3        | 8.8         | 66                       | 826          | 1.7        | 8.6         | 34                       | 590          | .9         | 6.9         |    |
| WI '99          | 43                       | 1104         | 1.1        | 7.7         | 57                        | 676          | 1.4        | 8.1         | 36                        | 522          | .9         | 6.9         | 62                       | 727          | 1.6        | 8.4         | 35                       | 556          | .9         | 6.9         |    |
| FA '98          | 32                       | 1093         | .8         | 5.2         | 34                        | 479          | .9         | 4.7         | 28                        | 428          | .7         | 4.6         | 53                       | 726          | 1.3        | 6.7         | 24                       | 473          | .6         | 4.2         |    |
| SU '98          | 43                       | 1269         | 1.1        | 6.5         | 43                        | 540          | 1.1        | 6.9         | 45                        | 683          | 1.1        | 5.4         | 57                       | 728          | 1.4        | 6.9         | 38                       | 589          | 1.0        | 6.6         |    |
| <b>4-Book</b>   | <b>41</b>                | <b>1179</b>  | <b>1.0</b> | <b>6.8</b>  | <b>45</b>                 | <b>549</b>   | <b>1.2</b> | <b>6.8</b>  | <b>40</b>                 | <b>541</b>   | <b>1.0</b> | <b>6.4</b>  | <b>60</b>                | <b>752</b>   | <b>1.5</b> | <b>7.7</b>  | <b>33</b>                | <b>552</b>   | <b>.9</b>  | <b>6.2</b>  |    |
| 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         |    |
| <b>VSSJ-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| SP '99          |                          | 30           |            |             | 1                         | 10           |            | .2          |                           | 10           |            |             |                          | 9            |            |             |                          | 9            |            |             |    |
| WI '99          | 1                        | 18           |            | .2          | 3                         | 18           | .1         | .4          | 1                         | 13           |            | .2          |                          |              |            |             |                          |              |            |             |    |
| FA '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |    |
| SU '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |    |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |    |
| SP '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |    |
| <b>WUSL-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| SP '99          | 85                       | 1580         | 2.1        | 15.0        | 98                        | 846          | 2.5        | 15.1        | 63                        | 754          | 1.6        | 10.7        | 118                      | 980          | 3.0        | 15.4        | 95                       | 887          | 2.4        | 19.3        |    |
| WI '99          | 97                       | 1592         | 2.4        | 17.3        | 128                       | 906          | 3.2        | 18.2        | 62                        | 666          | 1.6        | 12.0        | 131                      | 1074         | 3.3        | 17.8        | 104                      | 893          | 2.6        | 20.4        |    |
| FA '98          | 101                      | 1682         | 2.5        | 16.3        | 138                       | 963          | 3.5        | 19.0        | 73                        | 791          | 1.8        | 12.0        | 118                      | 1062         | 3.0        | 14.9        | 110                      | 949          | 2.8        | 19.5        |    |
| SU '98          | 105                      | 1582         | 2.6        | 15.8        | 93                        | 730          | 2.3        | 15.0        | 115                       | 937          | 2.9        | 13.8        | 123                      | 1002         | 3.1        | 15.0        | 107                      | 866          | 2.7        | 18.5        |    |
| <b>4-Book</b>   | <b>97</b>                | <b>1609</b>  | <b>2.4</b> | <b>16.1</b> | <b>114</b>                | <b>861</b>   | <b>2.9</b> | <b>16.8</b> | <b>78</b>                 | <b>787</b>   | <b>2.0</b> | <b>12.1</b> | <b>123</b>               | <b>1030</b>  | <b>3.1</b> | <b>15.8</b> | <b>104</b>               | <b>899</b>   | <b>2.6</b> | <b>19.4</b> |    |
| 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        |    |
| <b>+WWDB-AM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| SP '99          | *                        |              |            |             |                           |              |            |             |                           |              |            |             | *                        |              |            |             |                          |              |            |             |    |
| WI '99          |                          | 6            |            |             |                           |              |            |             |                           | 6            |            |             |                          | 1            | 6          | .1          |                          | **           | **         | **          | ** |
| FA '98          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          | **           | **         | **          | ** |
| SU '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          | ** |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |    |
| SP '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          | ** |
| <b>WWDB-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| SP '99          | 2                        | 65           | .1         | .4          | 3                         | 32           | .1         | .5          | 4                         | 48           | .1         | .7          | 2                        | 18           | .1         | .3          |                          | 10           |            |             |    |
| WI '99          | 2                        | 64           | .1         | .4          | 1                         | 19           |            | .1          | 5                         | 40           | .1         | 1.0         | 3                        | 25           | .1         | .4          |                          | 12           |            |             |    |
| FA '98          | 1                        | 53           |            | .2          |                           |              |            |             | 1                         | 18           |            | .2          |                          |              |            |             |                          | 2            | 27         | .1          | .4 |
| SU '98          | 1                        | 22           |            | .2          | 3                         | 5            | .1         | .5          | 2                         | 5            | .1         | .2          |                          |              |            |             |                          |              |            |             |    |
| <b>4-Book</b>   | <b>2</b>                 | <b>51</b>    | <b>.1</b>  | <b>.3</b>   | <b>2</b>                  | <b>14</b>    | <b>.1</b>  | <b>.3</b>   | <b>3</b>                  | <b>28</b>    | <b>.1</b>  | <b>.5</b>   | <b>1</b>                 | <b>11</b>    | <b>.1</b>  | <b>.2</b>   | <b>1</b>                 | <b>12</b>    |            | <b>.1</b>   |    |
| SP '98          |                          | 20           |            |             | 1                         | 20           |            | .1          | 1                         | 9            |            | .1          |                          |              |            |             |                          |              |            |             |    |
| <b>WWJZ-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| SP '99          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| WI '99          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| FA '98          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| SU '98          |                          | 7            |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              | 7          |             |    |
| <b>4-Book</b>   |                          | <b>2</b>     |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              | <b>2</b>   |             |    |
| SP '98          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| <b>WXTU-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |    |
| SP '99          | 17                       | 254          | .4         | 3.0         | 27                        | 151          | .7         | 4.2         | 17                        | 103          | .4         | 2.9         | 22                       | 150          | .6         | 2.9         | 12                       | 145          | .3         | 2.4         |    |
| WI '99          | 11                       | 188          | .3         | 2.0         | 14                        | 86           | .4         | 2.0         | 13                        | 74           | .3         | 2.5         | 17                       | 117          | .4         | 2.3         | 7                        | 54           | .2         | 1.4         |    |
| FA '98          | 21                       | 270          | .5         | 3.4         | 23                        | 151          | .6         | 3.2         | 35                        | 155          | .9         | 5.8         | 30                       | 190          | .8         | 3.8         | 8                        | 95           | .2         | 1.4         |    |
| SU '98          | 16                       | 243          | .4         | 2.4         | 21                        | 145          | .5         | 3.4         | 27                        | 159          | .7         | 3.2         | 20                       | 139          | .5         | 2.4         | 9                        | 96           | .2         | 1.6         |    |
| <b>4-Book</b>   | <b>16</b>                | <b>239</b>   | <b>.4</b>  | <b>2.7</b>  | <b>21</b>                 | <b>133</b>   | <b>.6</b>  | <b>3.2</b>  | <b>23</b>                 | <b>123</b>   | <b>.6</b>  | <b>3.6</b>  | <b>22</b>                | <b>149</b>   | <b>.6</b>  | <b>2.9</b>  | <b>9</b>                 | <b>98</b>    | <b>.2</b>  | <b>1.7</b>  |    |
| 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         |    |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |      |    |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |    |
| <b>WXXM-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 16           | 688        | .4         | 2.8                       | 21           | 228        | .5         | 3.2                       | 10           | 193        | .3         | 1.7                      | 30           | 405        | .8         | 3.9                      | 14           | 252        | .4         | 2.9  |    |
| WI '99                   | 28           | 1045       | .7         | 5.0                       | 43           | 510        | 1.1        | 6.1                       | 15           | 283        | .4         | 2.9                      | 39           | 626        | 1.0        | 5.3                      | 22           | 533        | .6         | 4.3  |    |
| FA '98                   | 43           | 1107       | 1.1        | 6.9                       | 54           | 565        | 1.4        | 7.4                       | 52           | 409        | 1.3        | 8.6                      | 58           | 676        | 1.5        | 7.3                      | 32           | 514        | .8         | 5.7  |    |
| SU '98                   | 41           | 1111       | 1.0        | 6.2                       | 30           | 411        | .8         | 4.8                       | 54           | 639        | 1.4        | 6.5                      | 60           | 657        | 1.5        | 7.3                      | 33           | 529        | .8         | 5.7  |    |
| 4-Book                   | 32           | 988        | .8         | 5.2                       | 37           | 429        | 1.0        | 5.4                       | 33           | 381        | .9         | 4.9                      | 47           | 591        | 1.2        | 6.0                      | 25           | 457        | .7         | 4.7  |    |
| 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  |    |
| <b>WYSP-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 36           | 619        | .9         | 6.4                       | 79           | 333        | 2.0        | 12.2                      | 40           | 241        | 1.0        | 6.8                      | 34           | 213        | .9         | 4.5                      | 30           | 222        | .8         | 6.1  |    |
| WI '99                   | 25           | 622        | .6         | 4.4                       | 53           | 344        | 1.3        | 7.5                       | 11           | 225        | .3         | 2.1                      | 22           | 268        | .6         | 3.0                      | 30           | 227        | .8         | 5.9  |    |
| FA '98                   | 21           | 509        | .5         | 3.4                       | 64           | 289        | 1.6        | 8.8                       | 17           | 187        | .4         | 2.8                      | 15           | 206        | .4         | 1.9                      | 9            | 174        | .2         | 1.6  |    |
| SU '98                   | 22           | 658        | .6         | 3.3                       | 48           | 343        | 1.2        | 7.7                       | 19           | 310        | .5         | 2.3                      | 25           | 262        | .6         | 3.0                      | 15           | 148        | .4         | 2.6  |    |
| 4-Book                   | 26           | 602        | .7         | 4.4                       | 61           | 327        | 1.5        | 9.1                       | 22           | 241        | .6         | 3.5                      | 24           | 237        | .6         | 3.1                      | 21           | 193        | .6         | 4.1  |    |
| 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  |    |
| <b>WYXR-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 24           | 880        | .6         | 4.2                       | 14           | 243        | .4         | 2.2                       | 28           | 249        | .7         | 4.7                      | 23           | 307        | .6         | 3.0                      | 32           | 439        | .8         | 6.5  |    |
| WI '99                   | 32           | 895        | .8         | 5.7                       | 29           | 338        | .7         | 4.1                       | 50           | 237        | 1.3        | 9.7                      | 35           | 392        | .9         | 4.7                      | 31           | 349        | .8         | 6.1  |    |
| FA '98                   | 30           | 918        | .8         | 4.8                       | 32           | 366        | .8         | 4.4                       | 25           | 225        | .6         | 4.1                      | 29           | 375        | .7         | 3.7                      | 48           | 454        | 1.2        | 8.5  |    |
| SU '98                   | 32           | 825        | .8         | 4.8                       | 21           | 271        | .5         | 3.4                       | 46           | 323        | 1.2        | 5.5                      | 30           | 340        | .8         | 3.7                      | 37           | 384        | .9         | 6.4  |    |
| 4-Book                   | 30           | 880        | .8         | 4.9                       | 24           | 305        | .6         | 3.5                       | 37           | 259        | 1.0        | 6.0                      | 29           | 354        | .8         | 3.8                      | 37           | 407        | .9         | 6.9  |    |
| 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 |    |
| <b>WBYN-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   |              | 24         |            |                           |              | 8          |            |                           |              |            |            |                          | 1            | 24         |            | .1                       |              | 1          | 8          |      | .2 |
| WI '99                   |              | 30         |            |                           | 1            | 22         |            | .1                        |              |            |            | 9                        |              | 9          |            |                          |              |            |            |      |    |
| FA '98                   |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SU '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   | ** |
| 4-Book                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   | ** |
| SP '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   | ** |
| <b>WJBR-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 3            | 78         | .1         | .5                        |              | 6          |            |                           | 1            | 18         |            | .2                       | 6            | 38         | .2         | .8                       | 3            | 40         | .1         | .6   |    |
| WI '99                   | 1            | 72         |            | .2                        | 2            | 18         | .1         | .3                        |              | 9          |            |                          | 1            | 24         |            | .1                       | 1            | 30         |            | .2   |    |
| FA '98                   | 3            | 142        | .1         | .5                        | 3            | 51         | .1         | .4                        | 5            | 76         | .1         | .8                       | 2            | 72         | .1         | .3                       | 3            | 57         | .1         | .5   |    |
| SU '98                   | 2            | 81         | .1         | .3                        | 2            | 31         | .1         | .3                        | 2            | 18         | .1         | .2                       | 1            | 18         |            | .1                       | 3            | 34         | .1         | .5   |    |
| 4-Book                   | 2            | 93         | .1         | .4                        | 2            | 27         | .1         | .3                        | 2            | 30         | .1         | .3                       | 3            | 38         | .1         | .3                       | 3            | 40         | .1         | .5   |    |
| SP '98                   | 2            | 118        | .1         | .3                        | 2            | 69         | .1         | .3                        |              | 10         |            |                          | 2            | 49         | .1         | .3                       | 4            | 59         | .1         | .7   |    |
| <b>WKXV-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 3            | 48         | .1         | .5                        | 1            | 23         |            | .2                        | 3            | 17         | .1         | .5                       | 3            | 14         | .1         | .4                       | 4            | 27         | .1         | .8   |    |
| WI '99                   | 1            | 100        |            | .2                        | 1            | 25         |            | .1                        |              | 16         |            |                          | 1            | 44         |            | .1                       | 1            | 19         |            | .2   |    |
| FA '98                   | 4            | 124        | .1         | .6                        | 5            | 21         | .1         | .7                        | 3            | 49         | .1         | .5                       | 4            | 45         | .1         | .5                       | 3            | 17         | .1         | .5   |    |
| SU '98                   | 3            | 103        | .1         | .5                        | 3            | 44         | .1         | .5                        | 4            | 44         | .1         | .5                       | 3            | 71         | .1         | .4                       | 2            | 36         | .1         | .3   |    |
| 4-Book                   | 3            | 94         | .1         | .5                        | 3            | 28         | .1         | .4                        | 3            | 32         | .1         | .4                       | 3            | 44         | .1         | .4                       | 3            | 25         | .1         | .5   |    |
| SP '98                   | 2            | 60         | .1         | .3                        |              |            |            |                           | 4            | 10         | .1         | .6                       | 2            | 27         | .1         | .3                       | 3            | 35         | .1         | .5   |    |
| <b>WLEV-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 1            | 43         |            | .2                        | 1            | 10         |            | .2                        |              |            |            |                          | 1            | 32         |            | .1                       | 1            | 15         |            | .2   |    |
| WI '99                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   | ** |
| FA '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   | ** |
| SU '98                   | 3            | 26         | .1         | .5                        | 1            | 18         |            | .2                        | 1            | 9          |            | .1                       | 6            | 17         | .2         | .7                       | 2            | 17         | .1         | .3   |    |
| 4-Book                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   | ** |
| SP '98                   |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| <b>WNJO-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 1            | 52         |            | .2                        | 2            | 26         | .1         | .3                        | 1            | 26         |            | .2                       |              | 10         |            |                          |              | 17         |            |      |    |
| WI '99                   | 3            | 103        | .1         | .5                        | 2            | 18         | .1         | .3                        | 3            | 36         | .1         | .6                       | 3            | 56         | .1         | .4                       | 2            | 51         | .1         | .4   |    |
| FA '98                   | 3            | 70         | .1         | .5                        | 1            | 35         |            | .1                        | 4            | 20         | .1         | .7                       | 8            | 25         | .2         | 1.0                      | 2            | 15         | .1         | .4   |    |
| SU '98                   | 1            | 62         |            | .2                        | 1            | 8          |            | .2                        | 2            | 45         | .1         | .2                       | 1            | 15         |            | .1                       | 1            | 8          |            | .2   |    |
| 4-Book                   | 2            | 72         | .1         | .4                        | 2            | 22         | .1         | .2                        | 3            | 32         | .1         | .4                       | 3            | 27         | .1         | .4                       | 1            | 23         | .1         | .3   |    |
| SP '98                   | 1            | 66         |            | .2                        | 1            | 16         |            | .1                        | 2            | 23         | .1         | .3                       | 1            | 16         |            | .1                       |              |            |            |      |    |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 12-24

Target Listener Trends - Women 12-24

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

|               | Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |             |            |
|---------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|
|               | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr |
|               | 26                       | 970          | .7          | 4.6        | 28                        | 409          | .7          | 4.3        | 23                        | 353          | .6          | 3.9        | 40                       | 596          | 1.0         | 5.2        | 23                       | 423          | .6          | 4.7        |
|               | 32                       | 947          | .8          | 5.7        | 37                        | 445          | .9          | 5.3        | 34                        | 318          | .9          | 6.6        | 46                       | 581          | 1.2         | 6.2        | 30                       | 426          | .8          | 5.9        |
|               | 36                       | 990          | .9          | 5.8        | 42                        | 437          | 1.1         | 5.8        | 28                        | 297          | .7          | 4.6        | 53                       | 537          | 1.3         | 6.7        | 34                       | 424          | .9          | 6.0        |
|               | 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        |
|               | <b>31</b>                | <b>960</b>   | <b>.8</b>   | <b>5.1</b> | <b>34</b>                 | <b>413</b>   | <b>.9</b>   | <b>5.0</b> | <b>29</b>                 | <b>356</b>   | <b>.8</b>   | <b>4.7</b> | <b>44</b>                | <b>572</b>   | <b>1.1</b>  | <b>5.6</b> | <b>29</b>                | <b>426</b>   | <b>.8</b>   | <b>5.4</b> |
|               | 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        |
| <b>TOTALS</b> |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |             |            |
| SP '99        | 565                      | 3923         | 14.2        |            | 648                       | 3124         | 16.2        |            | 590                       | 2614         | 14.8        |            | 764                      | 3372         | 19.1        |            | 491                      | 3009         | 12.3        |            |
| WI '99        | 562                      | 3880         | 14.1        |            | 704                       | 3263         | 17.6        |            | 518                       | 2510         | 13.0        |            | 737                      | 3395         | 18.5        |            | 509                      | 3101         | 12.8        |            |
| FA '98        | 621                      | 3872         | 15.6        |            | 725                       | 3246         | 18.2        |            | 608                       | 2563         | 15.2        |            | 791                      | 3353         | 19.8        |            | 565                      | 3029         | 14.2        |            |
| SU '98        | 663                      | 3880         | 16.6        |            | 622                       | 2997         | 15.6        |            | 834                       | 3259         | 20.9        |            | 821                      | 3392         | 20.5        |            | 579                      | 3170         | 14.5        |            |
| 4-Book        | <b>603</b>               | <b>3889</b>  | <b>15.1</b> |            | <b>675</b>                | <b>3158</b>  | <b>16.9</b> |            | <b>638</b>                | <b>2737</b>  | <b>16.0</b> |            | <b>778</b>               | <b>3378</b>  | <b>19.5</b> |            | <b>536</b>               | <b>3077</b>  | <b>13.5</b> |            |
| SP '98        | 631                      | 3867         | 15.8        |            | 688                       | 3234         | 17.2        |            | 685                       | 2838         | 17.1        |            | 782                      | 3473         | 19.6        |            | 549                      | 3034         | 13.7        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| Women 12-24              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |      |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 7            | 249        | .2         | 1.1                | 4            | 148        | .1         | .9                   | 7            | 32         | .2         | 2.4                  | 3            | 19         | .1         | .4                  | 1            | 8          | .2         |      |
| 4-Book                   | 7            | 256        | .2         | 1.0                | 3            | 129        | .1         | .7                   | 9            | 42         | .3         | 2.9                  | 3            | 21         | .1         | .4                  | 1            | 7          | .2         |      |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 71           | 636        | 1.8        | 10.7               | 16           | 365        | .4         | 3.6                  | 10           | 45         | .3         | 3.5                  | 28           | 92         | .7         | 3.9                 | 4            | 14         | .1         | .7   |
| 4-Book                   | 52           | 549        | 1.3        | 7.5                | 21           | 332        | .6         | 4.4                  | 19           | 66         | .5         | 5.7                  | 36           | 110        | .9         | 4.7                 | 25           | 66         | .6         | 3.6  |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   |              | 10         |            |                    | 1            | 29         |            | .2                   | 1            | 5          |            | .3                   |              |            |            |                     |              |            |            |      |
| 4-Book                   | 1            | 34         | .1         | .2                 | 2            | 28         | .1         | .4                   | 2            | 3          |            | .4                   |              | 1          |            |                     | 1            | 3          | .1         |      |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 26           | 289        | .7         | 3.9                | 25           | 260        | .6         | 5.6                  | 35           | 72         | .9         | 12.2                 | 30           | 111        | .8         | 4.2                 | 39           | 83         | 1.0        | 7.1  |
| 4-Book                   | 27           | 324        | .7         | 3.8                | 23           | 235        | .6         | 4.7                  | 18           | 48         | .5         | 5.7                  | 26           | 72         | .7         | 3.4                 | 27           | 72         | .7         | 4.4  |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 3            | 44         | .1         | .5                 | 2            | 26         | .1         | .5                   | 1            | 5          |            | .3                   |              |            |            |                     | 4            | 16         | .1         | .7   |
| 4-Book                   | 5            | 41         | .1         | .7                 | 4            | 32         | .1         | .7                   | 4            | 12         | .1         | 1.2                  | 6            | 15         | .2         | .7                  | 7            | 11         | .2         | 1.0  |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | **           | 5          | **         | **                 | **           | 5          | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   |              | 5          |            |                    |              | 5          |            | .1                   |              |            |            |                      |              |            |            |                     | 3            | 5          | .1         | .3   |
| 4-Book                   |              | 7          |            |                    |              | 5          |            | .1                   |              |            |            |                      |              |            |            |                     | 3            | 5          | .1         | .3   |
| <b>WIOQ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 99           | 1906       | 2.5        | 15.0               | 72           | 1279       | 1.8        | 16.2                 | 29           | 163        | .7         | 10.1                 | 121          | 619        | 3.0        | 16.9                | 93           | 444        | 2.3        | 16.9 |
| 4-Book                   | 96           | 1668       | 2.4        | 13.9               | 70           | 1182       | 1.8        | 14.5                 | 40           | 188        | 1.0        | 12.3                 | 111          | 545        | 2.8        | 14.3                | 96           | 419        | 2.4        | 14.8 |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 1            | 31         |            | .2                 | 2            | 41         | .1         | .5                   |              | 8          |            |                      | 9            | 26         | .2         | 1.3                 | 3            | 17         | .1         | .5   |
| 4-Book                   | 1            | 24         |            | .2                 | 1            | 24         | .1         | .3                   |              | 4          |            | .1                   | 3            | 9          | .1         | .4                  | 2            | 9          | .1         | .3   |
| <b>WJJZ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 9            | 114        | .2         | 1.4                | 3            | 50         | .1         | .7                   | 11           | 14         | .3         | 3.8                  | 8            | 26         | .2         | 1.1                 | 1            | 5          |            | .2   |
| 4-Book                   | 13           | 122        | .4         | 1.9                | 6            | 70         | .1         | 1.1                  | 6            | 19         | .2         | 2.0                  | 13           | 25         | .4         | 1.6                 | 6            | 19         | .2         | .9   |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 12           | 295        | .3         | 1.8                | 7            | 145        | .2         | 1.6                  | 7            | 47         | .2         | 2.4                  | 15           | 63         | .4         | 2.1                 | 10           | 36         | .3         | 1.8  |
| 4-Book                   | 18           | 344        | .5         | 2.6                | 8            | 177        | .2         | 1.6                  | 6            | 31         | .2         | 1.7                  | 16           | 67         | .4         | 2.0                 | 15           | 66         | .4         | 2.3  |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 10           | 217        | .3         | 1.5                | 9            | 239        | .2         | 2.0                  | 8            | 51         | .2         | 2.8                  | 9            | 72         | .2         | 1.3                 | 10           | 66         | .3         | 1.8  |
| 4-Book                   | 15           | 300        | .4         | 2.2                | 9            | 210        | .2         | 1.8                  | 5            | 29         | .1         | 1.7                  | 17           | 91         | .4         | 2.1                 | 13           | 73         | .3         | 1.9  |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | *            | 3          |            |                    | *            | 3          |            |                      | **           | **         | **         | **                   | **           | 3          |            |                     | *            | 1          | 3          | .2   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WVGL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 14           | 266        | .4         | 2.1                | 11           | 187        | .3         | 2.5                  | 9            | 41         | .2         | 3.1                  | 22           | 87         | .6         | 3.1                 | 7            | 41         | .2         | 1.3  |
| 4-Book                   | 13           | 255        | .3         | 1.8                | 11           | 181        | .3         | 2.1                  | 8            | 33         | .2         | 2.4                  | 25           | 77         | .7         | 3.2                 | 15           | 60         | .4         | 2.2  |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   |              | 10         |            |                    | 1            | 16         |            | .2                   |              |            |            |                      | 2            | 10         | .1         | .3                  |              |            |            |      |
| 4-Book                   |              | 6          |            |                    | 1            | 16         |            | .2                   | 2            | 7          | .1         | .5                   | 1            | 8          | .1         | .2                  | 1            | 2          |            | .1   |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 60           | 1194       | 1.5        | 9.1                | 59           | 886        | 1.5        | 13.3                 | 45           | 220        | 1.1        | 15.7                 | 106          | 404        | 2.7        | 14.8                | 57           | 278        | 1.4        | 10.4 |
| 4-Book                   | 75           | 1228       | 1.9        | 10.8               | 63           | 878        | 1.6        | 13.0                 | 37           | 153        | .9         | 11.8                 | 116          | 413        | 2.9        | 14.8                | 82           | 304        | 2.1        | 12.4 |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   |              | 5          |            |                    |              | 5          |            |                      | 1            | 5          |            | .3                   |              |            |            |                     |              |            |            |      |
| 4-Book                   | 1            | 8          |            | .1                 |              | 1          |            |                      |              | 1          |            | .1                   |              |            |            |                     |              |            |            |      |

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

# Target Listener Estimates

## Women 12-24

Target Listener Estimates - Women 12-24

|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 55                       | 1149         | 1.4        | 8.3        | 33                 | 607          | .8         | 7.4        | 9                    | 66           | .2         | 3.1        | 49                   | 280          | 1.2        | 6.8        | 49                  | 168          | 1.2        | 8.9        |
| 4-Book          | 48                       | 1053         | 1.2        | 7.0        | 33                 | 669          | .8         | 6.8        | 17                   | 94           | .4         | 5.1        | 57                   | 300          | 1.4        | 7.3        | 45                  | 218          | 1.1        | 7.0        |
| <b>WSSJ-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | **                       | 19           | **         | **         | **                 | 11           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WUSL-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 91                       | 1421         | 2.3        | 13.8       | 68                 | 994          | 1.7        | 15.3       | 34                   | 154          | .9         | 11.9       | 108                  | 429          | 2.7        | 15.1       | 81                  | 348          | 2.0        | 14.7       |
| 4-Book          | 103                      | 1433         | 2.6        | 14.9       | 82                 | 1027         | 2.1        | 16.7       | 57                   | 201          | 1.5        | 17.7       | 126                  | 448          | 3.2        | 16.1       | 110                 | 368          | 2.8        | 16.8       |
| <b>+WVDB-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | *                        | **           | **         | **         | *                  | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | *                   | **           | **         | **         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WVDB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 3                        | 65           | .1         | .5         | 1                  | 10           | .1         | .3         | 1                    | 1            | .1         | .3         | 1                    | 10           | .1         | .1         |                     |              |            |            |
| 4-Book          | 2                        | 36           | .1         | .3         | 1                  | 15           | .1         | .3         | 1                    | 1            | .1         | .3         | 1                    | 6            | .1         | .1         |                     |              |            |            |
| <b>WVJZ-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book          |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| <b>WXTU-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 22                       | 192          | .6         | 3.3        | 11                 | 162          | .3         | 2.5        | 14                   | 62           | .4         | 4.9        | 8                    | 41           | .2         | 1.1        | 21                  | 77           | .5         | 3.8        |
| 4-Book          | 23                       | 195          | .6         | 3.2        | 11                 | 154          | .3         | 2.2        | 11                   | 49           | .3         | 3.4        | 13                   | 62           | .3         | 1.7        | 20                  | 61           | .5         | 3.0        |
| <b>WXXM-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 19                       | 557          | .5         | 2.9        | 11                 | 292          | .3         | 2.5        | 10                   | 74           | .3         | 3.5        | 15                   | 125          | .4         | 2.1        | 23                  | 122          | .6         | 4.2        |
| 4-Book          | 38                       | 817          | 1.0        | 5.5        | 25                 | 552          | .7         | 5.1        | 14                   | 81           | .4         | 4.2        | 51                   | 238          | 1.3        | 6.4        | 35                  | 186          | .9         | 5.3        |
| <b>WYSP-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 50                       | 494          | 1.3        | 7.6        | 15                 | 246          | .4         | 3.4        | 10                   | 59           | .3         | 3.5        | 21                   | 135          | .5         | 2.9        | 23                  | 93           | .6         | 4.2        |
| 4-Book          | 35                       | 518          | .9         | 5.0        | 14                 | 236          | .4         | 2.9        | 10                   | 40           | .3         | 3.1        | 24                   | 111          | .6         | 3.1        | 18                  | 78           | .5         | 2.8        |
| <b>WYXR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 22                       | 541          | .6         | 3.3        | 23                 | 416          | .6         | 5.2        | 1                    | 18           | .3         | .3         | 27                   | 123          | .7         | 3.8        | 32                  | 100          | .8         | 5.8        |
| 4-Book          | 31                       | 587          | .8         | 4.5        | 23                 | 445          | .6         | 4.8        | 10                   | 38           | .3         | 2.9        | 25                   | 122          | .7         | 3.2        | 31                  | 106          | .8         | 4.7        |
| <b>WBYN-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | **                       | 24           | **         | **         | **                 | 8            | **         | **         | 1                    | 8            | .3         | .3         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WJBR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 3                        | 41           | .1         | .5         | 3                  | 26           | .1         | .7         |                      |              |            |            | 6                    | 13           | .2         | .8         | 7                   | 7            | .2         | 1.3        |
| 4-Book          | 3                        | 60           | .1         | .4         | 2                  | 36           | .1         | .3         | 1                    | 2            | .3         | .3         | 2                    | 10           | .1         | .3         | 2                   | 6            | .1         | .4         |
| <b>WKXW-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 2                        | 23           | .1         | .3         | 2                  | 24           | .1         | .5         | 2                    | 9            | .1         | .7         | 5                    | 15           | .1         | .7         |                     |              |            |            |
| 4-Book          | 3                        | 63           | .1         | .4         | 3                  | 44           | .1         | .6         | 3                    | 15           | .1         | 1.0        | 3                    | 11           | .1         | .4         |                     |              |            | .1         |
| <b>WLEV-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 43           | .2         | .2         | 1                  | 34           | .2         | .2         | **                   | **           | **         | **         | **                   | **           | **         | **         | 3                   | 10           | .1         | .5         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WNJO-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 36           | .1         | .2         | 2                  | 34           | .1         | .5         |                      |              |            |            | 5                    | 25           | .1         | .7         | 4                   | 18           | .1         | .7         |
| 4-Book          | 2                        | 50           | .1         | .4         | 2                  | 39           | .1         | .5         | 1                    | 2            | .4         | .4         | 4                    | 25           | .1         | .6         | 2                   | 10           | .1         | .3         |
| <b>WPST-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 30                       | 858          | .8         | 4.5        | 22                 | 512          | .6         | 5.0        | 19                   | 91           | .5         | 6.6        | 38                   | 180          | 1.0        | 5.3        | 20                  | 144          | .5         | 3.6        |
| 4-Book          | 35                       | 806          | .9         | 5.1        | 25                 | 563          | .7         | 5.2        | 15                   | 78           | .4         | 4.8        | 39                   | 201          | 1.0        | 5.0        | 40                  | 179          | 1.0        | 6.1        |
| <b>TOTALS</b>   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 661                      | 3815         | 16.6       |            | 444                | 3264         | 11.1       |            | 286                  | 977          | 7.2        |            | 716                  | 2118         | 17.9       |            | 550                 | 1602         | 13.8       |            |
| 4-Book          | 693                      | 3807         | 17.4       |            | 487                | 3366         | 12.2       |            | 319                  | 1028         | 8.0        |            | 781                  | 2111         | 19.6       |            | 650                 | 1734         | 16.3       |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| Women 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 |      |
| <b>KYW -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 2         | 18      | .1      | .4              | 14        | 63      | .4      | 6.0             | 1         | 16      | .2      | 2              | 16        | .1      | .6      | 4              | 51        | .1      | 1.2     |      |
| 4-Book           | 1         | 9       | .2      |                 | 8         | 37      | .2      | 3.1             | 4         | 36      | .1      | 1              | 11        | .1      | .3      | 2              | 18        | .1      | .5      |      |
| <b>WBEB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 20        | 81      | .5      | 4.0             | 10        | 48      | .3      | 4.3             | 22        | 118     | .6      | 4.5            | 12        | 52      | .3      | 3.3            | 17        | 99      | .4      | 4.9  |
| 4-Book           | 20        | 73      | .5      | 4.1             | 14        | 48      | .4      | 5.6             | 17        | 77      | .5      | 3.3            | 19        | 64      | .5      | 4.2            | 20        | 97      | .5      | 5.7  |
| <b>WDAS-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 | 3         | 13      | .1      | 1.3             | 1         | 11      | .2      |                |           |         |         | 4              | 11        | .1      | 1.2     |      |
| 4-Book           |           |         |         |                 | 6         | 17      | .2      | 2.1             | 6         | 18      | .2      | 1.3            | 2         |         |         | 1              | 5         |         | .4      |      |
| <b>WDAS-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 42        | 92      | 1.1     | 8.4             | 12        | 39      | .3      | 5.2             | 12        | 41      | .3      | 2.4            | 10        | 38      | .3      | 2.8            | 21        | 53      | .5      | 6.1  |
| 4-Book           | 25        | 63      | .7      | 4.9             | 13        | 31      | .4      | 5.1             | 18        | 45      | .5      | 3.3            | 19        | 49      | .5      | 4.1            | 33        | 69      | .8      | 8.8  |
| <b>+WEMG-AM</b>  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| <b>WURD-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 7         | 26      | .2      | 1.4             |           |         |         |                 | 1         | 10      | .2      |                |           |         |         |                |           |         |         |      |
| 4-Book           | 4         | 14      | .1      | .7              | 1         | 6       | .1      | .5              | 4         | 14      | .1      | .9             | 4         | 6       | .1      | .8             |           |         |         |      |
| <b>WFIL-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 | 1         | 5       |         | .4              |           |         |         |                |           |         |         |                |           |         |         |      |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |      |
| <b>WHAT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| 4-Book           |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| <b>WIOQ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 66        | 365     | 1.7     | 13.2            | 35        | 180     | .9      | 15.1            | 96        | 482     | 2.4     | 19.5           | 75        | 353     | 1.9     | 20.7           | 51        | 234     | 1.3     | 14.8 |
| 4-Book           | 72        | 347     | 1.8     | 14.2            | 33        | 152     | .8      | 13.2            | 92        | 430     | 2.3     | 17.6           | 77        | 306     | 2.0     | 17.5           | 35        | 177     | .9      | 10.4 |
| <b>WIP -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 1         | 8       |         | .2              |           |         |         |                 | 8         |         |         |                |           |         |         | 1              | 8         |         | .3      |      |
| 4-Book           | 1         | 6       |         | .2              |           |         |         |                 | 8         |         | .1      |                | 1         | 4       |         | 2              | 7         |         | .5      |      |
| <b>WJJZ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 3         | 12      | .1      | .6              |           |         |         |                 | 6         | 13      | .2      | 1.1            | 4         | 12      | .1      | .8             | 1         | 9       |         | .3   |
| 4-Book           | 3         | 14      | .1      | .7              | 4         | 11      | .1      | 1.4             | 6         | 13      | .2      | 1.1            | 4         | 12      | .1      | .8             | 3         | 11      | .1      | .7   |
| <b>WMGK-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 4         | 25      | .1      | .8              | 2         | 10      | .1      | .9              | 17        | 73      | .4      | 3.4            | 1         | 8       |         | .3             |           |         |         |      |
| 4-Book           | 5         | 34      | .2      | 1.1             | 2         | 11      | .1      | .7              | 11        | 55      | .3      | 2.1            | 6         | 27      | .2      | 1.3            | 2         | 17      |         | .5   |
| <b>WMMR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 11        | 50      | .3      | 2.2             |           |         |         |                 | 7         | 53      | .2      | 1.4            | 11        | 35      | .3      | 3.0            | 13        | 52      | .3      | 3.8  |
| 4-Book           | 10        | 57      | .3      | 1.9             | 3         | 6       | .1      | 1.2             | 10        | 46      | .3      | 1.9            | 7         | 37      | .2      | 1.6            | 5         | 27      | .1      | 1.3  |
| <b>WNAP-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |      |
| <b>WOGL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 6         | 28      | .2      | 1.2             | 16        | 54      | .4      | 6.9             | 17        | 55      | .4      | 3.4            | 6         | 20      | .2      | 1.7            | 2         | 13      | .1      | .6   |
| 4-Book           | 6         | 30      | .2      | 1.2             | 8         | 25      | .2      | 3.1             | 10        | 40      | .3      | 1.8            | 8         | 33      | .2      | 1.7            | 5         | 22      | .2      | 1.4  |
| <b>WPEN-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 1         | 6       |         | .2              |           |         |         |                 |           |         |         |                |           |         |         | 1              | 6         |         | .3      |      |
| 4-Book           |           | 4       |         | .1              | 1         | 1       |         | .2              |           | 1       |         |                | 1         |         | .1      |                | 2         |         | .1      |      |
| <b>WPHI-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 55        | 255     | 1.4     | 11.0            | 31        | 104     | .8      | 13.4            | 66        | 284     | 1.7     | 13.4           | 50        | 205     | 1.3     | 13.8           | 52        | 211     | 1.3     | 15.1 |
| 4-Book           | 72        | 292     | 1.8     | 14.0            | 26        | 98      | .7      | 10.3            | 58        | 244     | 1.5     | 11.1           | 57        | 214     | 1.5     | 13.1           | 47        | 179     | 1.2     | 14.2 |
| <b>WPHT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| 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

## Women 12-24

Target Listener Estimates - Women 12-24

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 40                  | 158          | 1.0        | 8.0        | 20                 | 102          | .5         | 8.6        | 40                 | 241          | 1.0        | 8.1        | 29                | 140          | .7         | 8.0        | 26                | 137          | .7         | 7.6        |
| 4-Book          | 34                  | 189          | .9         | 6.7        | 17                 | 92           | .4         | 6.7        | 37                 | 205          | .9         | 7.1        | 31                | 154          | .8         | 7.0        | 22                | 125          | .6         | 6.4        |
| <b>WSSJ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            |                    |              |            |            | 3                 | 11           | .1         | .8         |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WUSL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 80                  | 323          | 2.0        | 16.0       | 28                 | 118          | .7         | 12.1       | 73                 | 313          | 1.8        | 14.8       | 67                | 290          | 1.7        | 18.5       | 63                | 204          | 1.6        | 18.3       |
| 4-Book          | 95                  | 332          | 2.4        | 18.7       | 44                 | 154          | 1.1        | 17.0       | 91                 | 349          | 2.3        | 17.3       | 66                | 265          | 1.7        | 15.0       | 56                | 204          | 1.4        | 16.1       |
| <b>+WWDB-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WWDB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 1                  | 10           | .4         |            | 1                  | 10           | .2         |            |                   |              |            |            |                   |              |            |            |
| 4-Book          |                     |              |            |            | 1                  | 7            | .1         | .5         | 5                  | 11           | .1         | .8         | 1                 | 2            |            | .3         |                   | 3            |            | .1         |
| <b>WWJZ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book          |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WXTU-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 12                  | 58           | .3         | 2.4        | 9                  | 65           | .2         | 3.9        | 9                  | 37           | .2         | 1.8        | 9                 | 34           | .2         | 2.5        | 11                | 60           | .3         | 3.2        |
| 4-Book          | 13                  | 36           | .4         | 2.5        | 5                  | 33           | .1         | 2.1        | 9                  | 46           | .2         | 1.8        | 11                | 47           | .3         | 2.6        | 8                 | 36           | .2         | 2.1        |
| <b>WXXM-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 11                  | 80           | .3         | 2.2        | 6                  | 48           | .2         | 2.6        | 11                 | 84           | .3         | 2.2        | 9                 | 87           | .2         | 2.5        | 7                 | 51           | .2         | 2.0        |
| 4-Book          | 26                  | 146          | .7         | 5.1        | 10                 | 44           | .3         | 3.7        | 27                 | 144          | .7         | 4.8        | 20                | 143          | .5         | 4.5        | 17                | 105          | .4         | 4.6        |
| <b>WYSP-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 19                  | 70           | .5         | 3.8        | 4                  | 31           | .1         | 1.7        | 21                 | 80           | .5         | 4.3        | 6                 | 29           | .2         | 1.7        | 13                | 48           | .3         | 3.8        |
| 4-Book          | 15                  | 60           | .4         | 3.0        | 5                  | 18           | .1         | 2.1        | 15                 | 64           | .4         | 2.9        | 8                 | 30           | .2         | 1.9        | 11                | 40           | .3         | 3.4        |
| <b>WYXR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 40                  | 143          | 1.0        | 8.0        | 13                 | 30           | .3         | 5.6        | 22                 | 146          | .6         | 4.5        | 25                | 74           | .6         | 6.9        | 21                | 80           | .5         | 6.1        |
| 4-Book          | 31                  | 122          | .8         | 6.0        | 15                 | 53           | .4         | 5.8        | 25                 | 145          | .7         | 4.9        | 23                | 90           | .6         | 5.2        | 25                | 105          | .6         | 7.1        |
| <b>WBYN-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            | 1                 | 8            |            | .3         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WJBR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     | 7            |            |            | 1                  | 5            |            |            | 2                  | 7            | .1         | .4         | 1                 | 6            |            | .3         | 3                 | 11           | .1         | .9         |
| 4-Book          | 3                   | 12           | .1         | .5         |                    |              |            | .3         | 1                  | 7            |            | .2         | 1                 | 7            |            | .3         | 2                 | 8            | .1         | .5         |
| <b>WKXV-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 2                   | 9            | .1         | .4         |                    |              |            |            | 5                  | 9            | .1         | 1.0        |                   |              |            |            |                   |              |            |            |
| 4-Book          | 4                   | 17           | .1         | .8         | 1                  | 4            |            | .4         | 4                  | 12           | .1         | .7         | 3                 | 7            | .1         | .6         | 1                 | 3            |            | .3         |
| <b>WLEV-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            |                    |              |            |            | 4                 | 24           | .1         | 1.1        |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WNJO-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     | 8            |            |            | 1                  | 8            |            | .4         | 2                  | 17           | .1         | .4         | 2                 | 9            | .1         | .6         |                   |              |            |            |
| 4-Book          |                     | 4            |            | .1         | 3                  | 6            | .1         | 1.0        | 3                  | 11           | .1         | .5         | 3                 | 14           | .1         | .8         | 1                 | 5            |            | .4         |
| <b>WPST-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 18                  | 122          | .5         | 3.6        | 11                 | 83           | .3         | 4.7        | 23                 | 174          | .6         | 4.7        | 22                | 115          | .6         | 6.1        | 25                | 111          | .6         | 7.3        |
| 4-Book          | 26                  | 148          | .7         | 5.0        | 11                 | 67           | .3         | 4.3        | 25                 | 164          | .6         | 4.9        | 26                | 122          | .7         | 5.8        | 20                | 99           | .5         | 5.7        |
| <b>TOTALS</b>   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 501                 | 1550         | 12.6       |            | 232                | 861          | 5.8        |            | 493                | 1636         | 12.4       |            | 363               | 1200         | 9.1        |            | 344               | 1185         | 8.6        |            |
| 4-Book          | 511                 | 1535         | 12.8       |            | 255                | 838          | 6.4        |            | 524                | 1610         | 13.2       |            | 444               | 1279         | 11.1       |            | 347               | 1111         | 8.7        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 18-34

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 16                       | 623          | .3         | 1.7        | 50                        | 430          | .9         | 3.8        | 12                        | 135          | .2         | .8          | 18                       | 224          | .3         | 1.5        | 3                        | 109          | .1         | .6          |
| WI '99          | 16                       | 813          | .3         | 1.7        | 51                        | 504          | .9         | 3.7        | 10                        | 197          | .2         | .7          | 19                       | 305          | .3         | 1.5        | 6                        | 156          | .1         | 1.3         |
| FA '98          | 16                       | 691          | .3         | 1.6        | 53                        | 447          | .9         | 3.9        | 10                        | 199          | .2         | .7          | 13                       | 252          | .2         | 1.0        | 5                        | 70           | .1         | .9          |
| SU '98          | 15                       | 748          | .3         | 1.5        | 39                        | 350          | .7         | 3.0        | 8                         | 181          | .1         | .5          | 13                       | 206          | .2         | 1.0        | 6                        | 130          | .1         | 1.0         |
| <b>4-Book</b>   | <b>16</b>                | <b>719</b>   | <b>.3</b>  | <b>1.6</b> | <b>48</b>                 | <b>433</b>   | <b>.9</b>  | <b>3.6</b> | <b>10</b>                 | <b>178</b>   | <b>.2</b>  | <b>.7</b>   | <b>16</b>                | <b>247</b>   | <b>.3</b>  | <b>1.3</b> | <b>5</b>                 | <b>116</b>   | <b>.1</b>  | <b>1.0</b>  |
| SP '98          | 16                       | 821          | .3         | 1.5        | 43                        | 512          | .7         | 3.2        | 12                        | 229          | .2         | .8          | 22                       | 353          | .4         | 1.7        | 7                        | 153          | .1         | 1.2         |
| <b>WBEB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 91                       | 1372         | 1.6        | 9.4        | 111                       | 731          | 2.0        | 8.3        | 203                       | 731          | 3.6        | 14.0        | 115                      | 695          | 2.0        | 9.4        | 33                       | 440          | .6         | 6.8         |
| WI '99          | 85                       | 1112         | 1.5        | 8.8        | 105                       | 580          | 1.8        | 7.6        | 154                       | 575          | 2.7        | 11.1        | 94                       | 548          | 1.7        | 7.7        | 35                       | 394          | .6         | 7.4         |
| FA '98          | 81                       | 1205         | 1.4        | 8.0        | 103                       | 672          | 1.8        | 7.6        | 152                       | 618          | 2.7        | 10.3        | 99                       | 641          | 1.7        | 7.9        | 28                       | 431          | .5         | 5.2         |
| SU '98          | 89                       | 1249         | 1.5        | 8.6        | 89                        | 677          | 1.5        | 7.0        | 192                       | 737          | 3.3        | 12.6        | 107                      | 690          | 1.8        | 8.4        | 43                       | 426          | .7         | 7.0         |
| <b>4-Book</b>   | <b>87</b>                | <b>1235</b>  | <b>1.5</b> | <b>8.7</b> | <b>102</b>                | <b>665</b>   | <b>1.8</b> | <b>7.6</b> | <b>175</b>                | <b>665</b>   | <b>3.1</b> | <b>12.0</b> | <b>104</b>               | <b>644</b>   | <b>1.8</b> | <b>8.4</b> | <b>35</b>                | <b>423</b>   | <b>.6</b>  | <b>6.6</b>  |
| SP '98          | 99                       | 1396         | 1.7        | 9.6        | 107                       | 710          | 1.8        | 8.1        | 176                       | 723          | 3.0        | 11.8        | 133                      | 790          | 2.3        | 10.4       | 44                       | 497          | .8         | 7.2         |
| <b>WDAS-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 9                        | 86           | .2         | .9         | 9                         | 36           | .2         | .7         | 14                        | 52           | .2         | 1.0         | 10                       | 29           | .2         | .8         | 6                        | 36           | .1         | 1.2         |
| WI '99          | 15                       | 170          | .3         | 1.6        | 25                        | 111          | .4         | 1.8        | 15                        | 53           | .3         | 1.1         | 17                       | 56           | .3         | 1.4        | 9                        | 71           | .2         | 1.9         |
| FA '98          | 10                       | 145          | .2         | 1.0        | 18                        | 70           | .3         | 1.3        | 12                        | 50           | .2         | .8          | 9                        | 59           | .2         | .7         | 3                        | 28           | .1         | .6          |
| SU '98          | 8                        | 88           | .1         | .8         | 18                        | 55           | .3         | 1.4        | 14                        | 25           | .2         | .9          | 1                        | 8            | .1         | .1         |                          |              |            |             |
| <b>4-Book</b>   | <b>11</b>                | <b>122</b>   | <b>.2</b>  | <b>1.1</b> | <b>18</b>                 | <b>68</b>    | <b>.3</b>  | <b>1.3</b> | <b>14</b>                 | <b>45</b>    | <b>.2</b>  | <b>1.0</b>  | <b>9</b>                 | <b>38</b>    | <b>.2</b>  | <b>.8</b>  | <b>5</b>                 | <b>34</b>    | <b>.1</b>  | <b>.9</b>   |
| SP '98          | 7                        | 146          | .1         | .7         | 14                        | 64           | .2         | 1.1        | 4                         | 32           | .1         | .3          | 5                        | 35           | .1         | .4         |                          | 7            |            |             |
| <b>WDAS-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 62                       | 802          | 1.1        | 6.4        | 79                        | 434          | 1.4        | 5.9        | 68                        | 359          | 1.2        | 4.7         | 73                       | 480          | 1.3        | 6.0        | 50                       | 305          | .9         | 10.3        |
| WI '99          | 72                       | 826          | 1.3        | 7.5        | 82                        | 439          | 1.4        | 5.9        | 82                        | 481          | 1.4        | 5.9         | 92                       | 493          | 1.6        | 7.5        | 69                       | 453          | 1.2        | 14.5        |
| FA '98          | 95                       | 962          | 1.7        | 9.3        | 124                       | 568          | 2.2        | 9.1        | 112                       | 473          | 2.0        | 7.6         | 98                       | 500          | 1.7        | 7.8        | 91                       | 524          | 1.6        | 16.9        |
| SU '98          | 82                       | 1024         | 1.4        | 7.9        | 126                       | 536          | 2.2        | 9.8        | 94                        | 521          | 1.6        | 6.2         | 86                       | 562          | 1.5        | 6.8        | 69                       | 459          | 1.2        | 11.3        |
| <b>4-Book</b>   | <b>78</b>                | <b>904</b>   | <b>1.4</b> | <b>7.8</b> | <b>103</b>                | <b>494</b>   | <b>1.8</b> | <b>7.7</b> | <b>89</b>                 | <b>459</b>   | <b>1.6</b> | <b>6.1</b>  | <b>87</b>                | <b>509</b>   | <b>1.5</b> | <b>7.0</b> | <b>70</b>                | <b>435</b>   | <b>1.2</b> | <b>13.3</b> |
| SP '98          | 87                       | 987          | 1.5        | 8.4        | 113                       | 487          | 2.0        | 8.5        | 97                        | 501          | 1.7        | 6.5         | 90                       | 560          | 1.6        | 7.0        | 89                       | 532          | 1.5        | 14.7        |
| <b>+WEMG-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 1                        | 22           | .1         | .1         |                           |              |            |            | 3                         | 22           | .1         | .2          | 1                        | 22           | .1         | .1         |                          |              |            |             |
| WI '99          | 6                        | 58           | .1         | .6         | 9                         | 28           | .2         | .6         | 7                         | 35           | .1         | .5          | 9                        | 47           | .2         | .7         | 4                        | 33           | .1         | .8          |
| FA '98          | 12                       | 94           | .2         | 1.2        | 11                        | 53           | .2         | .8         | 18                        | 61           | .3         | 1.2         | 19                       | 60           | .3         | 1.5        | 5                        | 38           | .1         | .9          |
| SU '98          | 6                        | 80           | .1         | .6         | 10                        | 43           | .2         | .8         | 6                         | 42           | .1         | .4          | 6                        | 59           | .1         | .5         | 1                        | 16           | .1         | .2          |
| <b>4-Book</b>   | <b>6</b>                 | <b>64</b>    | <b>.1</b>  | <b>.6</b>  | <b>8</b>                  | <b>31</b>    | <b>.2</b>  | <b>.6</b>  | <b>9</b>                  | <b>40</b>    | <b>.2</b>  | <b>.6</b>   | <b>9</b>                 | <b>47</b>    | <b>.2</b>  | <b>.7</b>  | <b>3</b>                 | <b>22</b>    | <b>.1</b>  | <b>.5</b>   |
| 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          |
| <b>WFIL-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 1                        | 39           | .1         | .1         | 1                         | 22           | .1         | .1         |                           | 8            |            |             | 1                        | 8            | .1         | .1         | 1                        | 9            | .1         | .2          |
| WI '99          | 1                        | 34           | .1         | .1         | 1                         | 27           | .1         | .1         | 1                         | 18           | .1         | .1          | 1                        | 16           | .1         | .1         | 2                        | 16           | .1         | .4          |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **          |
| SU '98          | 1                        | 59           | .1         | .1         | 3                         | 20           | .1         | .2         |                           | 15           |            |             | 3                        | 37           | .1         | .2         | 1                        | 16           | .1         | .2          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **          | **                       | **           | **         | **         | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 1                        | 25           | .1         | .1         | 1                         | 18           | .1         | .1         | 1                         | 7            | .1         | .1          |                          |              |            |            |                          |              |            |             |
| WI '99          | 1                        | 57           | .1         | .1         | 1                         | 11           | .1         | .1         | 1                         | 15           | .1         | .1          | 1                        | 19           | .1         | .1         |                          |              |            |             |
| FA '98          | 2                        | 40           | .2         | .2         | 5                         | 16           | .1         | .4         | 3                         | 12           | .1         | .2          |                          | 12           |            |            |                          |              |            |             |
| SU '98          | 3                        | 60           | .1         | .3         | 4                         | 23           | .1         | .3         | 1                         | 23           | .1         | .1          | 1                        | 8            | .1         | .1         |                          |              |            |             |
| <b>4-Book</b>   | <b>2</b>                 | <b>46</b>    | <b>.2</b>  | <b>.3</b>  | <b>3</b>                  | <b>17</b>    | <b>.1</b>  | <b>.2</b>  | <b>2</b>                  | <b>14</b>    | <b>.1</b>  | <b>.1</b>   | <b>1</b>                 | <b>10</b>    | <b>.1</b>  | <b>.1</b>  |                          |              |            |             |
| SP '98          | 1                        | 30           | .1         | .1         | 1                         | 20           | .1         | .1         | 3                         | 14           | .1         | .2          | 1                        | 13           | .1         | .1         | 1                        | 7            | .1         | .2          |
| <b>WIOQ-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |             |                          |              |            |            |                          |              |            |             |
| SP '99          | 107                      | 2235         | 1.9        | 11.1       | 119                       | 1213         | 2.1        | 8.9        | 174                       | 1244         | 3.1        | 12.0        | 147                      | 1389         | 2.6        | 12.1       | 40                       | 866          | .7         | 8.2         |
| WI '99          | 81                       | 1755         | 1.4        | 8.4        | 102                       | 796          | 1.8        | 7.4        | 126                       | 1064         | 2.2        | 9.1         | 106                      | 1092         | 1.9        | 8.6        | 38                       | 626          | .7         | 8.0         |
| FA '98          | 81                       | 1747         | 1.4        | 8.0        | 101                       | 892          | 1.8        | 7.4        | 127                       | 1065         | 2.2        | 8.6         | 105                      | 1091         | 1.8        | 8.4        | 33                       | 641          | .6         | 6.1         |
| SU '98          | 85                       | 1812         | 1.5        | 8.2        | 93                        | 784          | 1.6        | 7.3        | 146                       | 1143         | 2.5        | 9.6         | 111                      | 1112         | 1.9        | 8.7        | 37                       | 651          | .6         | 6.1         |
| <b>4-Book</b>   | <b>89</b>                | <b>1887</b>  | <b>1.6</b> | <b>8.9</b> | <b>104</b>                | <b>921</b>   | <b>1.8</b> | <b>7.8</b> | <b>143</b>                | <b>1129</b>  | <b>2.5</b> | <b>9.8</b>  | <b>117</b>               | <b>1171</b>  | <b>2.1</b> | <b>9.5</b> | <b>37</b>                | <b>696</b>   | <b>.7</b>  | <b>7.1</b>  |
| SP '98          | 81                       | 1831         | 1.4        | 7.8        | 79                        | 803          | 1.4        | 5.9        | 143                       | 1084         | 2.5        | 9.6         | 106                      | 1076         | 1.8        | 8.3        | 47                       | 683          | .8         | 7.7         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 2                        | 84           | .2         | .2         | 10                        | 51           | .2         | .8         |                           |              |            |            | 1                        | 26           | .1         | .1         | 1                        | 17           | .2         | .2         |
| WI '99         | 3                        | 160          | .1         | .3         | 6                         | 80           | .1         | .4         |                           | 9            |            |            | 5                        | 50           | .1         | .4         | 2                        | 42           | .4         | .4         |
| FA '98         | 4                        | 202          | .1         | .4         | 4                         | 29           | .1         | .3         | 1                         | 44           | .1         | .1         | 4                        | 95           | .1         | .3         | 4                        | 63           | .1         | .7         |
| SU '98         | 6                        | 146          | .1         | .6         | 13                        | 65           | .2         | 1.0        | 9                         | 41           | .2         | .6         | 6                        | 38           | .1         | .5         | 1                        | 40           | .2         | .2         |
| <b>4-Book</b>  | 4                        | <b>148</b>   | .1         | .4         | 8                         | <b>56</b>    | .2         | .6         | 3                         | <b>24</b>    | .1         | .2         | 4                        | <b>52</b>    | .1         | .3         | 2                        | <b>41</b>    | .4         | .4         |
| SP '98         | 8                        | 194          | .1         | .8         | 14                        | 98           | .2         | 1.1        | 14                        | 61           | .2         | .9         | 13                       | 38           | .2         | 1.0        | 3                        | 63           | .1         | .5         |
| <b>WJJZ-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 35                       | 453          | .6         | 3.6        | 42                        | 223          | .7         | 3.2        | 72                        | 222          | 1.3        | 5.0        | 43                       | 246          | .8         | 3.5        | 13                       | 127          | .2         | 2.7        |
| WI '99         | 32                       | 563          | .6         | 3.3        | 30                        | 231          | .5         | 2.2        | 60                        | 267          | 1.1        | 4.3        | 33                       | 274          | .6         | 2.7        | 23                       | 201          | .4         | 4.8        |
| FA '98         | 32                       | 517          | .6         | 3.1        | 31                        | 216          | .5         | 2.3        | 45                        | 214          | .8         | 3.0        | 42                       | 226          | .7         | 3.4        | 22                       | 197          | .4         | 4.1        |
| 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        |
| <b>4-Book</b>  | 31                       | <b>506</b>   | .6         | 3.1        | 31                        | <b>215</b>   | .5         | 2.3        | 56                        | <b>222</b>   | 1.0        | 3.8        | 37                       | <b>243</b>   | .7         | 3.0        | 19                       | <b>171</b>   | .3         | 3.6        |
| 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        |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 35                       | 926          | .6         | 3.6        | 40                        | 385          | .7         | 3.0        | 60                        | 462          | 1.1        | 4.1        | 54                       | 582          | 1.0        | 4.4        | 13                       | 235          | .2         | 2.7        |
| WI '99         | 32                       | 975          | .6         | 3.3        | 32                        | 389          | .6         | 2.3        | 55                        | 376          | 1.0        | 4.0        | 53                       | 608          | .9         | 4.3        | 12                       | 237          | .2         | 2.5        |
| FA '98         | 44                       | 897          | .8         | 4.3        | 49                        | 451          | .9         | 3.6        | 76                        | 421          | 1.3        | 5.1        | 69                       | 551          | 1.2        | 5.5        | 14                       | 178          | .2         | 2.6        |
| 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        |
| <b>4-Book</b>  | 44                       | <b>963</b>   | .8         | 4.3        | 42                        | <b>415</b>   | .8         | 3.2        | 77                        | <b>472</b>   | 1.4        | 5.2        | 67                       | <b>616</b>   | 1.2        | 5.4        | 15                       | <b>238</b>   | .3         | 2.9        |
| 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        |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 30                       | 858          | .5         | 3.1        | 42                        | 363          | .7         | 3.2        | 57                        | 345          | 1.0        | 3.9        | 31                       | 399          | .5         | 2.5        | 10                       | 178          | .2         | 2.1        |
| WI '99         | 23                       | 785          | .4         | 2.4        | 29                        | 341          | .5         | 2.1        | 34                        | 270          | .6         | 2.5        | 28                       | 376          | .5         | 2.3        | 12                       | 259          | .2         | 2.5        |
| FA '98         | 42                       | 812          | .7         | 4.1        | 52                        | 324          | .9         | 3.8        | 78                        | 352          | 1.4        | 5.3        | 62                       | 487          | 1.1        | 4.9        | 10                       | 186          | .2         | 1.9        |
| 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        |
| <b>4-Book</b>  | 33                       | <b>840</b>   | .6         | 3.3        | 42                        | <b>331</b>   | .7         | 3.2        | 56                        | <b>339</b>   | 1.0        | 3.8        | 41                       | <b>433</b>   | .7         | 3.2        | 14                       | <b>239</b>   | .3         | 2.6        |
| 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        |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | *                        | 1            | .1         | .1         |                           | 3            |            |            | 1                         | 11           | .1         | .1         | *                        |              |            |            |                          |              |            |            |
| WI '99         | 4                        | 59           | .1         | .4         | 6                         | 24           | .1         | .4         | 5                         | 30           | .1         | .4         | 4                        | 19           | .1         | .3         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 1                        | 44           | .1         | .1         | 2                         | 8            | .2         | .2         | 1                         | 8            | .1         | .1         | 1                        | 8            | .1         | .1         | **                       | **           | **         | **         |
| <b>4-Book</b>  | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WOGL-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 20                       | 537          | .4         | 2.1        | 28                        | 212          | .5         | 2.1        | 33                        | 191          | .6         | 2.3        | 15                       | 174          | .3         | 1.2        | 11                       | 128          | .2         | 2.3        |
| WI '99         | 14                       | 462          | .2         | 1.5        | 20                        | 193          | .4         | 1.4        | 19                        | 170          | .3         | 1.4        | 20                       | 237          | .4         | 1.6        | 4                        | 128          | .1         | .8         |
| FA '98         | 22                       | 616          | .4         | 2.2        | 21                        | 259          | .4         | 1.5        | 44                        | 251          | .8         | 3.0        | 26                       | 245          | .5         | 2.1        | 5                        | 122          | .1         | .9         |
| 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        |
| <b>4-Book</b>  | 20                       | <b>548</b>   | .4         | 2.0        | 22                        | <b>218</b>   | .4         | 1.7        | 33                        | <b>214</b>   | .6         | 2.3        | 23                       | <b>230</b>   | .4         | 1.8        | 8                        | <b>129</b>   | .2         | 1.5        |
| 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         |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 2                        | 43           | .2         | .2         | 2                         | 8            | .2         | .2         | 2                         | 18           | .1         | .1         | 2                        | 8            | .2         | .2         | 1                        | 17           | .2         | .2         |
| WI '99         | 2                        | 29           | .2         | .2         | 2                         | 29           | .1         | .1         | 3                         | 10           | .1         | .2         | 1                        | 20           | .1         | .1         |                          | 10           |            |            |
| FA '98         |                          | 10           |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SU '98         | 4                        | 57           | .1         | .4         | 1                         | 10           | .1         | .1         | 5                         | 18           | .1         | .3         | 5                        | 37           | .1         | .4         | 4                        | 29           | .1         | .7         |
| <b>4-Book</b>  | 2                        | <b>35</b>    | .2         | .2         | 1                         | <b>12</b>    | .1         | .1         | 3                         | <b>12</b>    | .1         | .2         | 2                        | <b>16</b>    | .2         | .2         | 1                        | <b>14</b>    | .2         | .2         |
| SP '98         | 2                        | 21           | .2         | .2         |                           |              |            |            | 3                         | 9            | .1         | .2         | 5                        | 9            | .1         | .4         |                          | 4            |            |            |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 43                       | 1122         | .8         | 4.5        | 45                        | 522          | .8         | 3.4        | 49                        | 593          | .9         | 3.4        | 62                       | 631          | 1.1        | 5.1        | 26                       | 432          | .5         | 5.3        |
| WI '99         | 58                       | 1038         | 1.0        | 6.0        | 60                        | 502          | 1.1        | 4.3        | 68                        | 573          | 1.2        | 4.9        | 76                       | 680          | 1.3        | 6.2        | 58                       | 557          | 1.0        | 12.2       |
| FA '98         | 55                       | 1079         | 1.0        | 5.4        | 55                        | 519          | 1.0        | 4.0        | 66                        | 589          | 1.2        | 4.5        | 79                       | 690          | 1.4        | 6.3        | 43                       | 489          | .8         | 8.0        |
| 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       |
| <b>4-Book</b>  | 55                       | <b>1100</b>  | 1.0        | 5.5        | 57                        | <b>519</b>   | 1.0        | 4.2        | 62                        | <b>591</b>   | 1.1        | 4.3        | 76                       | <b>704</b>   | 1.3        | 6.1        | 48                       | <b>515</b>   | .9         | 9.0        |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |             |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |             |
| <b>WPHT-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |
| SP '99                   | 1            | 31          | .1         | 1                         | 5            | .1         |            |                           |              |            |            | 1                        | 13           | .1         |            | 1                        | 16           | .2         |            |             |
| WI '99                   | 1            | 45          | .1         | 2                         | 26           | .1         |            |                           |              |            |            | 5                        | 10           | .1         | .4         | 1                        | 19           | .2         |            |             |
| FA '98                   | 1            | 49          | .1         | 4                         | 8            | .1         | .3         |                           |              | 4          |            | 2                        | 23           | .2         |            |                          | 9            |            |            |             |
| SU '98                   | 3            | 84          | .1         | 3                         | 31           | .1         | .2         |                           | 6            | 25         | .1         | .4                       | 2            | 26         | .2         |                          | 2            | 20         | .3         |             |
| <b>4-Book</b>            | <b>2</b>     | <b>52</b>   | <b>.2</b>  | <b>3</b>                  | <b>18</b>    | <b>.1</b>  | <b>.2</b>  |                           | <b>2</b>     | <b>7</b>   | <b>.1</b>  | <b>.1</b>                | <b>3</b>     | <b>18</b>  | <b>.2</b>  |                          | <b>1</b>     | <b>16</b>  | <b>.2</b>  |             |
| SP '98                   | 1            | 24          | .1         |                           |              |            |            | 1                         | 7            | .1         |            | 1                        | 7            | .1         |            | 1                        | 17           | .2         |            |             |
| <b>WPLY-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |
| SP '99                   | 68           | 1513        | 1.2        | 7.0                       | 81           | 734        | 1.4        | 6.1                       | 101          | 828        | 1.8        | 7.0                      | 99           | 991        | 1.7        | 8.1                      | 33           | 541        | .6         | 6.8         |
| WI '99                   | 46           | 1329        | .8         | 4.8                       | 69           | 683        | 1.2        | 5.0                       | 52           | 617        | .9         | 3.8                      | 67           | 856        | 1.2        | 5.5                      | 26           | 541        | .5         | 5.5         |
| FA '98                   | 41           | 1257        | .7         | 4.0                       | 48           | 609        | .8         | 3.5                       | 53           | 560        | .9         | 3.6                      | 68           | 884        | 1.2        | 5.4                      | 20           | 464        | .4         | 3.7         |
| 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         |
| <b>4-Book</b>            | <b>47</b>    | <b>1356</b> | <b>.8</b>  | <b>4.8</b>                | <b>61</b>    | <b>663</b> | <b>1.1</b> | <b>4.5</b>                | <b>61</b>    | <b>648</b> | <b>1.1</b> | <b>4.2</b>               | <b>69</b>    | <b>863</b> | <b>1.2</b> | <b>5.6</b>               | <b>25</b>    | <b>497</b> | <b>.5</b>  | <b>4.8</b>  |
| 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         |
| <b>WSSJ-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |
| SP '99                   | 2            | 32          | .2         |                           | 3            | 7          | .1         | .2                        | 2            | 21         | .1         | .2                       | 4            | 21         | .1         | .3                       | 1            | 7          | .2         |             |
| WI '99                   | 4            | 37          | .1         | .4                        | 7            | 28         | .1         | .5                        | 1            | 28         | .1         | .1                       | 2            | 15         | .2         | .2                       | 3            | 14         | .1         | .6          |
| FA '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **          |
| SU '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **          |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>   |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **          |
| <b>WUFL-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |
| SP '99                   | 82           | 1408        | 1.4        | 8.5                       | 104          | 765        | 1.8        | 7.8                       | 98           | 764        | 1.7        | 6.8                      | 94           | 842        | 1.7        | 7.7                      | 64           | 636        | 1.1        | 13.1        |
| WI '99                   | 82           | 1347        | 1.4        | 8.5                       | 138          | 692        | 2.4        | 10.0                      | 94           | 745        | 1.7        | 6.8                      | 99           | 748        | 1.7        | 8.1                      | 50           | 592        | .9         | 10.5        |
| FA '98                   | 109          | 1567        | 1.9        | 10.7                      | 150          | 851        | 2.6        | 11.0                      | 139          | 836        | 2.4        | 9.4                      | 118          | 916        | 2.1        | 9.4                      | 75           | 653        | 1.3        | 13.9        |
| 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        |
| <b>4-Book</b>            | <b>97</b>    | <b>1451</b> | <b>1.7</b> | <b>9.7</b>                | <b>128</b>   | <b>773</b> | <b>2.2</b> | <b>9.6</b>                | <b>115</b>   | <b>795</b> | <b>2.0</b> | <b>7.9</b>               | <b>110</b>   | <b>853</b> | <b>1.9</b> | <b>8.8</b>               | <b>73</b>    | <b>662</b> | <b>1.3</b> | <b>13.6</b> |
| 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        |
| <b>+WWDB-AM</b>          |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |
| SP '99                   | *            |             |            |                           |              |            |            |                           |              |            |            |                          | *            |            |            |                          |              |            |            |             |
| WI '99                   |              | 6           |            |                           |              |            |            |                           | 6            |            |            |                          | 1            | 6          | .1         |                          | **           | **         | **         | **          |
| FA '98                   |              | 9           |            |                           |              |            |            |                           |              |            |            |                          | 1            | 9          | .1         |                          | **           | **         | **         | **          |
| SU '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **          |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>   |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **          |
| <b>WWDB-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |
| SP '99                   | 15           | 255         | .3         | 1.6                       | 16           | 118        | .3         | 1.2                       | 42           | 165        | .7         | 2.9                      | 12           | 109        | .2         | 1.0                      | 3            | 59         | .1         | .6          |
| WI '99                   | 11           | 232         | .2         | 1.1                       | 8            | 78         | .1         | .6                        | 31           | 127        | .5         | 2.2                      | 10           | 62         | .2         | .8                       | 1            | 29         |            | .2          |
| FA '98                   | 8            | 307         | .1         | .8                        | 9            | 99         | .2         | .7                        | 12           | 100        | .2         | .8                       | 5            | 78         | .1         | .4                       | 4            | 46         | .1         | .7          |
| 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         |
| <b>4-Book</b>            | <b>12</b>    | <b>260</b>  | <b>.2</b>  | <b>1.2</b>                | <b>12</b>    | <b>95</b>  | <b>.2</b>  | <b>.9</b>                 | <b>26</b>    | <b>125</b> | <b>.4</b>  | <b>1.8</b>               | <b>10</b>    | <b>81</b>  | <b>.2</b>  | <b>.8</b>                | <b>4</b>     | <b>47</b>  | <b>.1</b>  | <b>.6</b>   |
| SP '98                   | 7            | 172         | .1         | .7                        | 8            | 72         | .1         | .6                        | 15           | 88         | .3         | 1.0                      | 5            | 72         | .1         | .4                       | 2            | 27         |            | .3          |
| <b>WWJZ-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |
| SP '99                   | 1            | 8           | .1         |                           |              |            |            |                           | 2            | 8          | .1         |                          | 2            | 8          | .2         |                          |              |            |            |             |
| WI '99                   |              | 5           |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |
| FA '98                   |              | 8           |            |                           |              |            |            |                           | 8            |            |            |                          | 1            | 8          | .1         |                          |              | 8          |            |             |
| SU '98                   |              | 18          |            |                           |              |            |            |                           | 9            |            |            |                          |              | 9          |            |                          |              | 9          |            |             |
| <b>4-Book</b>            |              | <b>10</b>   |            |                           |              |            |            |                           | <b>1</b>     | <b>6</b>   |            |                          | <b>1</b>     | <b>6</b>   | <b>.1</b>  |                          |              | <b>4</b>   |            |             |
| SP '98                   |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |
| <b>WXTU-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |             |
| SP '99                   | 36           | 524         | .6         | 3.7                       | 53           | 321        | .9         | 4.0                       | 48           | 245        | .8         | 3.3                      | 50           | 331        | .9         | 4.1                      | 17           | 219        | .3         | 3.5         |
| WI '99                   | 29           | 423         | .5         | 3.0                       | 41           | 242        | .7         | 3.0                       | 43           | 185        | .8         | 3.1                      | 45           | 315        | .8         | 3.7                      | 4            | 124        | .1         | .8          |
| FA '98                   | 46           | 630         | .8         | 4.5                       | 59           | 374        | 1.0        | 4.3                       | 65           | 370        | 1.1        | 4.4                      | 67           | 441        | 1.2        | 5.3                      | 16           | 207        | .3         | 3.0         |
| 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         |
| <b>4-Book</b>            | <b>37</b>    | <b>550</b>  | <b>.6</b>  | <b>3.7</b>                | <b>48</b>    | <b>316</b> | <b>.8</b>  | <b>3.6</b>                | <b>54</b>    | <b>286</b> | <b>.9</b>  | <b>3.7</b>               | <b>55</b>    | <b>374</b> | <b>1.0</b> | <b>4.4</b>               | <b>13</b>    | <b>193</b> | <b>.3</b>  | <b>2.5</b>  |
| 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         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXXM-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 39                       | 1109         | .7         | 4.0        | 55                        | 480          | 1.0        | 4.1         | 63                        | 481          | 1.1        | 4.3        | 60                       | 685          | 1.1        | 4.9        | 15                       | 344          | .3         | 3.1        |
| WI '99         | 55                       | 1377         | 1.0        | 5.7        | 95                        | 760          | 1.7        | 6.9         | 60                        | 598          | 1.1        | 4.3        | 77                       | 901          | 1.4        | 6.3        | 21                       | 526          | .4         | 4.4        |
| FA '98         | 59                       | 1232         | 1.0        | 5.8        | 67                        | 691          | 1.2        | 4.9         | 100                       | 648          | 1.8        | 6.8        | 83                       | 820          | 1.5        | 6.6        | 22                       | 464          | .4         | 4.1        |
| 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        |
| <b>4-Book</b>  | <b>54</b>                | <b>1282</b>  | <b>1.0</b> | <b>5.4</b> | <b>70</b>                 | <b>652</b>   | <b>1.3</b> | <b>5.2</b>  | <b>79</b>                 | <b>616</b>   | <b>1.4</b> | <b>5.4</b> | <b>77</b>                | <b>822</b>   | <b>1.4</b> | <b>6.2</b> | <b>23</b>                | <b>484</b>   | <b>.4</b>  | <b>4.3</b> |
| 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        |
| <b>WYSP-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 63                       | 1247         | 1.1        | 6.5        | 178                       | 826          | 3.1        | 13.4        | 67                        | 459          | 1.2        | 4.6        | 48                       | 429          | .8         | 3.9        | 34                       | 318          | .6         | 7.0        |
| WI '99         | 56                       | 1288         | 1.0        | 5.8        | 183                       | 904          | 3.2        | 13.2        | 55                        | 599          | 1.0        | 4.0        | 43                       | 485          | .8         | 3.5        | 20                       | 252          | .4         | 4.2        |
| FA '98         | 48                       | 1116         | .8         | 4.7        | 145                       | 716          | 2.6        | 10.6        | 54                        | 419          | 1.0        | 3.7        | 36                       | 395          | .6         | 2.9        | 11                       | 232          | .2         | 2.0        |
| 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        |
| <b>4-Book</b>  | <b>55</b>                | <b>1217</b>  | <b>1.0</b> | <b>5.6</b> | <b>162</b>                | <b>796</b>   | <b>2.8</b> | <b>12.1</b> | <b>59</b>                 | <b>501</b>   | <b>1.1</b> | <b>4.1</b> | <b>45</b>                | <b>442</b>   | <b>.8</b>  | <b>3.6</b> | <b>23</b>                | <b>281</b>   | <b>.4</b>  | <b>4.4</b> |
| 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        |
| <b>WYXR-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 55                       | 1483         | 1.0        | 5.7        | 74                        | 715          | 1.3        | 5.6         | 67                        | 652          | 1.2        | 4.6        | 65                       | 805          | 1.1        | 5.3        | 33                       | 500          | .6         | 6.8        |
| WI '99         | 78                       | 1628         | 1.4        | 8.1        | 88                        | 744          | 1.6        | 6.3         | 152                       | 740          | 2.7        | 11.0       | 108                      | 840          | 1.9        | 8.8        | 31                       | 456          | .5         | 6.5        |
| FA '98         | 72                       | 1616         | 1.3        | 7.1        | 108                       | 909          | 1.9        | 7.9         | 103                       | 816          | 1.8        | 7.0        | 83                       | 919          | 1.5        | 6.6        | 48                       | 586          | .8         | 8.9        |
| 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        |
| <b>4-Book</b>  | <b>69</b>                | <b>1526</b>  | <b>1.2</b> | <b>6.9</b> | <b>88</b>                 | <b>762</b>   | <b>1.6</b> | <b>6.6</b>  | <b>112</b>                | <b>711</b>   | <b>2.0</b> | <b>7.7</b> | <b>85</b>                | <b>823</b>   | <b>1.5</b> | <b>6.8</b> | <b>37</b>                | <b>514</b>   | <b>.6</b>  | <b>7.0</b> |
| 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        |
| <b>WBVN-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 1                        | 17           | .1         | .1         | 1                         | 17           | .1         | .1          | 8                         | 9            | .1         | .1         | 2                        | 17           | .2         | .2         | 1                        | 17           | .2         | .2         |
| WI '99         |                          | 30           |            |            | 1                         | 21           |            | .1          | 9                         |              |            |            |                          | 9            |            |            |                          |              |            |            |
| FA '98         |                          | 8            |            |            |                           |              |            |             |                           |              |            |            |                          | 8            |            |            |                          |              |            |            |
| SU '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 6                        | 195          | .1         | .6         | 3                         | 52           | .1         | .2          | 4                         | 66           | .1         | .3         | 14                       | 104          | .2         | 1.1        | 9                        | 89           | .2         | 1.8        |
| WI '99         | 9                        | 178          | .2         | .9         | 15                        | 73           | .3         | 1.1         | 17                        | 64           | .3         | 1.2        | 7                        | 99           | .1         | .6         | 2                        | 56           | .1         | .4         |
| FA '98         | 7                        | 269          | .1         | .7         | 8                         | 109          | .1         | .6          | 11                        | 134          | .2         | .7         | 14                       | 153          | .2         | 1.1        | 4                        | 73           | .1         | .7         |
| SU '98         | 7                        | 136          | .1         | .7         | 8                         | 56           | .1         | .6          | 14                        | 46           | .2         | .9         | 9                        | 72           | .2         | .7         | 2                        | 63           | .1         | .3         |
| <b>4-Book</b>  | <b>7</b>                 | <b>195</b>   | <b>.1</b>  | <b>.7</b>  | <b>9</b>                  | <b>73</b>    | <b>.2</b>  | <b>.6</b>   | <b>12</b>                 | <b>78</b>    | <b>.2</b>  | <b>.8</b>  | <b>11</b>                | <b>107</b>   | <b>.2</b>  | <b>.9</b>  | <b>4</b>                 | <b>70</b>    | <b>.1</b>  | <b>.8</b>  |
| SP '98         | 8                        | 177          | .1         | .8         | 7                         | 68           | .1         | .5          | 17                        | 43           | .3         | 1.1        | 11                       | 85           | .2         | .9         | 4                        | 68           | .1         | .7         |
| <b>WKXW-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 12                       | 196          | .2         | 1.2        | 16                        | 93           | .3         | 1.2         | 18                        | 86           | .3         | 1.2        | 21                       | 133          | .4         | 1.7        | 6                        | 68           | .1         | 1.2        |
| WI '99         | 8                        | 252          | .1         | .8         | 8                         | 93           | .1         | .6          | 13                        | 93           | .2         | .9         | 21                       | 176          | .4         | 1.7        | 2                        | 45           | .1         | .4         |
| FA '98         | 13                       | 268          | .2         | 1.3        | 9                         | 67           | .2         | .7          | 23                        | 125          | .4         | 1.6        | 18                       | 133          | .3         | 1.4        | 10                       | 80           | .2         | 1.9        |
| SU '98         | 7                        | 290          | .1         | .7         | 10                        | 162          | .2         | .8          | 12                        | 138          | .2         | .8         | 9                        | 167          | .2         | .7         | 4                        | 64           | .1         | .7         |
| <b>4-Book</b>  | <b>10</b>                | <b>252</b>   | <b>.2</b>  | <b>1.0</b> | <b>11</b>                 | <b>104</b>   | <b>.2</b>  | <b>.8</b>   | <b>17</b>                 | <b>111</b>   | <b>.3</b>  | <b>1.1</b> | <b>17</b>                | <b>152</b>   | <b>.3</b>  | <b>1.4</b> | <b>6</b>                 | <b>64</b>    | <b>.1</b>  | <b>1.1</b> |
| SP '98         | 7                        | 164          | .1         | .7         | 13                        | 50           | .2         | 1.0         | 16                        | 78           | .3         | 1.1        | 6                        | 95           | .1         | .5         | 1                        | 19           | .1         | .2         |
| <b>WLEV-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 6                        | 99           | .1         | .6         | 7                         | 51           | .1         | .5          | 14                        | 47           | .2         | 1.0        | 10                       | 64           | .2         | .8         | 1                        | 8            | .1         | .2         |
| WI '99         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | **                       | **           | **         | **         | **                        | **           | **         | **          | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | 2                        | 52           | .1         | .2         | 9                         | 9            | .1         | .2          | 9                         | 9            | .1         | .2         | 3                        | 34           | .1         | .2         |                          |              |            |            |
| <b>WNJD-FM</b> |                          |              |            |            |                           |              |            |             |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 7                        | 135          | .1         | .7         | 8                         | 56           | .1         | .6          | 14                        | 78           | .2         | 1.0        | 7                        | 59           | .1         | .6         |                          | 26           |            |            |
| WI '99         | 7                        | 129          | .1         | .7         | 7                         | 54           | .1         | .5          | 13                        | 63           | .2         | .9         | 7                        | 54           | .1         | .6         | 2                        | 37           |            | .4         |
| FA '98         | 3                        | 58           | .1         | .3         | 2                         | 38           | .1         | .1          | 9                         | 29           | .2         | .6         | 4                        | 19           | .1         | .3         |                          |              |            |            |
| SU '98         | 4                        | 101          | .1         | .4         | 5                         | 36           | .1         | .4          | 9                         | 36           | .2         | .6         | 5                        | 37           | .1         | .4         |                          |              |            |            |
| <b>4-Book</b>  | <b>5</b>                 | <b>106</b>   | <b>.1</b>  | <b>.5</b>  | <b>6</b>                  | <b>46</b>    | <b>.1</b>  | <b>.4</b>   | <b>11</b>                 | <b>52</b>    | <b>.2</b>  | <b>.8</b>  | <b>6</b>                 | <b>42</b>    | <b>.1</b>  | <b>.5</b>  | <b>1</b>                 | <b>16</b>    |            | <b>.1</b>  |
| SP '98         | 4                        | 151          | .1         | .4         | 3                         | 53           | .1         | .2          | 9                         | 77           | .2         | .6         | 5                        | 43           | .1         | .4         | 1                        | 18           |            | .2         |

Target Listener Trends - Women 18-34

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Women 18-34              |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |            |
|--------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|-------------|---------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|-------------|--------------------------|--------------|-------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |             | Monday-Friday<br>6AM-10AM |              |             |             | Monday-Friday<br>10AM-3PM |              |             |             | Monday-Friday<br>3PM-7PM |              |             |             | Monday-Friday<br>7PM-MID |              |             |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr |            |
| <b>WPST-FM</b>           |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |            |
| SP '99                   | 35           | 1110        | .6          | 3.6                       | 47           | 538         | .8          | 3.5                       | 56           | 535         | 1.0         | 3.9                      | 47           | 672         | .8          | 3.9                      | 16           | 346         | .3         | 3.3        |
| WI '99                   | 30           | 994         | .5          | 3.1                       | 34           | 436         | .6          | 2.5                       | 50           | 462         | .9          | 3.6                      | 46           | 586         | .8          | 3.7                      | 13           | 282         | .2         | 2.7        |
| FA '98                   | 30           | 925         | .5          | 2.9                       | 39           | 379         | .7          | 2.9                       | 43           | 378         | .8          | 2.9                      | 42           | 505         | .7          | 3.4                      | 12           | 207         | .2         | 2.2        |
| 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        |
| <b>4-Book</b>            | <b>32</b>    | <b>986</b>  | <b>.6</b>   | <b>3.2</b>                | <b>41</b>    | <b>437</b>  | <b>.7</b>   | <b>3.1</b>                | <b>49</b>    | <b>461</b>  | <b>.9</b>   | <b>3.4</b>               | <b>47</b>    | <b>589</b>  | <b>.8</b>   | <b>3.8</b>               | <b>14</b>    | <b>278</b>  | <b>.2</b>  | <b>2.6</b> |
| 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        |
| <b>TOTALS</b>            |              |             |             |                           |              |             |             |                           |              |             |             |                          |              |             |             |                          |              |             |            |            |
| SP '99                   | 966          | 5591        | 17.0        |                           | 1331         | 4820        | 23.4        |                           | 1451         | 4570        | 25.6        |                          | 1219         | 4842        | 21.5        |                          | 487          | 3567        | 8.6        |            |
| WI '99                   | 964          | 5455        | 17.0        |                           | 1386         | 4835        | 24.4        |                           | 1382         | 4408        | 24.3        |                          | 1228         | 4785        | 21.6        |                          | 475          | 3582        | 8.4        |            |
| FA '98                   | 1017         | 5519        | 17.9        |                           | 1364         | 4800        | 24.0        |                           | 1479         | 4378        | 26.1        |                          | 1253         | 4745        | 22.1        |                          | 540          | 3426        | 9.5        |            |
| SU '98                   | 1034         | 5629        | 17.9        |                           | 1280         | 4694        | 22.1        |                           | 1520         | 4664        | 26.3        |                          | 1274         | 4960        | 22.0        |                          | 610          | 3822        | 10.5       |            |
| <b>4-Book</b>            | <b>995</b>   | <b>5549</b> | <b>17.5</b> |                           | <b>1340</b>  | <b>4787</b> | <b>23.5</b> |                           | <b>1458</b>  | <b>4505</b> | <b>25.6</b> |                          | <b>1244</b>  | <b>4833</b> | <b>21.8</b> |                          | <b>528</b>   | <b>3599</b> | <b>9.3</b> |            |
| SP '98                   | 1036         | 5629        | 17.9        |                           | 1328         | 4957        | 22.9        |                           | 1489         | 4677        | 25.7        |                          | 1277         | 4963        | 22.1        |                          | 607          | 3899        | 10.5       |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 18-34

Target Listener Estimates - Women 18-34

|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 25                       | 528          | .4         | 1.9        | 8                  | 195          | .1         | 1.3        | 23                   | 105          | .4         | 4.9        | 9                    | 48           | .2         | .8         | 1                   | 20           |            | .1         |
| 4-Book          | 23                       | 614          | .4         | 1.7        | 9                  | 263          | .1         | 1.3        | 20                   | 107          | .4         | 4.0        | 8                    | 46           | .2         | .7         | 3                   | 29           | .1         | .3         |
| <b>WBEB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 148                      | 1149         | 2.6        | 11.0       | 27                 | 573          | .5         | 4.4        | 17                   | 90           | .3         | 3.6        | 40                   | 160          | .7         | 3.6        | 22                  | 109          | .4         | 3.0        |
| 4-Book          | 131                      | 1043         | 2.3        | 9.7        | 42                 | 509          | .8         | 6.4        | 32                   | 111          | .6         | 6.4        | 73                   | 192          | 1.3        | 6.5        | 45                  | 137          | .8         | 5.2        |
| <b>WDAS-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 12                       | 52           | .2         | .9         | 8                  | 51           | .1         | 1.3        | 8                    | 15           | .1         | 1.7        | 9                    | 15           | .2         | .8         | 1                   | 7            |            | .1         |
| 4-Book          | 14                       | 90           | .2         | 1.0        | 10                 | 83           | .2         | 1.5        | 8                    | 16           | .1         | 1.6        | 8                    | 14           | .2         | .7         | 6                   | 13           | .1         | .7         |
| <b>WDAS-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 73                       | 702          | 1.3        | 5.4        | 49                 | 456          | .9         | 7.9        | 38                   | 103          | .7         | 8.1        | 59                   | 177          | 1.0        | 5.4        | 59                  | 132          | 1.0        | 8.0        |
| 4-Book          | 93                       | 759          | 1.6        | 6.9        | 56                 | 523          | 1.0        | 8.4        | 38                   | 104          | .7         | 7.6        | 73                   | 185          | 1.3        | 6.4        | 65                  | 158          | 1.1        | 7.8        |
| <b>+WEMG-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| <b>WURD-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 22           |            | .1         | 1                  | 9            |            | .2         |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book          | 8                        | 57           | .1         | .6         | 5                  | 43           | .1         | .7         | 7                    | 13           | .1         | 1.3        | 8                    | 23           | .1         | .7         | 9                   | 20           | .2         | 1.0        |
| <b>WFIL-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 30           |            | .1         |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WHAT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 18           |            | .1         | 1                  | 15           |            | .2         |                      |              |            |            |                      |              |            |            | 4                   | 7            | .1         | .5         |
| 4-Book          | 2                        | 30           |            | .1         | 3                  | 26           | .1         | .4         | 4                    | 8            | .1         | .8         | 1                    | 4            |            | .1         | 4                   | 7            | .1         | .4         |
| <b>WIOQ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 149                      | 1985         | 2.6        | 11.1       | 77                 | 1258         | 1.4        | 12.5       | 53                   | 244          | .9         | 11.2       | 182                  | 668          | 3.2        | 16.6       | 104                 | 481          | 1.8        | 14.1       |
| 4-Book          | 123                      | 1686         | 2.2        | 9.1        | 61                 | 1060         | 1.1        | 9.2        | 47                   | 206          | .8         | 9.4        | 125                  | 504          | 2.2        | 11.1       | 80                  | 342          | 1.4        | 9.7        |
| <b>WIP -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 4                        | 59           | .1         | .3         | 1                  | 42           |            | .2         |                      |              |            |            | 3                    | 17           | .1         | .3         |                     |              |            |            |
| 4-Book          | 5                        | 91           | .1         | .4         | 3                  | 73           | .1         | .5         | 2                    | 10           |            | .4         | 4                    | 25           | .1         | .3         | 2                   | 7            |            | .2         |
| <b>WJZZ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 54                       | 346          | 1.0        | 4.0        | 17                 | 182          | .3         | 2.8        | 24                   | 46           | .4         | 5.1        | 32                   | 73           | .6         | 2.9        | 15                  | 47           | .3         | 2.0        |
| 4-Book          | 43                       | 371          | .8         | 3.1        | 20                 | 240          | .4         | 3.1        | 20                   | 50           | .4         | 4.0        | 31                   | 79           | .6         | 2.8        | 28                  | 77           | .5         | 3.3        |
| <b>WMGK-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 52                       | 831          | .9         | 3.9        | 19                 | 426          | .3         | 3.1        | 13                   | 91           | .2         | 2.8        | 45                   | 216          | .8         | 4.1        | 30                  | 131          | .5         | 4.1        |
| 4-Book          | 63                       | 842          | 1.1        | 4.7        | 27                 | 451          | .5         | 4.0        | 16                   | 72           | .3         | 3.2        | 54                   | 213          | 1.0        | 4.7        | 51                  | 162          | .9         | 5.9        |
| <b>WMMR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 44                       | 665          | .8         | 3.3        | 18                 | 454          | .3         | 2.9        | 12                   | 78           | .2         | 2.5        | 27                   | 173          | .5         | 2.5        | 25                  | 141          | .4         | 3.4        |
| 4-Book          | 47                       | 661          | .8         | 3.5        | 22                 | 408          | .4         | 3.2        | 12                   | 65           | .2         | 2.4        | 38                   | 165          | .7         | 3.3        | 27                  | 113          | .5         | 3.2        |
| <b>WNAP-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | * 1                      | 11           |            | .1         | * 1                | 11           |            | .2         |                      |              |            |            | 2                    | 11           |            | .2         | * 1                 | 3            |            | .1         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WOGL-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 26                       | 405          | .5         | 1.9        | 14                 | 204          | .2         | 2.3        | 14                   | 68           | .2         | 3.0        | 18                   | 73           | .3         | 1.6        | 7                   | 59           | .1         | 1.0        |
| 4-Book          | 27                       | 407          | .5         | 1.9        | 14                 | 254          | .3         | 2.1        | 11                   | 52           | .2         | 2.2        | 29                   | 96           | .5         | 2.5        | 17                  | 78           | .3         | 2.0        |
| <b>WPEN-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 2                        | 26           |            | .1         | 4                  | 24           | .1         | .6         | 8                    | 8            | .1         | 1.7        | 10                   | 18           | .2         | .9         | 8                   | 8            | .1         | 1.1        |
| 4-Book          | 2                        | 23           |            | .1         | 2                  | 20           |            | .3         | 4                    | 5            | .1         | .7         | 6                    | 12           | .1         | .6         | 3                   | 5            |            | .3         |
| <b>WPHI-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 52                       | 964          | .9         | 3.9        | 39                 | 633          | .7         | 6.3        | 37                   | 184          | .7         | 7.8        | 73                   | 296          | 1.3        | 6.7        | 44                  | 217          | .8         | 6.0        |
| 4-Book          | 65                       | 972          | 1.1        | 4.8        | 42                 | 618          | .8         | 6.3        | 27                   | 119          | .5         | 5.4        | 75                   | 271          | 1.3        | 6.7        | 59                  | 203          | 1.0        | 6.9        |
| <b>WPHT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          |                          | 13           |            |            | 1                  | 31           |            | .2         | 1                    | 5            |            | .2         |                      |              |            |            |                     |              |            |            |
| 4-Book          | 2                        | 29           |            | .1         | 1                  | 26           |            | .1         |                      | 1            |            | .1         |                      |              |            |            |                     | 2            |            | .1         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| Women 18-34              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |      |    |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |    |
| WPLY-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 94           | 1431       | 1.7        | 7.0                | 47           | 776        | .8         | 7.6                  | 19           | 120        | .3         | 4.0                  | 90           | 397        | 1.6        | 8.2                 | 59           | 241        | 1.0        | 8.0  |    |
| 4-Book                   | 63           | 1204       | 1.1        | 4.7                | 35           | 731        | .6         | 5.3                  | 17           | 104        | .3         | 3.4                  | 73           | 349        | 1.3        | 6.4                 | 46           | 221        | .8         | 5.6  |    |
| WSSJ-AM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 3            | 21         | .1         | .2                 | 2            | 18         |            | .3                   |              |            |            |                      | 3            | 7          | .1         | .3                  | 3            | 7          | .1         | .4   |    |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |    |
| WUSL-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 99           | 1221       | 1.7        | 7.4                | 66           | 836        | 1.2        | 10.7                 | 40           | 151        | .7         | 8.5                  | 110          | 404        | 1.9        | 10.0                | 88           | 310        | 1.6        | 12.0 |    |
| 4-Book                   | 118          | 1253       | 2.1        | 8.7                | 75           | 917        | 1.4        | 11.2                 | 54           | 177        | .9         | 10.9                 | 116          | 377        | 2.0        | 10.1                | 99           | 295        | 1.8        | 11.8 |    |
| +WVDB-AM                 |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | *            |            |            |                    | *            |            |            |                      |              |            |            |                      |              |            |            |                     |              | *          |            |      |    |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |    |
| WVOB-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 25           | 231        | .4         | 1.9                | 7            | 84         | .1         | 1.1                  | 4            | 8          | .1         | .8                   | 13           | 26         | .2         | 1.2                 | 4            | 8          | .1         | .5   |    |
| 4-Book                   | 17           | 188        | .3         | 1.3                | 7            | 103        | .1         | 1.1                  | 4            | 14         | .1         | .8                   | 4            | 11         | .1         | .4                  | 2            | 4          | .1         | .2   |    |
| WWJZ-AM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 1            | 8          |            | .1                 | 1            | 8          |            | .2                   |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| 4-Book                   |              | 9          |            |                    |              | 3          |            | .1                   |              |            | .1         |                      |              |            |            |                     |              |            |            |      |    |
| WXTU-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 50           | 439        | .9         | 3.7                | 23           | 296        | .4         | 3.7                  | 29           | 115        | .5         | 6.1                  | 31           | 139        | .5         | 2.8                 | 36           | 105        | .6         | 4.9  |    |
| 4-Book                   | 53           | 481        | .9         | 3.9                | 26           | 330        | .5         | 3.8                  | 29           | 122        | .5         | 5.9                  | 41           | 180        | .7         | 3.6                 | 29           | 115        | .5         | 3.5  |    |
| WXXM-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 60           | 938        | 1.1        | 4.5                | 19           | 461        | .3         | 3.1                  | 14           | 104        | .2         | 3.0                  | 33           | 177        | .6         | 3.0                 | 28           | 177        | .5         | 3.8  |    |
| 4-Book                   | 76           | 1123       | 1.3        | 5.6                | 36           | 676        | .6         | 5.4                  | 24           | 120        | .4         | 4.7                  | 76           | 320        | 1.3        | 6.7                 | 45           | 229        | .8         | 5.3  |    |
| WYSP-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 95           | 1100       | 1.7        | 7.1                | 25           | 451        | .4         | 4.0                  | 23           | 98         | .4         | 4.9                  | 46           | 217        | .8         | 4.2                 | 30           | 167        | .5         | 4.1  |    |
| 4-Book                   | 86           | 1089       | 1.5        | 6.4                | 22           | 438        | .4         | 3.4                  | 15           | 65         | .3         | 3.1                  | 41           | 185        | .8         | 3.7                 | 34           | 142        | .6         | 4.0  |    |
| WYXR-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 68           | 1204       | 1.2        | 5.1                | 45           | 733        | .8         | 7.3                  | 17           | 109        | .3         | 3.6                  | 57           | 262        | 1.0        | 5.2                 | 67           | 199        | 1.2        | 9.1  |    |
| 4-Book                   | 96           | 1241       | 1.7        | 7.1                | 41           | 755        | .7         | 6.2                  | 27           | 129        | .5         | 5.4                  | 68           | 302        | 1.2        | 6.0                 | 55           | 190        | 1.0        | 6.7  |    |
| WBYN-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 1            | 17         |            | .1                 | 1            | 17         |            | .2                   | 3            | 17         | .1         | .6                   | 1            | 8          |            | .1                  | 2            | 8          |            | .3   |    |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |    |
| WJBR-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 7            | 148        | .1         | .5                 | 1            | 61         |            | .2                   | 4            | 24         | .1         | .8                   | 2            | 16         |            | .2                  | 2            | 16         |            | .3   |    |
| 4-Book                   | 11           | 150        | .2         | .8                 | 3            | 73         |            | .5                   | 3            | 11         | .1         | .6                   | 8            | 29         | .1         | .7                  | 7            | 25         | .1         | .8   |    |
| WXXV-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 18           | 159        | .3         | 1.3                | 3            | 58         | .1         | .5                   | 2            | 9          |            | .4                   | 12           | 43         | .2         | 1.1                 |              |            |            |      |    |
| 4-Book                   | 15           | 214        | .3         | 1.1                | 4            | 72         | .1         | .5                   | 3            | 14         |            | .5                   | 5            | 23         | .1         | .4                  | 1            | 7          |            | .1   |    |
| WLEV-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 10           | 99         | .2         | .7                 | 3            | 27         | .1         | .5                   | 2            | 8          |            | .4                   |              |            |            |                     |              | 3          | 10         | .1   | .4 |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |    |
| WNJD-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 10           | 110        | .2         | .7                 | 5            | 68         | .1         | .8                   | 3            | 15         | .1         | .6                   | 5            | 16         | .1         | .5                  | 2            | 10         |            | .3   |    |
| 4-Book                   | 8            | 78         | .2         | .6                 | 4            | 47         | .1         | .6                   | 1            | 4          |            | .2                   | 6            | 18         | .1         | .5                  | 3            | 12         | .1         | .4   |    |
| WPST-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 51           | 1014       | .9         | 3.8                | 21           | 518        | .4         | 3.4                  | 11           | 81         | .2         | 2.3                  | 49           | 222        | .9         | 4.5                 | 24           | 158        | .4         | 3.3  |    |
| 4-Book                   | 46           | 865        | .8         | 3.4                | 19           | 453        | .4         | 2.9                  | 14           | 70         | .2         | 2.7                  | 38           | 176        | .7         | 3.4                 | 29           | 141        | .5         | 3.5  |    |
| TOTALS                   |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |    |
| SP '99                   | 1343         | 5515       | 23.7       |                    | 618          | 4482       | 10.9       |                      | 472          | 1482       | 8.3        |                      | 1097         | 2914       | 19.3       |                     | 735          | 2150       | 12.9       |      |    |
| 4-Book                   | 1356         | 5471       | 23.8       |                    | 665          | 4630       | 11.7       |                      | 499          | 1543       | 8.8        |                      | 1134         | 2872       | 19.9       |                     | 839          | 2219       | 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

## Women 18-34

Target Listener Estimates - Women 18-34

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 3                   | 28           | .1         | .5         | 16                 | 55           | .3         | 4.9        | 2                  | 28           | .3         | .3         | 6                 | 27           | .1         | 1.1        | 3                 | 35           | .1         | .8         |
| 4-Book          | 4                   | 31           | .1         | .7         | 22                 | 77           | .4         | 5.3        | 7                  | 63           | .1         | .9         | 4                 | 21           | .1         | .7         | 4                 | 34           | .1         | 1.0        |
| <b>WBEB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 36                  | 125          | .6         | 6.5        | 18                 | 82           | .3         | 5.5        | 36                 | 184          | .6         | 4.9        | 32                | 87           | .6         | 5.9        | 14                | 90           | .2         | 3.5        |
| 4-Book          | 31                  | 116          | .5         | 5.5        | 29                 | 99           | .5         | 7.0        | 49                 | 170          | .9         | 6.3        | 41                | 111          | .7         | 7.1        | 33                | 118          | .6         | 8.6        |
| <b>WDAS-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 9                  | 11           | .2         | 2.7        | 17                 | 39           | .3         | 2.3        | 9                 | 22           | .2         | 1.7        | 12                | 27           | .2         | 3.0        |
| 4-Book          | 3                   | 5            | .1         | .5         | 27                 | 52           | .5         | 6.3        | 20                 | 55           | .4         | 2.5        | 5                 | 12           | .1         | .9         | 4                 | 13           | .1         | 1.0        |
| <b>WDAS-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 53                  | 129          | .9         | 9.6        | 38                 | 90           | .7         | 11.6       | 36                 | 112          | .6         | 4.9        | 34                | 69           | .6         | 6.3        | 70                | 137          | 1.2        | 17.5       |
| 4-Book          | 53                  | 125          | .9         | 9.2        | 38                 | 87           | .7         | 9.4        | 48                 | 156          | .9         | 5.9        | 48                | 102          | .8         | 8.2        | 76                | 154          | 1.3        | 19.1       |
| <b>+WEMG-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WURD-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            | 4                  | 9            | .1         | .5         | 5                 | 9            | .1         | .9         |                   |              |            |            |
| 4-Book          | 2                   | 10           | .1         | .4         | 2                  | 8            | .1         | .4         | 5                  | 14           | .1         | .5         | 7                 | 15           | .1         | 1.2        |                   |              |            |            |
| <b>WFIL-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WHAT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            | 4                  | 7            | .1         | .5         |                   |              |            |            | 3                 | 4            | .1         | .7         |
| 4-Book          |                     |              |            |            | 6                  | 7            | .1         | 1.3        | 3                  | 12           | .1         | .4         | 2                 | 4            |            | .2         |                   |              |            |            |
| <b>WIOQ-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 64                  | 298          | 1.1        | 11.6       | 25                 | 138          | .4         | 7.6        | 83                 | 409          | 1.5        | 11.2       | 59                | 277          | 1.0        | 10.9       | 32                | 218          | .6         | 8.0        |
| 4-Book          | 59                  | 252          | 1.0        | 10.4       | 28                 | 131          | .5         | 6.8        | 70                 | 335          | 1.2        | 8.7        | 45                | 207          | .8         | 7.6        | 24                | 120          | .4         | 6.3        |
| <b>WIP -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            |                    |              |            |            | 2                 | 16           |            | .4         | 2                 | 8            |            | .5         |
| 4-Book          | 1                   | 6            |            | .2         | 1                  | 4            |            | .2         | 5                  | 20           | .1         | .6         | 5                 | 21           | .1         | .8         | 4                 | 8            | .1         | 1.0        |
| <b>WJZZ-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 12                  | 52           | .2         | 2.2        | 5                  | 26           | .1         | 1.5        | 15                 | 45           | .3         | 2.0        | 17                | 47           | .3         | 3.1        | 14                | 46           | .2         | 3.5        |
| 4-Book          | 20                  | 69           | .4         | 3.4        | 11                 | 36           | .2         | 2.7        | 22                 | 56           | .4         | 2.7        | 17                | 48           | .3         | 2.7        | 12                | 51           | .2         | 3.2        |
| <b>WMGK-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 9                   | 60           | .2         | 1.6        | 3                  | 18           | .1         | .9         | 28                 | 119          | .5         | 3.8        | 18                | 79           | .3         | 3.3        | 2                 | 8            |            | .5         |
| 4-Book          | 19                  | 94           | .4         | 3.4        | 7                  | 35           | .1         | 1.7        | 32                 | 144          | .6         | 3.9        | 30                | 92           | .5         | 4.6        | 9                 | 51           | .2         | 2.1        |
| <b>WMMR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 15                  | 77           | .3         | 2.7        | 1                  | 8            |            | .3         | 19                 | 111          | .3         | 2.6        | 29                | 118          | .5         | 5.4        | 16                | 78           | .3         | 4.0        |
| 4-Book          | 14                  | 90           | .3         | 2.5        | 9                  | 32           | .2         | 2.1        | 27                 | 119          | .5         | 3.4        | 32                | 110          | .6         | 5.3        | 12                | 53           | .2         | 3.0        |
| <b>WNAP-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WOGL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 13                  | 44           | .2         | 2.4        | 23                 | 64           | .4         | 7.0        | 20                 | 64           | .4         | 2.7        | 6                 | 20           | .1         | 1.1        | 12                | 25           | .2         | 3.0        |
| 4-Book          | 10                  | 47           | .2         | 1.8        | 14                 | 54           | .2         | 3.5        | 14                 | 69           | .3         | 1.8        | 13                | 42           | .2         | 2.2        | 8                 | 23           | .1         | 1.7        |
| <b>WPEN-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 1                   | 6            |            | .2         |                    |              |            |            |                    |              |            |            |                   |              |            |            | 1                 | 6            |            | .3         |
| 4-Book          |                     | 4            |            | .1         | 1                  | 3            |            | .1         | 1                  | 3            |            | .2         |                   |              |            |            | 2                 | 4            |            | .4         |
| <b>WPHI-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 52                  | 206          | .9         | 9.4        | 16                 | 71           | .3         | 4.9        | 47                 | 209          | .8         | 6.4        | 13                | 73           | .2         | 2.4        | 18                | 59           | .3         | 4.5        |
| 4-Book          | 52                  | 195          | .9         | 9.0        | 14                 | 66           | .3         | 3.4        | 43                 | 175          | .8         | 5.5        | 30                | 124          | .5         | 4.8        | 29                | 93           | .5         | 7.4        |
| <b>WPHT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            | 2                  | 16           |            | .3         | 1                 | 8            |            | .2         | 1                 | 9            |            | .3         |
| 4-Book          | 1                   | 2            |            | .1         | 1                  | 7            |            | .3         | 1                  | 6            |            | .1         | 1                 | 2            |            | .1         | 2                 | 7            |            | .4         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| 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 |      |
| <b>WPLY-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 40        | 163     | .7      | 7.2             | 20        | 72      | .4      | 6.1             | 59        | 304     | 1.0     | 8.0            | 39        | 185     | .7      | 7.2            | 37        | 178     | .7      | 9.3  |
| 4-Book           | 28        | 156     | .5      | 4.9             | 16        | 85      | .3      | 4.0             | 43        | 230     | .8      | 5.6            | 34        | 166     | .6      | 5.8            | 16        | 98      | .3      | 3.9  |
| <b>WSSJ-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 1         | 7       | .2      | .2              | **        | **      | **      | **              | 4         | 7       | .1      | .5             | 6         | 18      | .1      | 1.1            | **        | **      | **      | **   |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| <b>WUSL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 69        | 294     | 1.2     | 12.5            | 44        | 153     | .8      | 13.4            | 81        | 281     | 1.4     | 11.0           | 54        | 186     | 1.0     | 10.0           | 34        | 111     | .6      | 8.5  |
| 4-Book           | 82        | 277     | 1.4     | 14.5            | 55        | 195     | 1.0     | 13.3            | 94        | 322     | 1.6     | 11.6           | 54        | 190     | 1.0     | 8.9            | 40        | 124     | .7      | 10.0 |
| <b>+WWDB-AM</b>  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | *         | **      | **      | **             | **        | **      | **      | **   |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| <b>WWDB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 4         | 16      | .1      | .7              | 7         | 26      | .1      | 2.1             | 25        | 60      | .4      | 3.4            | 2         | 7       | .3      |                | 1         | 9       | .3      |      |
| 4-Book           | 6         | 22      | .1      | 1.1             | 6         | 26      | .1      | 1.5             | 32        | 65      | .6      | 4.0            | 2         | 7       | .3      |                | 1         | 9       | .3      |      |
| <b>WWJZ-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 |           |         |         |                 |           |         |         |                | 6         | 8       | .1      | 1.1            |           |         |         |      |
| 4-Book           |           |         |         |                 |           |         |         |                 |           |         |         |                | 2         | 2       | .3      |                |           |         |         |      |
| <b>WXTU-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 17        | 58      | .3      | 3.1             | 21        | 109     | .4      | 6.4             | 19        | 71      | .3      | 2.6            | 21        | 35      | .4      | 3.9            | 13        | 70      | .2      | 3.3  |
| 4-Book           | 15        | 66      | .3      | 2.5             | 20        | 85      | .4      | 5.0             | 31        | 126     | .5      | 3.8            | 29        | 95      | .5      | 4.9            | 12        | 59      | .2      | 2.9  |
| <b>WXXM-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 8         | 70      | .1      | 1.4             | 6         | 46      | .1      | 1.8             | 28        | 133     | .5      | 3.8            | 21        | 139     | .4      | 3.9            | 14        | 64      | .2      | 3.5  |
| 4-Book           | 29        | 153     | .5      | 5.0             | 12        | 67      | .2      | 2.7             | 50        | 225     | .9      | 6.0            | 33        | 165     | .6      | 5.5            | 18        | 103     | .3      | 4.3  |
| <b>WYSP-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 18        | 74      | .3      | 3.3             | 8         | 42      | .1      | 2.4             | 29        | 126     | .5      | 3.9            | 20        | 93      | .4      | 3.7            | 25        | 97      | .4      | 6.3  |
| 4-Book           | 20        | 84      | .3      | 3.4             | 8         | 33      | .1      | 1.8             | 26        | 138     | .5      | 3.4            | 18        | 75      | .3      | 3.1            | 14        | 65      | .3      | 3.5  |
| <b>WYXR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 62        | 203     | 1.1     | 11.2            | 16        | 67      | .3      | 4.9             | 55        | 247     | 1.0     | 7.4            | 57        | 205     | 1.0     | 10.5           | 24        | 115     | .4      | 6.0  |
| 4-Book           | 41        | 166     | .7      | 7.3             | 17        | 82      | .3      | 4.1             | 48        | 229     | .9      | 6.2            | 39        | 163     | .7      | 6.6            | 24        | 112     | .4      | 5.9  |
| <b>WBYN-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | **        | **      | **      | **              | 1         | 8       | .3      | 3               | **        | 8       | .3      | 3              | **        | **      | **      | **             | 1         | 8       | .3      | 3    |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| <b>WJBR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           | 7       |         |                 |           | 8       |         |                 | 2         | 7       | .3      |                | 1         | 16      | .2      |                | 1         | 13      | .3      |      |
| 4-Book           | 2         | 15      | .1      | .4              | 1         | 7       | .2      |                 | 3         | 13      | .1      | .3             | 1         | 16      | .3      |                | 1         | 10      | .2      |      |
| <b>WKXV-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 3         | 15      | .1      | .5              |           | 8       |         |                 | 6         | 18      | .1      | .8             |           | 11      | .1      | .6             | 3         | 7       | .1      | .7   |
| 4-Book           | 6         | 20      | .1      | 1.0             | 2         | 8       | .4      |                 | 6         | 22      | .1      | .7             | 4         | 11      | .1      | .6             | 3         | 7       | .1      | .7   |
| <b>WLEV-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 2         | 8       | .4      | .4              | 3         | 8       | .1      | .9              | 7         | 8       | .1      | .9             | 1         | 8       | .2      |                | 5         | 8       | .1      | 1.3  |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| <b>WNJO-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 2         | 17      | .4      | .4              |           |         |         |                 | 16        | 40      | .3      | 2.2            | 13        | 26      | .2      | 2.4            |           |         |         |      |
| 4-Book           | 1         | 7       | .2      | .2              | 3         | 5       | .1      | .6              | 8         | 17      | .1      | 1.1            | 6         | 18      | .1      | 1.2            | 1         | 5       | .3      |      |
| <b>WPST-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 10        | 97      | .2      | 1.8             | 11        | 73      | .2      | 3.4             | 21        | 148     | .4      | 2.8            | 28        | 124     | .5      | 5.2            | 12        | 56      | .2      | 3.0  |
| 4-Book           | 13        | 89      | .2      | 2.2             | 8         | 53      | .2      | 1.9             | 19        | 132     | .4      | 2.4            | 22        | 92      | .4      | 3.6            | 12        | 59      | .2      | 3.0  |
| <b>TOTALS</b>    |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 552       | 1664    | 9.7     |                 | 328       | 1029    | 5.8     |                 | 739       | 2217    | 13.0    |                | 542       | 1550    | 9.5     |                | 399       | 1261    | 7.0     |      |
| 4-Book           | 570       | 1748    | 10.0    |                 | 413       | 1232    | 7.3     |                 | 797       | 2317    | 14.0    |                | 597       | 1662    | 10.5    |                | 399       | 1224    | 7.0     |      |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 18-49

Target Listener Trends - Women 18-49

|                 | Monday-Sunday<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |             | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 58                       | 2207         | .5         | 2.9         | 164                       | 1543         | 1.4        | 5.7        | 41                        | 597          | .4         | 1.4         | 71                       | 971          | .6         | 2.9         | 14                       | 352          | .1         | 1.6         |
| WI '99          | 76                       | 2494         | .7         | 3.8         | 231                       | 1741         | 2.0        | 7.6        | 49                        | 730          | .4         | 1.6         | 74                       | 1088         | .6         | 3.1         | 23                       | 445          | .2         | 2.6         |
| FA '98          | 63                       | 2204         | .5         | 3.1         | 194                       | 1496         | 1.7        | 6.8        | 41                        | 678          | .4         | 1.4         | 62                       | 980          | .5         | 2.5         | 18                       | 352          | .2         | 1.8         |
| SU '98          | 68                       | 2368         | .6         | 3.3         | 183                       | 1443         | 1.6        | 6.7        | 36                        | 717          | .3         | 1.2         | 71                       | 915          | .6         | 3.0         | 32                       | 469          | .3         | 3.0         |
| <b>4-Book</b>   | <b>66</b>                | <b>2318</b>  | <b>.6</b>  | <b>3.3</b>  | <b>193</b>                | <b>1556</b>  | <b>1.7</b> | <b>6.7</b> | <b>42</b>                 | <b>681</b>   | <b>.4</b>  | <b>1.4</b>  | <b>70</b>                | <b>989</b>   | <b>.6</b>  | <b>2.9</b>  | <b>22</b>                | <b>405</b>   | <b>.2</b>  | <b>2.3</b>  |
| SP '98          | 72                       | 2582         | .6         | 3.5         | 220                       | 1792         | 1.9        | 7.7        | 51                        | 789          | .4         | 1.7         | 69                       | 1086         | .6         | 2.8         | 21                       | 446          | .2         | 2.1         |
| <b>WBEB-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 202                      | 2800         | 1.7        | 10.1        | 267                       | 1664         | 2.3        | 9.3        | 447                       | 1577         | 3.9        | 14.7        | 252                      | 1595         | 2.2        | 10.2        | 65                       | 822          | .6         | 7.3         |
| WI '99          | 214                      | 2794         | 1.8        | 10.7        | 285                       | 1551         | 2.5        | 9.4        | 405                       | 1599         | 3.5        | 13.4        | 232                      | 1589         | 2.0        | 9.7         | 89                       | 926          | .8         | 10.3        |
| FA '98          | 197                      | 2678         | 1.7        | 9.7         | 268                       | 1642         | 2.3        | 9.4        | 370                       | 1467         | 3.2        | 12.6        | 235                      | 1599         | 2.0        | 9.5         | 69                       | 896          | .6         | 7.1         |
| SU '98          | 216                      | 2700         | 1.8        | 10.6        | 260                       | 1579         | 2.2        | 9.5        | 469                       | 1655         | 4.0        | 15.6        | 267                      | 1641         | 2.3        | 11.2        | 76                       | 898          | .7         | 7.2         |
| <b>4-Book</b>   | <b>207</b>               | <b>2743</b>  | <b>1.8</b> | <b>10.3</b> | <b>270</b>                | <b>1609</b>  | <b>2.3</b> | <b>9.4</b> | <b>423</b>                | <b>1575</b>  | <b>3.7</b> | <b>14.1</b> | <b>247</b>               | <b>1606</b>  | <b>2.1</b> | <b>10.2</b> | <b>75</b>                | <b>886</b>   | <b>.7</b>  | <b>8.0</b>  |
| SP '98          | 221                      | 2947         | 1.9        | 10.7        | 280                       | 1664         | 2.4        | 9.8        | 423                       | 1571         | 3.6        | 13.9        | 274                      | 1796         | 2.3        | 11.2        | 82                       | 954          | .7         | 8.1         |
| <b>WDAS-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 17                       | 253          | .1         | .8          | 26                        | 119          | .2         | .9         | 18                        | 89           | .2         | .6          | 15                       | 78           | .1         | .6          | 7                        | 45           | .1         | .8          |
| WI '99          | 32                       | 367          | .3         | 1.6         | 52                        | 215          | .4         | 1.7        | 37                        | 145          | .3         | 1.2         | 31                       | 136          | .3         | 1.3         | 16                       | 125          | .1         | 1.8         |
| FA '98          | 21                       | 303          | .2         | 1.0         | 35                        | 162          | .3         | 1.2        | 17                        | 86           | .1         | .6          | 22                       | 123          | .2         | .9          | 5                        | 49           | .1         | .5          |
| SU '98          | 16                       | 266          | .1         | .8          | 36                        | 165          | .3         | 1.3        | 19                        | 108          | .2         | .6          | 7                        | 34           | .1         | .3          | 4                        | 55           | .1         | .4          |
| <b>4-Book</b>   | <b>22</b>                | <b>297</b>   | <b>.2</b>  | <b>1.1</b>  | <b>37</b>                 | <b>165</b>   | <b>.3</b>  | <b>1.3</b> | <b>23</b>                 | <b>107</b>   | <b>.2</b>  | <b>.8</b>   | <b>19</b>                | <b>93</b>    | <b>.2</b>  | <b>.8</b>   | <b>8</b>                 | <b>69</b>    | <b>.1</b>  | <b>.9</b>   |
| SP '98          | 27                       | 397          | .2         | 1.3         | 49                        | 193          | .4         | 1.7        | 28                        | 105          | .2         | .9          | 17                       | 109          | .1         | .7          | 2                        | 28           | .1         | .2          |
| <b>WDAS-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 170                      | 1760         | 1.5        | 8.5         | 229                       | 1106         | 2.0        | 7.9        | 196                       | 880          | 1.7        | 6.5         | 209                      | 1092         | 1.8        | 8.5         | 130                      | 765          | 1.1        | 14.7        |
| WI '99          | 192                      | 1826         | 1.7        | 9.6         | 266                       | 1110         | 2.3        | 8.8        | 222                       | 971          | 1.9        | 7.4         | 214                      | 1136         | 1.8        | 8.9         | 143                      | 910          | 1.2        | 16.5        |
| FA '98          | 190                      | 1838         | 1.6        | 9.3         | 231                       | 1120         | 2.0        | 8.1        | 226                       | 961          | 2.0        | 7.7         | 214                      | 1053         | 1.8        | 8.6         | 163                      | 991          | 1.4        | 16.8        |
| SU '98          | 200                      | 1955         | 1.7        | 9.8         | 256                       | 1136         | 2.2        | 9.3        | 249                       | 1116         | 2.1        | 8.3         | 203                      | 1158         | 1.7        | 8.5         | 168                      | 955          | 1.4        | 15.9        |
| <b>4-Book</b>   | <b>188</b>               | <b>1845</b>  | <b>1.6</b> | <b>9.3</b>  | <b>246</b>                | <b>1118</b>  | <b>2.1</b> | <b>8.5</b> | <b>223</b>                | <b>982</b>   | <b>1.9</b> | <b>7.5</b>  | <b>210</b>               | <b>1110</b>  | <b>1.8</b> | <b>8.6</b>  | <b>151</b>               | <b>905</b>   | <b>1.3</b> | <b>16.0</b> |
| SP '98          | 197                      | 1915         | 1.7        | 9.6         | 278                       | 1120         | 2.4        | 9.7        | 248                       | 1033         | 2.1        | 8.2         | 213                      | 1190         | 1.8        | 8.7         | 155                      | 990          | 1.3        | 15.3        |
| <b>+WEMG-AM</b> |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 10                       | 134          | .1         | .5          | 15                        | 76           | .1         | .5         | 19                        | 96           | .2         | .6          | 14                       | 126          | .1         | .6          | 4                        | 48           | .1         | .5          |
| WI '99          | 12                       | 88           | .1         | .6          | 16                        | 52           | .1         | .5         | 14                        | 59           | .1         | .5          | 16                       | 77           | .1         | .7          | 8                        | 58           | .1         | .9          |
| FA '98          | 20                       | 149          | .2         | 1.0         | 21                        | 108          | .2         | .7         | 33                        | 111          | .3         | 1.1         | 27                       | 102          | .2         | 1.1         | 7                        | 47           | .1         | .7          |
| SU '98          | 17                       | 148          | .1         | .8          | 18                        | 93           | .2         | .7         | 17                        | 101          | .1         | .6          | 22                       | 112          | .2         | .9          | 9                        | 51           | .1         | .9          |
| <b>4-Book</b>   | <b>15</b>                | <b>130</b>   | <b>.1</b>  | <b>.7</b>   | <b>18</b>                 | <b>82</b>    | <b>.2</b>  | <b>.6</b>  | <b>21</b>                 | <b>92</b>    | <b>.2</b>  | <b>.7</b>   | <b>20</b>                | <b>104</b>   | <b>.2</b>  | <b>.8</b>   | <b>7</b>                 | <b>51</b>    | <b>.1</b>  | <b>.8</b>   |
| SP '98          | 25                       | 187          | .2         | 1.2         | 35                        | 129          | .3         | 1.2        | 46                        | 157          | .4         | 1.5         | 23                       | 156          | .2         | .9          | 4                        | 71           | .1         | .4          |
| <b>WFIL-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 9                        | 128          | .1         | .4          | 16                        | 75           | .1         | .6         | 19                        | 69           | .2         | .6          | 10                       | 66           | .1         | .4          | 3                        | 30           | .1         | .3          |
| WI '99          | 3                        | 138          | .1         | .4          | 6                         | 73           | .1         | .2         | 3                         | 58           | .1         | .1          | 6                        | 63           | .1         | .2          | 3                        | 47           | .1         | .3          |
| FA '98          | **                       | **           | **         | **          | **                        | **           | **         | **         | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |
| SU '98          | 5                        | 122          | .1         | .2          | 13                        | 66           | .1         | .5         | 3                         | 52           | .1         | .1          | 8                        | 61           | .1         | .3          | 3                        | 30           | .1         | .3          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **          | **                        | **           | **         | **         | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 6                        | 100          | .1         | .3          | 11                        | 51           | .1         | .4         | 4                         | 40           | .1         | .1          | 6                        | 20           | .1         | .2          |                          |              |            |             |
| WI '99          | 8                        | 159          | .1         | .4          | 13                        | 81           | .1         | .4         | 11                        | 77           | .1         | .4          | 9                        | 48           | .1         | .4          | 5                        | 36           | .1         | .6          |
| FA '98          | 11                       | 150          | .1         | .5          | 24                        | 100          | .2         | .8         | 7                         | 52           | .1         | .2          | 7                        | 33           | .1         | .3          | 7                        | 13           | .1         | .7          |
| SU '98          | 12                       | 183          | .1         | .6          | 12                        | 69           | .1         | .4         | 19                        | 77           | .2         | .6          | 9                        | 60           | .1         | .4          | 1                        | 24           | .1         | .1          |
| <b>4-Book</b>   | <b>9</b>                 | <b>148</b>   | <b>.1</b>  | <b>.5</b>   | <b>15</b>                 | <b>75</b>    | <b>.1</b>  | <b>.5</b>  | <b>10</b>                 | <b>62</b>    | <b>.1</b>  | <b>.3</b>   | <b>8</b>                 | <b>40</b>    | <b>.1</b>  | <b>.3</b>   | <b>3</b>                 | <b>18</b>    | <b>.1</b>  | <b>.4</b>   |
| SP '98          | 8                        | 158          | .1         | .4          | 10                        | 72           | .1         | .3         | 8                         | 51           | .1         | .3          | 4                        | 44           | .1         | .2          | 7                        | 28           | .1         | .7          |
| <b>W100-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 149                      | 3328         | 1.3        | 7.4         | 173                       | 1759         | 1.5        | 6.0        | 226                       | 1749         | 2.0        | 7.4         | 197                      | 1993         | 1.7        | 8.0         | 60                       | 1160         | .5         | 6.8         |
| WI '99          | 116                      | 2646         | 1.0        | 5.8         | 160                       | 1233         | 1.4        | 5.3        | 186                       | 1523         | 1.6        | 6.2         | 146                      | 1564         | 1.3        | 6.1         | 49                       | 851          | .4         | 5.6         |
| FA '98          | 123                      | 2719         | 1.1        | 6.0         | 164                       | 1334         | 1.4        | 5.8        | 193                       | 1555         | 1.7        | 6.6         | 157                      | 1601         | 1.4        | 6.3         | 46                       | 892          | .4         | 4.7         |
| SU '98          | 133                      | 2765         | 1.1        | 6.5         | 150                       | 1178         | 1.3        | 5.5        | 217                       | 1724         | 1.9        | 7.2         | 157                      | 1697         | 1.3        | 6.6         | 60                       | 911          | .5         | 5.7         |
| <b>4-Book</b>   | <b>130</b>               | <b>2865</b>  | <b>1.1</b> | <b>6.4</b>  | <b>162</b>                | <b>1376</b>  | <b>1.4</b> | <b>5.7</b> | <b>206</b>                | <b>1638</b>  | <b>1.8</b> | <b>6.9</b>  | <b>164</b>               | <b>1714</b>  | <b>1.4</b> | <b>6.8</b>  | <b>54</b>                | <b>954</b>   | <b>.5</b>  | <b>5.7</b>  |
| SP '98          | 118                      | 2746         | 1.0        | 5.7         | 131                       | 1244         | 1.1        | 4.6        | 191                       | 1498         | 1.6        | 6.3         | 151                      | 1615         | 1.3        | 6.2         | 60                       | 941          | .5         | 5.9         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Women 18-49              |              |             |            |                           |              |            |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>WIP -AM</b>           |              |             |            |                           |              |            |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 7            | 323         | .1         | .3                        | 24           | 142        | .2         | .8                        | 2            | 36          | .1         |                          | 5            | 80          | .2         |                          | 3            | 70         | .3         |            |
| WI '99                   | 11           | 437         | .1         | .5                        | 24           | 201        | .2         | .8                        | 9            | 84          | .1         | .3                       | 15           | 147         | .1         | .6                       | 4            | 83         | .5         |            |
| FA '98                   | 16           | 443         | .1         | .8                        | 30           | 174        | .3         | 1.1                       | 14           | 133         | .1         | .5                       | 18           | 204         | .2         | .7                       | 11           | 114        | 1.1        |            |
| SU '98                   | 13           | 284         | .1         | .6                        | 36           | 151        | .3         | 1.3                       | 12           | 90          | .1         | .4                       | 12           | 84          | .1         | .5                       | 4            | 57         | .4         |            |
| <b>4-Book</b>            | <b>12</b>    | <b>372</b>  | <b>.1</b>  | <b>.6</b>                 | <b>29</b>    | <b>167</b> | <b>.3</b>  | <b>1.0</b>                | <b>9</b>     | <b>86</b>   | <b>.1</b>  | <b>.3</b>                | <b>13</b>    | <b>129</b>  | <b>.1</b>  | <b>.5</b>                | <b>6</b>     | <b>81</b>  | <b>.6</b>  |            |
| SP '98                   | 15           | 398         | .1         | .7                        | 31           | 230        | .3         | 1.1                       | 25           | 122         | .2         | .8                       | 19           | 123         | .2         | .8                       | 5            | 110        | .5         |            |
| <b>WJZ-FM</b>            |              |             |            |                           |              |            |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 122          | 1502        | 1.1        | 6.1                       | 141          | 759        | 1.2        | 4.9                       | 236          | 809         | 2.0        | 7.8                      | 153          | 889         | 1.3        | 6.2                      | 42           | 416        | .4         | 4.7        |
| WI '99                   | 109          | 1594        | .9         | 5.4                       | 115          | 729        | 1.0        | 3.8                       | 212          | 753         | 1.8        | 7.0                      | 134          | 859         | 1.2        | 5.6                      | 55           | 493        | .5         | 6.3        |
| FA '98                   | 92           | 1558        | .8         | 4.5                       | 106          | 700        | .9         | 3.7                       | 153          | 745         | 1.3        | 5.2                      | 121          | 859         | 1.0        | 4.9                      | 41           | 496        | .4         | 4.2        |
| SU '98                   | 90           | 1394        | .8         | 4.4                       | 82           | 593        | .7         | 3.0                       | 142          | 626         | 1.2        | 4.7                      | 116          | 815         | 1.0        | 4.9                      | 58           | 418        | .5         | 5.5        |
| <b>4-Book</b>            | <b>103</b>   | <b>1512</b> | <b>.9</b>  | <b>5.1</b>                | <b>111</b>   | <b>695</b> | <b>1.0</b> | <b>3.9</b>                | <b>186</b>   | <b>733</b>  | <b>1.6</b> | <b>6.2</b>               | <b>131</b>   | <b>856</b>  | <b>1.1</b> | <b>5.4</b>               | <b>49</b>    | <b>456</b> | <b>.5</b>  | <b>5.2</b> |
| SP '98                   | 116          | 1732        | 1.0        | 5.6                       | 102          | 729        | .9         | 3.6                       | 203          | 785         | 1.7        | 6.7                      | 145          | 969         | 1.2        | 5.9                      | 69           | 742        | .6         | 6.8        |
| <b>WMGK-FM</b>           |              |             |            |                           |              |            |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 85           | 2054        | .7         | 4.2                       | 101          | 885        | .9         | 3.5                       | 151          | 978         | 1.3        | 5.0                      | 123          | 1248        | 1.1        | 5.0                      | 29           | 592        | .3         | 3.3        |
| WI '99                   | 84           | 2030        | .7         | 4.2                       | 94           | 893        | .8         | 3.1                       | 155          | 963         | 1.3        | 5.1                      | 118          | 1236        | 1.0        | 4.9                      | 23           | 461        | .2         | 2.6        |
| FA '98                   | 97           | 1858        | .8         | 4.8                       | 107          | 957        | .9         | 3.8                       | 193          | 940         | 1.7        | 6.6                      | 143          | 1192        | 1.2        | 5.8                      | 24           | 446        | .2         | 2.5        |
| SU '98                   | 111          | 2037        | 1.0        | 5.4                       | 103          | 885        | .9         | 3.8                       | 200          | 1187        | 1.7        | 6.7                      | 158          | 1364        | 1.4        | 6.6                      | 43           | 603        | .4         | 4.1        |
| <b>4-Book</b>            | <b>94</b>    | <b>1995</b> | <b>.8</b>  | <b>4.7</b>                | <b>101</b>   | <b>905</b> | <b>.9</b>  | <b>3.6</b>                | <b>175</b>   | <b>1017</b> | <b>1.5</b> | <b>5.9</b>               | <b>136</b>   | <b>1260</b> | <b>1.2</b> | <b>5.6</b>               | <b>30</b>    | <b>526</b> | <b>.3</b>  | <b>3.1</b> |
| SP '98                   | 124          | 2170        | 1.1        | 6.0                       | 129          | 980        | 1.1        | 4.5                       | 199          | 1157        | 1.7        | 6.6                      | 173          | 1317        | 1.5        | 7.1                      | 59           | 544        | .5         | 5.8        |
| <b>WMMR-FM</b>           |              |             |            |                           |              |            |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 59           | 1463        | .5         | 2.9                       | 80           | 641        | .7         | 2.8                       | 113          | 657         | 1.0        | 3.7                      | 72           | 750         | .6         | 2.9                      | 16           | 316        | .1         | 1.8        |
| WI '99                   | 48           | 1431        | .4         | 2.4                       | 80           | 667        | .7         | 2.6                       | 70           | 562         | .6         | 2.3                      | 52           | 704         | .4         | 2.2                      | 18           | 345        | .2         | 2.1        |
| FA '98                   | 76           | 1462        | .7         | 3.7                       | 103          | 651        | .9         | 3.6                       | 128          | 656         | 1.1        | 4.4                      | 116          | 965         | 1.0        | 4.7                      | 18           | 341        | .2         | 1.8        |
| SU '98                   | 56           | 1571        | .5         | 2.7                       | 71           | 573        | .6         | 2.6                       | 80           | 680         | .7         | 2.7                      | 59           | 779         | .5         | 2.5                      | 29           | 492        | .2         | 2.7        |
| <b>4-Book</b>            | <b>60</b>    | <b>1482</b> | <b>.5</b>  | <b>2.9</b>                | <b>84</b>    | <b>633</b> | <b>.7</b>  | <b>2.9</b>                | <b>98</b>    | <b>639</b>  | <b>.9</b>  | <b>3.3</b>               | <b>75</b>    | <b>800</b>  | <b>.6</b>  | <b>3.1</b>               | <b>20</b>    | <b>374</b> | <b>.2</b>  | <b>2.1</b> |
| SP '98                   | 42           | 1617        | .4         | 2.0                       | 56           | 591        | .5         | 2.0                       | 54           | 644         | .5         | 1.8                      | 54           | 885         | .5         | 2.2                      | 17           | 348        | .1         | 1.7        |
| <b>WNAP-AM</b>           |              |             |            |                           |              |            |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | * 2          | 37          |            | .1                        |              | 13         |            |                           | 3            | 18          |            | .1                       |              | * 1         | 7          |                          |              |            |            |            |
| WI '99                   | 7            | 103         | .1         | .3                        | 7            | 28         | .1         | .2                        | 9            | 67          | .1         | .3                       | 7            | 39          | .1         | .3                       | **           | **         | **         | **         |
| FA '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| SU '98                   | 7            | 124         | .1         | .3                        | 8            | 61         | .1         | .3                        | 12           | 74          | .1         | .4                       | 4            | 30          |            | .2                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>WGL-FM</b>            |              |             |            |                           |              |            |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 91           | 1930        | .8         | 4.5                       | 121          | 884        | 1.0        | 4.2                       | 146          | 867         | 1.3        | 4.8                      | 93           | 945         | .8         | 3.8                      | 34           | 422        | .3         | 3.8        |
| WI '99                   | 83           | 1706        | .7         | 4.1                       | 100          | 835        | .9         | 3.3                       | 129          | 729         | 1.1        | 4.3                      | 106          | 933         | .9         | 4.4                      | 34           | 405        | .3         | 3.9        |
| FA '98                   | 103          | 2085        | .9         | 5.1                       | 129          | 974        | 1.1        | 4.5                       | 149          | 937         | 1.3        | 5.1                      | 112          | 1059        | 1.0        | 4.5                      | 44           | 540        | .4         | 4.5        |
| SU '98                   | 82           | 1770        | .7         | 4.0                       | 111          | 812        | 1.0        | 4.0                       | 121          | 838         | 1.0        | 4.0                      | 92           | 864         | .8         | 3.9                      | 30           | 518        | .3         | 2.8        |
| <b>4-Book</b>            | <b>90</b>    | <b>1873</b> | <b>.8</b>  | <b>4.4</b>                | <b>115</b>   | <b>876</b> | <b>1.0</b> | <b>4.0</b>                | <b>136</b>   | <b>843</b>  | <b>1.2</b> | <b>4.6</b>               | <b>101</b>   | <b>950</b>  | <b>.9</b>  | <b>4.2</b>               | <b>36</b>    | <b>471</b> | <b>.3</b>  | <b>3.8</b> |
| SP '98                   | 88           | 1871        | .8         | 4.3                       | 115          | 817        | 1.0        | 4.0                       | 143          | 845         | 1.2        | 4.7                      | 101          | 1035        | .9         | 4.1                      | 29           | 450        | .2         | 2.9        |
| <b>WPEN-AM</b>           |              |             |            |                           |              |            |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 11           | 211         | .1         | .5                        | 14           | 76         | .1         | .5                        | 14           | 77          | .1         | .5                       | 12           | 61          | .1         | .5                       | 6            | 55         | .1         | .7         |
| WI '99                   | 12           | 166         | .1         | .6                        | 19           | 84         | .2         | .6                        | 22           | 91          | .2         | .7                       | 10           | 86          | .1         | .4                       | 1            | 26         |            | .1         |
| FA '98                   | 4            | 131         |            | .2                        | 7            | 46         | .1         | .2                        | 3            | 46          |            | .1                       | 2            | 39          |            | .1                       | 1            | 16         |            | .1         |
| SU '98                   | 8            | 145         | .1         | .4                        | 11           | 55         | .1         | .4                        | 12           | 63          | .1         | .4                       | 9            | 82          | .1         | .4                       | 5            | 38         |            | .5         |
| <b>4-Book</b>            | <b>9</b>     | <b>163</b>  | <b>.1</b>  | <b>.4</b>                 | <b>13</b>    | <b>65</b>  | <b>.1</b>  | <b>.4</b>                 | <b>13</b>    | <b>69</b>   | <b>.1</b>  | <b>.4</b>                | <b>8</b>     | <b>67</b>   | <b>.1</b>  | <b>.4</b>                | <b>3</b>     | <b>34</b>  |            | <b>.4</b>  |
| SP '98                   | 8            | 132         | .1         | .4                        | 10           | 57         | .1         | .3                        | 13           | 75          | .1         | .4                       | 12           | 73          | .1         | .5                       | 1            | 23         |            | .1         |
| <b>WPHI-FM</b>           |              |             |            |                           |              |            |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 54           | 1451        | .5         | 2.7                       | 58           | 679        | .5         | 2.0                       | 59           | 721         | .5         | 1.9                      | 75           | 756         | .6         | 3.0                      | 40           | 538        | .3         | 4.5        |
| WI '99                   | 65           | 1295        | .6         | 3.2                       | 69           | 624        | .6         | 2.3                       | 75           | 641         | .6         | 2.5                      | 85           | 805         | .7         | 3.5                      | 63           | 619        | .5         | 7.3        |
| FA '98                   | 70           | 1316        | .6         | 3.4                       | 72           | 594        | .6         | 2.5                       | 89           | 727         | .8         | 3.0                      | 97           | 809         | .8         | 3.9                      | 48           | 557        | .4         | 4.9        |
| SU '98                   | 78           | 1522        | .7         | 3.8                       | 83           | 655        | .7         | 3.0                       | 90           | 804         | .8         | 3.0                      | 104          | 1020        | .9         | 4.4                      | 69           | 663        | .6         | 6.5        |
| <b>4-Book</b>            | <b>67</b>    | <b>1396</b> | <b>.6</b>  | <b>3.3</b>                | <b>71</b>    | <b>638</b> | <b>.6</b>  | <b>2.5</b>                | <b>78</b>    | <b>723</b>  | <b>.7</b>  | <b>2.6</b>               | <b>90</b>    | <b>848</b>  | <b>.8</b>  | <b>3.7</b>               | <b>55</b>    | <b>594</b> | <b>.5</b>  | <b>5.8</b> |
| SP '98                   | 76           | 1381        | .7         | 3.7                       | 81           | 566        | .7         | 2.8                       | 88           | 802         | .8         | 2.9                      | 93           | 838         | .8         | 3.8                      | 64           | 668        | .5         | 6.3        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 18-49

Target Listener Trends - Women 18-49

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPHT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 2                        | 127          |            | .1         | 1                         | 5            |            |            | 1                         | 20           |            |            | 3                        | 50           |            | .1         | 3                        | 53           |            | .3         |
| WI '99          | 6                        | 168          | .1         | .3         | 12                        | 63           | .1         | .4         | 4                         | 34           |            | .1         | 10                       | 52           | .1         | .4         | 5                        | 36           |            | .6         |
| FA '98          | 13                       | 218          | .1         | .6         | 21                        | 83           | .2         | .7         | 18                        | 91           | .2         | .6         | 18                       | 100          | .2         | .7         | 8                        | 55           | .1         | .8         |
| SU '98          | 9                        | 225          | .1         | .4         | 17                        | 63           | .1         | .6         | 17                        | 87           | .1         | .6         | 5                        | 79           |            | .2         | 4                        | 59           |            | .4         |
| <b>4-Book</b>   | <b>8</b>                 | <b>185</b>   | <b>.1</b>  | <b>.4</b>  | <b>13</b>                 | <b>54</b>    | <b>.1</b>  | <b>.4</b>  | <b>10</b>                 | <b>58</b>    | <b>.1</b>  | <b>.3</b>  | <b>9</b>                 | <b>70</b>    | <b>.1</b>  | <b>.4</b>  | <b>5</b>                 | <b>51</b>    |            | <b>.5</b>  |
| SP '98          | 4                        | 228          |            | .2         | 8                         | 84           | .1         | .3         | 2                         | 37           |            | .1         | 5                        | 41           |            | .2         | 4                        | 74           |            | .4         |
| <b>WPLY-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 90                       | 2149         | .8         | 4.5        | 106                       | 990          | .9         | 3.7        | 131                       | 1090         | 1.1        | 4.3        | 128                      | 1408         | 1.1        | 5.2        | 43                       | 696          | .4         | 4.9        |
| WI '99          | 61                       | 1799         | .5         | 3.0        | 91                        | 900          | .8         | 3.0        | 75                        | 827          | .6         | 2.5        | 87                       | 1150         | .8         | 3.6        | 29                       | 623          | .3         | 3.3        |
| FA '98          | 56                       | 1673         | .5         | 2.7        | 69                        | 793          | .6         | 2.4        | 73                        | 739          | .6         | 2.5        | 90                       | 1146         | .8         | 3.6        | 24                       | 558          | .2         | 2.5        |
| SU '98          | 48                       | 1856         | .4         | 2.4        | 57                        | 783          | .5         | 2.1        | 57                        | 805          | .5         | 1.9        | 62                       | 1013         | .5         | 2.6        | 24                       | 602          | .2         | 2.3        |
| <b>4-Book</b>   | <b>64</b>                | <b>1869</b>  | <b>.6</b>  | <b>3.2</b> | <b>81</b>                 | <b>867</b>   | <b>.7</b>  | <b>2.8</b> | <b>84</b>                 | <b>865</b>   | <b>.7</b>  | <b>2.8</b> | <b>92</b>                | <b>1179</b>  | <b>.8</b>  | <b>3.8</b> | <b>30</b>                | <b>620</b>   | <b>.3</b>  | <b>3.3</b> |
| SP '98          | 65                       | 1989         | .6         | 3.2        | 91                        | 946          | .8         | 3.2        | 100                       | 944          | .9         | 3.3        | 91                       | 1179         | .8         | 3.7        | 25                       | 546          | .2         | 2.5        |
| <b>WSSJ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 7                        | 92           | .1         | .3         | 6                         | 39           | .1         | .2         | 9                         | 59           | .1         | .3         | 10                       | 59           | .1         | .4         | 3                        | 37           |            | .3         |
| WI '99          | 9                        | 73           | .1         | .4         | 13                        | 57           | .1         | .4         | 9                         | 51           | .1         | .3         | 7                        | 39           | .1         | .3         | 4                        | 27           |            | .5         |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WUSL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 102                      | 1896         | .9         | 5.1        | 136                       | 988          | 1.2        | 4.7        | 114                       | 945          | 1.0        | 3.8        | 112                      | 1040         | 1.0        | 4.5        | 78                       | 757          | .7         | 8.8        |
| WI '99          | 125                      | 1946         | 1.1        | 6.2        | 188                       | 960          | 1.6        | 6.2        | 149                       | 1005         | 1.3        | 4.9        | 146                      | 1021         | 1.3        | 6.1        | 84                       | 742          | .7         | 9.7        |
| FA '98          | 132                      | 2058         | 1.1        | 6.5        | 190                       | 1048         | 1.6        | 6.7        | 166                       | 1039         | 1.4        | 5.7        | 134                      | 1117         | 1.2        | 5.4        | 86                       | 764          | .7         | 8.8        |
| SU '98          | 142                      | 2184         | 1.2        | 7.0        | 164                       | 1079         | 1.4        | 6.0        | 169                       | 1123         | 1.4        | 5.6        | 148                      | 1176         | 1.3        | 6.2        | 116                      | 936          | 1.0        | 11.0       |
| <b>4-Book</b>   | <b>125</b>               | <b>2021</b>  | <b>1.1</b> | <b>6.2</b> | <b>170</b>                | <b>1019</b>  | <b>1.5</b> | <b>5.9</b> | <b>150</b>                | <b>1028</b>  | <b>1.3</b> | <b>5.0</b> | <b>135</b>               | <b>1089</b>  | <b>1.2</b> | <b>5.6</b> | <b>91</b>                | <b>800</b>   | <b>.8</b>  | <b>9.6</b> |
| SP '98          | 141                      | 2017         | 1.2        | 6.9        | 175                       | 1067         | 1.5        | 6.1        | 162                       | 1038         | 1.4        | 5.3        | 161                      | 1192         | 1.4        | 6.6        | 82                       | 672          | .7         | 8.1        |
| <b>+WWDB-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | *                        | 2            | 45         | .1         | 4                         | 23           |            | .1         | 3                         | 29           |            | .1         | *                        | 1            | 6          |            | **                       | **           | **         | **         |
| WI '99          |                          | 1            | 29         |            | 1                         | 8            |            |            | 2                         | 22           |            | .1         |                          | 1            | 6          |            | **                       | **           | **         | **         |
| FA '98          |                          | 4            | 49         | .2         | 1                         | 18           |            |            | 9                         | 23           | .1         | .3         |                          | 2            | 14         | .1         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WWDB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 38                       | 702          | .3         | 1.9        | 52                        | 327          | .4         | 1.8        | 72                        | 352          | .6         | 2.4        | 30                       | 276          | .3         | 1.2        | 19                       | 208          | .2         | 2.1        |
| WI '99          | 44                       | 720          | .4         | 2.2        | 49                        | 366          | .4         | 1.6        | 114                       | 452          | 1.0        | 3.8        | 41                       | 258          | .4         | 1.7        | 7                        | 112          | .1         | .8         |
| FA '98          | 32                       | 746          | .3         | 1.6        | 41                        | 306          | .4         | 1.4        | 58                        | 302          | .5         | 2.0        | 16                       | 241          | .1         | .6         | 14                       | 182          | .1         | 1.4        |
| SU '98          | 32                       | 755          | .3         | 1.6        | 38                        | 265          | .3         | 1.4        | 53                        | 376          | .5         | 1.8        | 32                       | 286          | .3         | 1.3        | 15                       | 180          | .1         | 1.4        |
| <b>4-Book</b>   | <b>37</b>                | <b>731</b>   | <b>.3</b>  | <b>1.8</b> | <b>45</b>                 | <b>316</b>   | <b>.4</b>  | <b>1.6</b> | <b>74</b>                 | <b>371</b>   | <b>.7</b>  | <b>2.5</b> | <b>30</b>                | <b>265</b>   | <b>.3</b>  | <b>1.2</b> | <b>14</b>                | <b>171</b>   | <b>.1</b>  | <b>1.4</b> |
| SP '98          | 28                       | 685          | .2         | 1.4        | 35                        | 271          | .3         | 1.2        | 57                        | 358          | .5         | 1.9        | 20                       | 244          | .2         | .8         | 8                        | 122          | .1         | .8         |
| <b>WWJZ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 1                        | 15           |            |            |                           | 7            |            |            | 2                         | 15           |            | .1         | 2                        | 8            |            | .1         |                          |              |            |            |
| WI '99          | 1                        | 28           |            |            |                           |              |            |            |                           | 7            |            |            |                          |              |            |            |                          |              |            |            |
| FA '98          |                          | 25           |            |            |                           |              |            |            |                           | 8            |            |            |                          | 8            |            |            |                          | 8            |            |            |
| SU '98          | 1                        | 43           |            |            |                           |              |            |            |                           | 18           |            |            |                          | 9            |            |            | 1                        | 25           |            | .1         |
| <b>4-Book</b>   | <b>1</b>                 | <b>28</b>    |            |            |                           | <b>2</b>     |            |            | <b>1</b>                  | <b>12</b>    |            |            | <b>1</b>                 | <b>6</b>     |            |            |                          | <b>8</b>     |            |            |
| SP '98          |                          | 11           |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| <b>WXTU-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 82                       | 1132         | .7         | 4.1        | 129                       | 738          | 1.1        | 4.5        | 124                       | 560          | 1.1        | 4.1        | 108                      | 679          | .9         | 4.4        | 26                       | 377          | .2         | 2.9        |
| WI '99          | 68                       | 908          | .6         | 3.4        | 97                        | 532          | .8         | 3.2        | 110                       | 445          | 1.0        | 3.6        | 84                       | 568          | .7         | 3.5        | 15                       | 290          | .1         | 1.7        |
| FA '98          | 98                       | 1207         | .8         | 4.8        | 138                       | 776          | 1.2        | 4.8        | 117                       | 650          | 1.0        | 4.0        | 146                      | 864          | 1.3        | 5.9        | 36                       | 417          | .3         | 3.7        |
| SU '98          | 76                       | 1234         | .7         | 3.7        | 85                        | 682          | .7         | 3.1        | 113                       | 710          | 1.0        | 3.8        | 102                      | 786          | .9         | 4.3        | 31                       | 461          | .3         | 2.9        |
| <b>4-Book</b>   | <b>81</b>                | <b>1120</b>  | <b>.7</b>  | <b>4.0</b> | <b>112</b>                | <b>682</b>   | <b>1.0</b> | <b>3.9</b> | <b>116</b>                | <b>591</b>   | <b>1.0</b> | <b>3.9</b> | <b>110</b>               | <b>724</b>   | <b>1.0</b> | <b>4.5</b> | <b>27</b>                | <b>386</b>   | <b>.2</b>  | <b>2.8</b> |
| SP '98          | 79                       | 1172         | .7         | 3.8        | 91                        | 704          | .8         | 3.2        | 129                       | 682          | 1.1        | 4.3        | 99                       | 695          | .8         | 4.0        | 32                       | 415          | .3         | 3.2        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Women 18-49              |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>WXXM-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 74           | 1829        | .6         | 3.7                       | 103          | 858         | .9         | 3.6                       | 108          | 785         | .9         | 3.6                      | 104          | 1085        | .9         | 4.2                      | 32           | 524        | .3         | 3.6        |
| WI '99                   | 74           | 1992        | .6         | 3.7                       | 121          | 1089        | 1.0        | 4.0                       | 90           | 886         | .8         | 3.0                      | 108          | 1286        | .9         | 4.5                      | 28           | 679        | .2         | 3.2        |
| FA '98                   | 78           | 1725        | .7         | 3.8                       | 89           | 953         | .8         | 3.1                       | 123          | 859         | 1.1        | 4.2                      | 116          | 1106        | 1.0        | 4.7                      | 35           | 584        | .3         | 3.6        |
| SU '98                   | 81           | 2003        | .7         | 4.0                       | 87           | 914         | .7         | 3.2                       | 118          | 996         | 1.0        | 3.9                      | 113          | 1269        | 1.0        | 4.7                      | 41           | 781        | .4         | 3.9        |
| <b>4-Book</b>            | <b>77</b>    | <b>1887</b> | <b>.7</b>  | <b>3.8</b>                | <b>100</b>   | <b>954</b>  | <b>.9</b>  | <b>3.5</b>                | <b>110</b>   | <b>882</b>  | <b>1.0</b> | <b>3.7</b>               | <b>110</b>   | <b>1187</b> | <b>1.0</b> | <b>4.5</b>               | <b>34</b>    | <b>642</b> | <b>.3</b>  | <b>3.6</b> |
| SP '98                   | 63           | 1846        | .5         | 3.1                       | 80           | 847         | .7         | 2.8                       | 84           | 927         | .7         | 2.8                      | 80           | 1093        | .7         | 3.3                      | 30           | 612        | .3         | 3.0        |
| <b>WYSP-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 91           | 1896        | .8         | 4.5                       | 281          | 1282        | 2.4        | 9.7                       | 94           | 641         | .8         | 3.1                      | 62           | 579         | .5         | 2.5                      | 41           | 384        | .4         | 4.6        |
| WI '99                   | 79           | 1926        | .7         | 3.9                       | 263          | 1274        | 2.3        | 8.7                       | 84           | 841         | .7         | 2.8                      | 57           | 731         | .5         | 2.4                      | 21           | 305        | .2         | 2.4        |
| FA '98                   | 76           | 1872        | .7         | 3.7                       | 229          | 1164        | 2.0        | 8.0                       | 74           | 711         | .6         | 2.5                      | 63           | 622         | .5         | 2.5                      | 22           | 306        | .2         | 2.3        |
| SU '98                   | 85           | 1949        | .7         | 4.2                       | 251          | 1165        | 2.1        | 9.1                       | 94           | 781         | .8         | 3.1                      | 66           | 694         | .6         | 2.8                      | 30           | 440        | .3         | 2.8        |
| <b>4-Book</b>            | <b>83</b>    | <b>1911</b> | <b>.7</b>  | <b>4.1</b>                | <b>256</b>   | <b>1221</b> | <b>2.2</b> | <b>8.9</b>                | <b>87</b>    | <b>744</b>  | <b>.7</b>  | <b>2.9</b>               | <b>62</b>    | <b>657</b>  | <b>.5</b>  | <b>2.6</b>               | <b>29</b>    | <b>359</b> | <b>.3</b>  | <b>3.0</b> |
| SP '98                   | 82           | 2019        | .7         | 4.0                       | 266          | 1246        | 2.3        | 9.3                       | 87           | 913         | .7         | 2.9                      | 59           | 698         | .5         | 2.4                      | 19           | 397        | .2         | 1.9        |
| <b>WYXR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 104          | 2465        | .9         | 5.2                       | 147          | 1269        | 1.3        | 5.1                       | 156          | 1108        | 1.3        | 5.1                      | 125          | 1404        | 1.1        | 5.1                      | 44           | 713        | .4         | 5.0        |
| WI '99                   | 141          | 2631        | 1.2        | 7.0                       | 199          | 1395        | 1.7        | 6.6                       | 279          | 1295        | 2.4        | 9.3                      | 181          | 1443        | 1.6        | 7.5                      | 44           | 715        | .4         | 5.1        |
| FA '98                   | 123          | 2459        | 1.1        | 6.0                       | 178          | 1408        | 1.5        | 6.2                       | 186          | 1243        | 1.6        | 6.4                      | 144          | 1388        | 1.2        | 5.8                      | 71           | 749        | .6         | 7.3        |
| SU '98                   | 116          | 2385        | 1.0        | 5.7                       | 157          | 1164        | 1.3        | 5.7                       | 180          | 1140        | 1.5        | 6.0                      | 141          | 1319        | 1.2        | 5.9                      | 57           | 817        | .5         | 5.4        |
| <b>4-Book</b>            | <b>121</b>   | <b>2485</b> | <b>1.1</b> | <b>6.0</b>                | <b>170</b>   | <b>1309</b> | <b>1.5</b> | <b>5.9</b>                | <b>200</b>   | <b>1197</b> | <b>1.7</b> | <b>6.7</b>               | <b>148</b>   | <b>1389</b> | <b>1.3</b> | <b>6.1</b>               | <b>54</b>    | <b>749</b> | <b>.5</b>  | <b>5.7</b> |
| SP '98                   | 141          | 2559        | 1.2        | 6.9                       | 176          | 1289        | 1.5        | 6.1                       | 223          | 1226        | 1.9        | 7.3                      | 180          | 1583        | 1.5        | 7.4                      | 77           | 985        | .7         | 7.6        |
| <b>WBYN-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 4            | 91          | .2         |                           | 7            | 68          | .1         | .2                        | 5            | 45          | .2         |                          | 5            | 53          | .2         |                          | 2            | 54         | .2         |            |
| WI '99                   | 3            | 105         | .1         |                           | 5            | 59          |            | .2                        | 2            | 38          | .1         |                          | 4            | 54          | .2         |                          | 1            | 37         | .1         |            |
| FA '98                   | 3            | 89          | .1         |                           | 9            | 57          | .1         | .3                        | 1            | 19          |            |                          | 4            | 49          | .2         |                          | 1            | 25         | .1         |            |
| SU '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>WJBR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 14           | 337         | .1         | .7                        | 17           | 123         | .1         | .6                        | 22           | 158         | .2         | .7                       | 18           | 155         | .2         | .7                       | 11           | 124        | .1         | 1.2        |
| WI '99                   | 17           | 325         | .1         | .8                        | 32           | 155         | .3         | 1.1                       | 29           | 125         | .3         | 1.0                      | 17           | 173         | .1         | .7                       | 5            | 90         | .6         |            |
| FA '98                   | 16           | 437         | .1         | .8                        | 15           | 189         | .1         | .5                        | 28           | 227         | .2         | 1.0                      | 26           | 277         | .2         | 1.1                      | 6            | 123        | .1         | .6         |
| SU '98                   | 16           | 283         | .1         | .8                        | 16           | 105         | .1         | .6                        | 34           | 112         | .3         | 1.1                      | 23           | 127         | .2         | 1.0                      | 8            | 110        | .1         | .8         |
| <b>4-Book</b>            | <b>16</b>    | <b>346</b>  | <b>.1</b>  | <b>.8</b>                 | <b>20</b>    | <b>143</b>  | <b>.2</b>  | <b>.7</b>                 | <b>28</b>    | <b>156</b>  | <b>.3</b>  | <b>1.0</b>               | <b>21</b>    | <b>183</b>  | <b>.2</b>  | <b>.9</b>                | <b>8</b>     | <b>112</b> | <b>.1</b>  | <b>.8</b>  |
| SP '98                   | 12           | 328         | .1         | .6                        | 15           | 132         | .1         | .5                        | 21           | 119         | .2         | .7                       | 16           | 174         | .1         | .7                       | 9            | 124        | .1         | .9         |
| <b>WKXV-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 25           | 542         | .2         | 1.2                       | 40           | 280         | .3         | 1.4                       | 46           | 253         | .4         | 1.5                      | 40           | 298         | .3         | 1.6                      | 7            | 106        | .1         | .8         |
| WI '99                   | 21           | 519         | .2         | 1.0                       | 28           | 234         | .2         | .9                        | 35           | 215         | .3         | 1.2                      | 38           | 339         | .3         | 1.6                      | 6            | 128        | .1         | .7         |
| FA '98                   | 27           | 590         | .2         | 1.3                       | 28           | 214         | .2         | 1.0                       | 44           | 286         | .4         | 1.5                      | 41           | 318         | .4         | 1.7                      | 16           | 161        | .1         | 1.6        |
| SU '98                   | 25           | 663         | .2         | 1.2                       | 38           | 334         | .3         | 1.4                       | 49           | 330         | .4         | 1.6                      | 36           | 430         | .3         | 1.5                      | 8            | 140        | .1         | .8         |
| <b>4-Book</b>            | <b>25</b>    | <b>579</b>  | <b>.2</b>  | <b>1.2</b>                | <b>34</b>    | <b>266</b>  | <b>.3</b>  | <b>1.2</b>                | <b>44</b>    | <b>271</b>  | <b>.4</b>  | <b>1.5</b>               | <b>39</b>    | <b>346</b>  | <b>.3</b>  | <b>1.6</b>               | <b>9</b>     | <b>134</b> | <b>.1</b>  | <b>1.0</b> |
| SP '98                   | 22           | 506         | .2         | 1.1                       | 35           | 231         | .3         | 1.2                       | 40           | 267         | .3         | 1.3                      | 32           | 320         | .3         | 1.3                      | 6            | 137        | .1         | .6         |
| <b>WLEV-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 15           | 193         | .1         | .7                        | 18           | 87          | .2         | .6                        | 30           | 76          | .3         | 1.0                      | 20           | 122         | .2         | .8                       | 4            | 60         | .5         |            |
| WI '99                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| SU '98                   | 5            | 128         | .2         |                           | 7            | 77          | .1         | .3                        | 9            | 57          | .1         | .3                       | 6            | 59          | .1         | .3                       | 1            | 15         | .1         |            |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | 7            | 99          | .1         | .3                        | 8            | 40          | .1         | .3                        | 16           | 47          | .1         | .5                       | 8            | 51          | .1         | .3                       |              |            |            |            |
| <b>WNJO-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 16           | 375         | .1         | .8                        | 20           | 147         | .2         | .7                        | 29           | 207         | .3         | 1.0                      | 23           | 193         | .2         | .9                       | 2            | 74         | .2         |            |
| WI '99                   | 19           | 360         | .2         | .9                        | 20           | 150         | .2         | .7                        | 27           | 157         | .2         | .9                       | 26           | 177         | .2         | 1.1                      | 7            | 111        | .1         | .8         |
| FA '98                   | 13           | 276         | .1         | .6                        | 12           | 150         | .1         | .4                        | 23           | 116         | .2         | .8                       | 20           | 138         | .2         | .8                       | 5            | 82         | .5         |            |
| SU '98                   | 22           | 377         | .2         | 1.1                       | 34           | 221         | .3         | 1.2                       | 40           | 209         | .3         | 1.3                      | 21           | 188         | .2         | .9                       | 9            | 65         | .1         | .9         |
| <b>4-Book</b>            | <b>18</b>    | <b>347</b>  | <b>.2</b>  | <b>.9</b>                 | <b>22</b>    | <b>167</b>  | <b>.2</b>  | <b>.8</b>                 | <b>30</b>    | <b>172</b>  | <b>.3</b>  | <b>1.0</b>               | <b>23</b>    | <b>174</b>  | <b>.2</b>  | <b>.9</b>                | <b>6</b>     | <b>83</b>  | <b>.1</b>  | <b>.6</b>  |
| SP '98                   | 14           | 412         | .1         | .7                        | 14           | 167         | .1         | .5                        | 24           | 203         | .2         | .8                       | 19           | 204         | .2         | .8                       | 5            | 108        | .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 18-49

Target Listener Trends - Women 18-49

WPST-FM

|               | Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |
|---------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
|               | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| SP '99        | 53                       | 1500         | .5          | 2.6        | 65                        | 728          | .6          | 2.3        | 84                        | 707          | .7          | 2.8        | 72                       | 898          | .6          | 2.9        | 22                       | 464          | .2         | 2.5        |
| WI '99        | 43                       | 1481         | .4          | 2.1        | 57                        | 675          | .5          | 1.9        | 71                        | 648          | .6          | 2.4        | 60                       | 827          | .5          | 2.5        | 14                       | 381          | .1         | 1.6        |
| FA '98        | 40                       | 1364         | .3          | 2.0        | 55                        | 608          | .5          | 1.9        | 54                        | 551          | .5          | 1.8        | 55                       | 712          | .5          | 2.2        | 15                       | 306          | .1         | 1.5        |
| SU '98        | 45                       | 1372         | .4          | 2.2        | 58                        | 568          | .5          | 2.1        | 65                        | 671          | .6          | 2.2        | 72                       | 851          | .6          | 3.0        | 21                       | 427          | .2         | 2.0        |
| <b>4-Book</b> | <b>45</b>                | <b>1429</b>  | <b>.4</b>   | <b>2.2</b> | <b>59</b>                 | <b>645</b>   | <b>.5</b>   | <b>2.1</b> | <b>69</b>                 | <b>644</b>   | <b>.6</b>   | <b>2.3</b> | <b>65</b>                | <b>822</b>   | <b>.6</b>   | <b>2.7</b> | <b>18</b>                | <b>395</b>   | <b>.2</b>  | <b>1.9</b> |
| SP '98        | 45                       | 1366         | .4          | 2.2        | 57                        | 544          | .5          | 2.0        | 63                        | 650          | .5          | 2.1        | 65                       | 756          | .6          | 2.7        | 24                       | 482          | .2         | 2.4        |
| <b>TOTALS</b> |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99        | 2002                     | 11383        | 17.3        |            | 2886                      | 10127        | 24.9        |            | 3034                      | 9056         | 26.2        |            | 2464                     | 9914         | 21.3        |            | 885                      | 6631         | 7.6        |            |
| WI '99        | 2006                     | 11229        | 17.3        |            | 3034                      | 10138        | 26.2        |            | 3014                      | 9025         | 26.1        |            | 2404                     | 9776         | 20.8        |            | 868                      | 6734         | 7.5        |            |
| FA '98        | 2038                     | 11304        | 17.6        |            | 2849                      | 9978         | 24.6        |            | 2926                      | 8999         | 25.3        |            | 2476                     | 9753         | 21.4        |            | 973                      | 6704         | 8.4        |            |
| SU '98        | 2040                     | 11366        | 17.5        |            | 2745                      | 9759         | 23.5        |            | 3006                      | 9406         | 25.7        |            | 2384                     | 9939         | 20.4        |            | 1056                     | 7258         | 9.0        |            |
| <b>4-Book</b> | <b>2022</b>              | <b>11321</b> | <b>17.4</b> |            | <b>2879</b>               | <b>10001</b> | <b>24.8</b> |            | <b>2995</b>               | <b>9122</b>  | <b>25.8</b> |            | <b>2432</b>              | <b>9846</b>  | <b>21.0</b> |            | <b>946</b>               | <b>6832</b>  | <b>8.1</b> |            |
| SP '98        | 2058                     | 11364        | 17.6        |            | 2867                      | 10100        | 24.5        |            | 3035                      | 9247         | 26.0        |            | 2446                     | 10022        | 20.9        |            | 1010                     | 7147         | 8.6        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| Women 18-49              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |      |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 88           | 1977       | .8         | 3.1                | 34           | 853        | .3         | 2.6                  | 85           | 373        | .7         | 7.4                  | 45           | 304        | .4         | 1.9                 | 17           | 145        | .1         | 1.1  |
| 4-Book                   | 97           | 2079       | .9         | 3.5                | 42           | 1012       | .4         | 3.1                  | 93           | 463        | .8         | 7.9                  | 44           | 243        | .4         | 1.9                 | 30           | 167        | .3         | 1.9  |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 332          | 2441       | 2.9        | 11.8               | 63           | 1221       | .5         | 4.8                  | 61           | 302        | .5         | 5.3                  | 122          | 483        | 1.1        | 5.2                 | 70           | 325        | .6         | 4.4  |
| 4-Book                   | 322          | 2399       | 2.8        | 11.5               | 93           | 1196       | .8         | 6.8                  | 90           | 342        | .8         | 7.6                  | 168          | 513        | 1.5        | 7.4                 | 106          | 346        | .9         | 6.4  |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 20           | 156        | .2         | .7                 | 21           | 188        | .2         | 1.6                  | 14           | 36         | .1         | 1.2                  | 25           | 54         | .2         | 1.1                 | 6            | 25         | .1         | .4   |
| 4-Book                   | 26           | 204        | .2         | 1.0                | 23           | 213        | .2         | 1.7                  | 16           | 33         | .1         | 1.4                  | 20           | 45         | .2         | .9                  | 10           | 23         | .1         | .6   |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 210          | 1536       | 1.8        | 7.5                | 126          | 1109       | 1.1        | 9.6                  | 133          | 338        | 1.1        | 11.5                 | 169          | 454        | 1.5        | 7.3                 | 130          | 352        | 1.1        | 8.1  |
| 4-Book                   | 226          | 1590       | 1.9        | 8.1                | 145          | 1165       | 1.3        | 10.6                 | 123          | 312        | 1.0        | 10.3                 | 185          | 470        | 1.6        | 8.1                 | 167          | 386        | 1.4        | 10.0 |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 16           | 126        | .1         | .6                 | 3            | 50         | .1         | .2                   | 1            | 8          | .1         | .1                   | 6            | 32         | .1         | .3                  | 6            | 12         | .1         | .4   |
| 4-Book                   | 19           | 121        | .2         | .7                 | 11           | 82         | .1         | .8                   | 9            | 26         | .1         | .8                   | 21           | 56         | .2         | .9                  | 22           | 46         | .2         | 1.3  |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 15           | 111        | .1         | .5                 | 1            | 30         | .1         | .1                   |              |            |            |                      | 1            | 8          |            |                     | 3            | 15         |            | .2   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 7            | 66         | .1         | .2                 | 8            | 83         | .1         | .6                   | 6            | 18         | .1         | .5                   | 9            | 22         | .1         | .4                  | 5            | 17         |            | .3   |
| 4-Book                   | 11           | 106        | .1         | .4                 | 10           | 101        | .1         | .7                   | 12           | 27         | .1         | 1.0                  | 7            | 21         | .1         | .3                  | 10           | 21         | .1         | .6   |
| <b>WIOQ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 201          | 2950       | 1.7        | 7.1                | 116          | 1803       | 1.0        | 8.9                  | 68           | 318        | .6         | 5.9                  | 245          | 924        | 2.1        | 10.5                | 163          | 694        | 1.4        | 10.1 |
| 4-Book                   | 180          | 2522       | 1.5        | 6.5                | 94           | 1575       | .8         | 6.9                  | 65           | 294        | .6         | 5.5                  | 183          | 738        | 1.6        | 8.0                 | 121          | 512        | 1.1        | 7.2  |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 10           | 188        | .1         | .4                 | 5            | 160        | .1         | .4                   | 6            | 13         | .1         | .5                   | 11           | 69         | .1         | .5                  | 4            | 24         |            | .2   |
| 4-Book                   | 16           | 257        | .2         | .6                 | 8            | 177        | .1         | .6                   | 6            | 21         | .1         | .5                   | 10           | 53         | .1         | .4                  | 7            | 34         | .1         | .4   |
| <b>WJJZ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 182          | 1239       | 1.6        | 6.5                | 69           | 740        | .6         | 5.3                  | 84           | 219        | .7         | 7.3                  | 111          | 313        | 1.0        | 4.8                 | 91           | 250        | .8         | 5.7  |
| 4-Book                   | 146          | 1202       | 1.3        | 5.3                | 65           | 779        | .6         | 4.7                  | 55           | 173        | .5         | 4.7                  | 108          | 301        | 1.0        | 4.8                 | 94           | 271        | .8         | 5.6  |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 127          | 1740       | 1.1        | 4.5                | 49           | 1042       | .4         | 3.7                  | 46           | 262        | .4         | 4.0                  | 126          | 561        | 1.1        | 5.4                 | 66           | 277        | .6         | 4.1  |
| 4-Book                   | 140          | 1719       | 1.2        | 5.0                | 57           | 1003       | .5         | 4.1                  | 36           | 182        | .3         | 3.0                  | 122          | 503        | 1.1        | 5.3                 | 90           | 337        | .8         | 5.4  |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 90           | 1202       | .8         | 3.2                | 32           | 769        | .3         | 2.4                  | 20           | 116        | .2         | 1.7                  | 60           | 349        | .5         | 2.6                 | 55           | 291        | .5         | 3.4  |
| 4-Book                   | 87           | 1208       | .8         | 3.1                | 40           | 748        | .4         | 2.9                  | 29           | 151        | .3         | 2.4                  | 68           | 319        | .6         | 3.0                 | 51           | 233        | .5         | 3.0  |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | * 1          | 28         |            |                    | * 2          | 27         |            | .2                   |              |            |            |                      | 6            | 27         | .1         | .3                  | * 1          | 3          |            | .1   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WOGL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 122          | 1501       | 1.1        | 4.3                | 76           | 1089       | .7         | 5.8                  | 72           | 290        | .6         | 6.2                  | 140          | 477        | 1.2        | 6.0                 | 83           | 288        | .7         | 5.2  |
| 4-Book                   | 119          | 1479       | 1.0        | 4.3                | 76           | 1037       | .7         | 5.5                  | 72           | 255        | .6         | 6.0                  | 136          | 458        | 1.2        | 6.0                 | 87           | 274        | .8         | 5.2  |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 13           | 124        | .1         | .5                 | 10           | 117        | .1         | .8                   | 16           | 33         | .1         | 1.4                  | 18           | 33         | .2         | .8                  | 15           | 16         | .1         | .9   |
| 4-Book                   | 11           | 111        | .1         | .4                 | 8            | 95         | .1         | .6                   | 9            | 23         | .1         | .8                   | 16           | 41         | .2         | .7                  | 9            | 24         | .1         | .6   |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 64           | 1218       | .6         | 2.3                | 47           | 764        | .4         | 3.6                  | 48           | 214        | .4         | 4.2                  | 85           | 328        | .7         | 3.7                 | 59           | 256        | .5         | 3.7  |
| 4-Book                   | 80           | 1208       | .7         | 2.9                | 52           | 748        | .5         | 3.8                  | 36           | 157        | .3         | 3.1                  | 90           | 318        | .8         | 4.0                 | 76           | 243        | .7         | 4.5  |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 2            | 63         |            | .1                 | 3            | 77         |            | .2                   | 1            | 5          |            | .1                   | 2            | 9          |            | .1                  |              |            |            |      |
| 4-Book                   | 11           | 119        | .1         | .4                 | 4            | 83         |            | .3                   | 3            | 13         |            | .2                   | 4            | 17         |            | .2                  | 1            | 6          |            | .1   |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Target Listener Estimates - Women 18-49

| Women 18-49              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>WPLY-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 122          | 1974       | 1.1        | 4.3                | 66           | 1066       | .6         | 5.0                  | 36           | 188        | .3         | 3.1                  | 129          | 506        | 1.1        | 5.5                 | 83           | 335        | .7         | 5.2 |
| 4-Book                   | 85           | 1620       | .8         | 3.1                | 49           | 998        | .5         | 3.6                  | 27           | 146        | .2         | 2.3                  | 109          | 489        | 1.0        | 4.7                 | 64           | 291        | .6         | 3.9 |
| <b>WSSJ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 8            | 81         | .1         | .3                 | 9            | 54         | .1         | .7                   | 1            | 10         | .1         | .1                   | 21           | 33         | .2         | .9                  | 15           | 27         | .1         | .9  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WUSL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 120          | 1583       | 1.0        | 4.3                | 87           | 1085       | .8         | 6.6                  | 56           | 191        | .5         | 4.9                  | 137          | 481        | 1.2        | 5.9                 | 103          | 370        | .9         | 6.4 |
| 4-Book                   | 151          | 1676       | 1.3        | 5.4                | 103          | 1253       | .9         | 7.4                  | 70           | 231        | .6         | 5.9                  | 150          | 491        | 1.3        | 6.5                 | 123          | 369        | 1.1        | 7.4 |
| <b>+WWDB-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 2          | 37         |            | .1                 | * 2          | 17         |            | .2                   | 1            | 8          |            | .1                   | 6            | 8          | .1         | .3                  | *            |            |            |     |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WWDB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 53           | 568        | .5         | 1.9                | 25           | 321        | .2         | 1.9                  | 12           | 60         | .1         | 1.0                  | 18           | 57         | .2         | .8                  | 6            | 15         | .1         | .4  |
| 4-Book                   | 52           | 551        | .5         | 1.8                | 25           | 320        | .2         | 1.8                  | 20           | 72         | .2         | 1.6                  | 17           | 57         | .2         | .8                  | 7            | 24         | .1         | .4  |
| <b>WVJZ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 2            | 15         |            | .1                 | 1            | 8          |            | .1                   |              |            |            |                      |              |            |            |                     |              |            |            |     |
| 4-Book                   | 1            | 14         |            |                    | 1            | 16         |            | .1                   | 1            | 6          |            | .1                   | 1            | 2          |            |                     |              |            |            |     |
| <b>WXTU-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 121          | 952        | 1.0        | 4.3                | 52           | 626        | .4         | 4.0                  | 52           | 219        | .4         | 4.5                  | 87           | 317        | .8         | 3.7                 | 81           | 225        | .7         | 5.0 |
| 4-Book                   | 113          | 962        | 1.0        | 4.1                | 60           | 692        | .5         | 4.4                  | 67           | 238        | .6         | 5.6                  | 104          | 376        | .9         | 4.5                 | 68           | 231        | .6         | 4.1 |
| <b>WXXM-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 105          | 1534       | .9         | 3.7                | 45           | 878        | .4         | 3.4                  | 32           | 185        | .3         | 2.8                  | 89           | 389        | .8         | 3.8                 | 49           | 285        | .4         | 3.0 |
| 4-Book                   | 107          | 1638       | .9         | 3.8                | 52           | 980        | .4         | 3.8                  | 35           | 181        | .3         | 3.0                  | 106          | 475        | .9         | 4.7                 | 65           | 313        | .6         | 3.9 |
| <b>WYSP-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 142          | 1677       | 1.2        | 5.0                | 33           | 617        | .3         | 2.5                  | 32           | 120        | .3         | 2.8                  | 56           | 266        | .5         | 2.4                 | 46           | 248        | .4         | 2.9 |
| 4-Book                   | 132          | 1679       | 1.1        | 4.7                | 32           | 658        | .3         | 2.3                  | 23           | 85         | .2         | 1.9                  | 59           | 264        | .5         | 2.6                 | 50           | 213        | .4         | 3.0 |
| <b>WYXR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 144          | 2061       | 1.2        | 5.1                | 73           | 1162       | .6         | 5.6                  | 43           | 188        | .4         | 3.7                  | 114          | 448        | 1.0        | 4.9                 | 116          | 383        | 1.0        | 7.2 |
| 4-Book                   | 175          | 2081       | 1.5        | 6.3                | 70           | 1212       | .6         | 5.1                  | 60           | 229        | .5         | 5.0                  | 121          | 503        | 1.1        | 5.4                 | 99           | 350        | .9         | 5.9 |
| <b>WBYN-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 6            | 84         | .1         | .2                 | 3            | 61         |            | .2                   | 4            | 31         |            | .3                   | 8            | 31         | .1         | .3                  | 4            | 23         |            | .2  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WJBR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 19           | 254        | .2         | .7                 | 6            | 133        | .1         | .5                   | 6            | 32         | .1         | .5                   | 12           | 53         | .1         | .5                  | 12           | 47         | .1         | .7  |
| 4-Book                   | 23           | 272        | .2         | .8                 | 7            | 145        | .1         | .5                   | 8            | 30         | .1         | .6                   | 13           | 60         | .1         | .6                  | 11           | 42         | .1         | .7  |
| <b>WKXV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 42           | 460        | .4         | 1.5                | 6            | 162        | .1         | .5                   | 8            | 47         | .1         | .7                   | 14           | 66         | .1         | .6                  | 6            | 30         | .1         | .4  |
| 4-Book                   | 39           | 496        | .4         | 1.4                | 9            | 188        | .1         | .7                   | 9            | 42         | .1         | .8                   | 12           | 63         | .1         | .5                  | 6            | 38         | .1         | .4  |
| <b>VLEV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 23           | 171        | .2         | .8                 | 9            | 86         | .1         | .7                   | 12           | 31         | .1         | 1.0                  | 15           | 30         | .1         | .6                  | 12           | 26         | .1         | .7  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WNJO-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 24           | 290        | .2         | .9                 | 12           | 217        | .1         | .9                   | 7            | 31         | .1         | .6                   | 21           | 106        | .2         | .9                  | 17           | 63         | .1         | 1.1 |
| 4-Book                   | 25           | 278        | .2         | .9                 | 13           | 170        | .1         | .9                   | 10           | 40         | .1         | .9                   | 27           | 95         | .3         | 1.2                 | 16           | 59         | .2         | 1.0 |
| <b>WPST-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 75           | 1351       | .6         | 2.7                | 34           | 726        | .3         | 2.6                  | 16           | 96         | .1         | 1.4                  | 77           | 320        | .7         | 3.3                 | 38           | 212        | .3         | 2.4 |
| 4-Book                   | 64           | 1238       | .6         | 2.3                | 30           | 662        | .3         | 2.1                  | 19           | 96         | .1         | 1.5                  | 60           | 269        | .5         | 2.6                 | 43           | 196        | .4         | 2.6 |
| <b>TOTALS</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 2813         | 11233      | 24.3       |                    | 1310         | 9405       | 11.3       |                      | 1153         | 3488       | 10.0       |                      | 2328         | 6167       | 20.1       |                     | 1609         | 4444       | 13.9       |     |
| 4-Book                   | 2787         | 11159      | 24.0       |                    | 1378         | 9476       | 11.9       |                      | 1192         | 3643       | 10.3       |                      | 2285         | 5935       | 19.7       |                     | 1670         | 4439       | 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 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 |      |
| <b>KYW -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 15        | 88      | .1      | 1.6             | 65        | 262     | .6      | 7.3             | 28        | 155     | .2      | 1.8            | 15        | 82      | .1      | 1.4            | 8         | 88      | .1      | 1.1  |
| 4-Book           | 14        | 99      | .1      | 1.3             | 88        | 339     | .8      | 8.7             | 37        | 229     | .3      | 2.2            | 25        | 112     | .2      | 2.0            | 15        | 117     | .1      | 1.9  |
| <b>WBEB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 46        | 208     | .4      | 4.8             | 39        | 180     | .3      | 4.4             | 89        | 430     | .8      | 5.6            | 48        | 209     | .4      | 4.4            | 23        | 182     | .2      | 3.1  |
| 4-Book           | 58        | 254     | .5      | 5.7             | 62        | 249     | .6      | 6.1             | 120       | 419     | 1.1     | 7.1            | 80        | 273     | .7      | 6.5            | 54        | 234     | .5      | 6.9  |
| <b>WDAS-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 | 48        | 105     | .4      | 5.4             | 52        | 131     | .4      | 3.3            | 10        | 31      | .1      | .9             | 12        | 27      | .1      | 1.6  |
| 4-Book           | 6         | 11      | .1      | .6              | 66        | 147     | .6      | 6.5             | 51        | 140     | .5      | 3.1            | 12        | 28      | .1      | 1.0            | 6         | 18      | .1      | .8   |
| <b>WDAS-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 105       | 252     | .9      | 11.0            | 81        | 215     | .7      | 9.1             | 109       | 341     | .9      | 6.8            | 97        | 259     | .8      | 8.9            | 172       | 302     | 1.5     | 22.9 |
| 4-Book           | 119       | 299     | 1.1     | 11.8            | 86        | 213     | .8      | 8.5             | 122       | 359     | 1.0     | 7.1            | 131       | 299     | 1.1     | 10.7           | 214       | 379     | 1.8     | 27.2 |
| <b>+WEMG-AM</b>  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| <b>WURD-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 |           |         |         |                 | 4         | 9       | .3      |                | 5         | 9       | .5      |                |           |         |         |      |
| 4-Book           | 7         | 20      | .1      | .6              | 3         | 12      | .3      |                 | 9         | 23      | .5      |                | 13        | 25      | 1.0     |                | 4         | 9       | .5      |      |
| <b>WFIL-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 1         | 14      | .1      |                 | 1         | 8       | .1      |                 | 1         | 7       | .1      |                |           | 7       |         |                |           | 7       |         |      |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| <b>WHAT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 5         | 15      | .5      |                 | 15        | 45      | .1      | 1.7             | 15        | 32      | .1      | .9             | 5         | 13      | .5      |                | 2         | 8       | .3      |      |
| 4-Book           | 4         | 9       | .4      |                 | 22        | 44      | .2      | 2.1             | 16        | 42      | .2      | .9             | 6         | 15      | .1      | .5             | 6         | 12      | .7      |      |
| <b>WIOQ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 82        | 405     | .7      | 8.6             | 45        | 256     | .4      | 5.0             | 141       | 620     | 1.2     | 8.9            | 108       | 462     | .9      | 9.9            | 60        | 330     | .5      | 8.0  |
| 4-Book           | 85        | 363     | .8      | 8.4             | 46        | 225     | .4      | 4.5             | 119       | 533     | 1.0     | 6.9            | 80        | 351     | .7      | 6.6            | 42        | 195     | .4      | 5.4  |
| <b>WIP -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 2         | 24      | .2      |                 | 1         | 7       | .1      |                 | 2         | 14      | .1      |                | 6         | 31      | .1      | .5             | 5         | 23      | .7      |      |
| 4-Book           | 6         | 33      | .5      |                 | 7         | 22      | .1      | .7              | 10        | 42      | .1      | .6             | 12        | 48      | .1      | 1.0            | 7         | 26      | .1      | 1.0  |
| <b>WJJZ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 42        | 148     | .4      | 4.4             | 42        | 127     | .4      | 4.7             | 84        | 221     | .7      | 5.3            | 59        | 161     | .5      | 5.4            | 36        | 105     | .3      | 4.8  |
| 4-Book           | 56        | 186     | .5      | 5.5             | 41        | 129     | .4      | 4.0             | 71        | 212     | .6      | 4.1            | 57        | 155     | .5      | 4.7            | 30        | 117     | .3      | 3.9  |
| <b>WMGK-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 22        | 150     | .2      | 2.3             | 10        | 62      | .1      | 1.1             | 60        | 282     | .5      | 3.8            | 37        | 151     | .3      | 3.4            | 15        | 63      | .1      | 2.0  |
| 4-Book           | 36        | 198     | .3      | 3.5             | 18        | 88      | .2      | 1.7             | 73        | 307     | .6      | 4.2            | 61        | 201     | .5      | 4.9            | 18        | 99      | .2      | 2.3  |
| <b>WMMR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 20        | 115     | .2      | 2.1             | 6         | 46      | .1      | .7              | 36        | 194     | .3      | 2.3            | 40        | 171     | .3      | 3.7            | 16        | 78      | .1      | 2.1  |
| 4-Book           | 27        | 157     | .3      | 2.7             | 21        | 83      | .2      | 2.0             | 50        | 218     | .4      | 2.9            | 50        | 176     | .4      | 4.0            | 19        | 78      | .2      | 2.4  |
| <b>WNAP-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 | **        | **      | **      | **              | 1         | 7       | .1      |                | * 2       | 7       | .2      |                | **        | **      | **      | **   |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| <b>WUGL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 57        | 173     | .5      | 6.0             | 63        | 169     | .5      | 7.1             | 60        | 257     | .5      | 3.8            | 62        | 215     | .5      | 5.7            | 63        | 183     | .5      | 8.4  |
| 4-Book           | 48        | 182     | .4      | 4.8             | 77        | 231     | .6      | 7.5             | 79        | 297     | .7      | 4.6            | 66        | 204     | .6      | 5.4            | 37        | 128     | .3      | 4.8  |
| <b>WPEN-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 8         | 22      | .1      | .8              | 2         | 14      | .2      |                 | 14        | 39      | .1      | .9             | 3         | 14      | .3      |                | 4         | 27      | .5      |      |
| 4-Book           | 5         | 17      | .1      | .4              | 3         | 19      | .3      |                 | 12        | 37      | .1      | .7             | 5         | 10      | .1      | .4             | 4         | 13      | .4      |      |
| <b>WPHI-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 63        | 241     | .5      | 6.6             | 19        | 89      | .2      | 2.1             | 52        | 233     | .4      | 3.3            | 13        | 73      | .1      | 1.2            | 26        | 78      | .2      | 3.5  |
| 4-Book           | 60        | 226     | .5      | 5.9             | 19        | 85      | .2      | 1.9             | 56        | 215     | .5      | 3.2            | 37        | 144     | .3      | 2.9            | 35        | 105     | .3      | 4.4  |
| <b>WPHT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           | 8       |         |                 | 8         | 17      | .1      | .9              | 5         | 38      | .3      |                | 2         | 15      | .2      |                | 3         | 25      | .4      |      |
| 4-Book           | 3         | 18      | .3      |                 | 6         | 22      | .1      | .6              | 6         | 25      | .1      | .3             | 3         | 14      | .3      |                | 7         | 25      | .1      | .9   |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 18-49

Target Listener Estimates - Women 18-49

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 54                  | 198          | .5         | 5.7        | 38                 | 137          | .3         | 4.3        | 80                 | 418          | .7         | 5.0        | 53                | 257          | .5         | 4.8        | 41                | 205          | .4         | 5.5        |
| 4-Book          | 34                  | 189          | .3         | 3.4        | 24                 | 127          | .2         | 2.4        | 62                 | 318          | .6         | 3.6        | 48                | 226          | .4         | 3.9        | 18                | 118          | .2         | 2.4        |
| <b>WSSJ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 11                  | 17           | .1         | 1.2        | 2                  | 10           | .2         | .2         | 8                  | 23           | .1         | .5         | 13                | 34           | .1         | 1.2        | **                | **           | **         | **         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WUSL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 99                  | 340          | .9         | 10.4       | 89                 | 267          | .8         | 10.0       | 111                | 396          | 1.0        | 7.0        | 59                | 202          | .5         | 5.4        | 36                | 119          | .3         | 4.8        |
| 4-Book          | 115                 | 350          | 1.0        | 11.3       | 95                 | 299          | .8         | 9.3        | 140                | 473          | 1.2        | 8.1        | 66                | 236          | .6         | 5.4        | 52                | 160          | .5         | 6.5        |
| <b>+WVDB-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 3                  | 8            | .3         | .3         |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WVDB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 12                  | 46           | .1         | 1.3        | 26                 | 109          | .2         | 2.9        | 98                 | 191          | .8         | 6.2        | 7                 | 22           | .1         | .6         | 9                 | 38           | .1         | 1.2        |
| 4-Book          | 12                  | 43           | .1         | 1.2        | 25                 | 101          | .2         | 2.4        | 98                 | 183          | .9         | 5.7        | 7                 | 20           | .1         | .6         | 7                 | 30           | .1         | .8         |
| <b>WVJZ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 2                  | 6            | .2         | .2         | 2                  | 7            | .1         | .1         | 6                 | 8            | .1         | .5         | 1                 | 2            | .1         | .1         |
| 4-Book          |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WXTU-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 20                  | 81           | .2         | 2.1        | 39                 | 193          | .3         | 4.4        | 62                 | 195          | .5         | 3.9        | 55                | 130          | .5         | 5.0        | 22                | 115          | .2         | 2.9        |
| 4-Book          | 31                  | 139          | .3         | 3.0        | 49                 | 175          | .4         | 4.8        | 75                 | 256          | .7         | 4.4        | 63                | 193          | .6         | 5.1        | 24                | 110          | .2         | 3.0        |
| <b>WXXM-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 16                  | 117          | .1         | 1.7        | 20                 | 109          | .2         | 2.2        | 64                 | 285          | .6         | 4.0        | 58                | 249          | .5         | 5.3        | 30                | 95           | .3         | 4.0        |
| 4-Book          | 36                  | 202          | .3         | 3.5        | 19                 | 108          | .2         | 1.9        | 69                 | 330          | .6         | 4.0        | 51                | 235          | .4         | 4.2        | 28                | 145          | .3         | 3.5        |
| <b>WYSP-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 26                  | 102          | .2         | 2.7        | 11                 | 64           | .1         | 1.2        | 39                 | 170          | .3         | 2.4        | 24                | 129          | .2         | 2.2        | 27                | 111          | .2         | 3.6        |
| 4-Book          | 27                  | 118          | .2         | 2.7        | 10                 | 45           | .1         | 1.0        | 42                 | 202          | .4         | 2.4        | 28                | 117          | .2         | 2.2        | 17                | 80           | .2         | 2.1        |
| <b>WYXR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 77                  | 260          | .7         | 8.1        | 32                 | 121          | .3         | 3.6        | 92                 | 388          | .8         | 5.8        | 74                | 274          | .6         | 6.8        | 33                | 157          | .3         | 4.4        |
| 4-Book          | 62                  | 257          | .6         | 6.1        | 34                 | 146          | .3         | 3.3        | 85                 | 378          | .8         | 5.0        | 61                | 248          | .5         | 4.9        | 35                | 158          | .3         | 4.4        |
| <b>WBYN-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | **                  | **           | **         | **         | 5                  | 23           | .6         | .6         | 3                  | 23           | .2         | .2         | 2                 | 7            | .2         | .2         | 1                 | 8            | .1         | .1         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WJBR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 8                   | 36           | .1         | .8         | 1                  | 15           | .1         | .1         | 6                  | 36           | .1         | .4         | 5                 | 44           | .5         | .5         | 2                 | 27           | .3         | .3         |
| 4-Book          | 6                   | 24           | .1         | .6         | 3                  | 17           | .3         | .3         | 9                  | 39           | .1         | .5         | 5                 | 31           | .4         | .4         | 1                 | 17           | .2         | .2         |
| <b>WKXW-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 5                   | 38           | .5         | .5         | 4                  | 23           | .4         | .4         | 9                  | 40           | .1         | .6         | 3                 | 15           | .3         | .3         | 1                 | 14           | .1         | .1         |
| 4-Book          | 10                  | 42           | .1         | .9         | 7                  | 29           | .1         | .7         | 15                 | 49           | .1         | .9         | 9                 | 24           | .1         | .7         | 5                 | 23           | .1         | .7         |
| <b>WLEV-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 2                   | 8            | .2         | .2         | 5                  | 16           | .6         | .6         | 13                 | 23           | .1         | .8         | 8                 | 31           | .1         | .7         | 5                 | 15           | .7         | .7         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WNJO-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 4                   | 32           | .4         | .4         | 6                  | 30           | .1         | .7         | 20                 | 63           | .2         | 1.3        | 17                | 57           | .1         | 1.6        | 1                 | 16           | .1         | .1         |
| 4-Book          | 3                   | 25           | .3         | .3         | 9                  | 33           | .1         | .9         | 16                 | 51           | .2         | 1.0        | 14                | 45           | .1         | 1.2        | 6                 | 23           | .1         | .7         |
| <b>WPST-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 24                  | 143          | .2         | 2.5        | 15                 | 96           | .1         | 1.7        | 45                 | 235          | .4         | 2.8        | 36                | 169          | .3         | 3.3        | 15                | 78           | .1         | 2.0        |
| 4-Book          | 18                  | 121          | .2         | 1.8        | 12                 | 84           | .1         | 1.2        | 37                 | 209          | .3         | 2.2        | 31                | 131          | .3         | 2.6        | 13                | 73           | .1         | 1.7        |
| <b>TOTALS</b>   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 955                 | 3021         | 8.3        |            | 892                | 2790         | 7.7        |            | 1592               | 4656         | 13.8       |            | 1095              | 3176         | 9.5        |            | 752               | 2369         | 6.5        |            |
| 4-Book          | 1014                | 3191         | 8.8        |            | 1017               | 3067         | 8.8        |            | 1719               | 4866         | 14.8       |            | 1234              | 3395         | 10.6       |            | 790               | 2366         | 6.8        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 25-49

|                 | Monday-Sunday<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |             | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 55                       | 2055         | .6         | 3.3         | 154                       | 1444         | 1.6        | 6.2        | 40                        | 577          | .4         | 1.6         | 69                       | 943          | .7         | 3.5         | 14                       | 325          | .1         | 2.2         |
| WI '99          | 74                       | 2304         | .8         | 4.4         | 223                       | 1645         | 2.4        | 8.5        | 47                        | 657          | .5         | 1.8         | 72                       | 1038         | .8         | 3.6         | 21                       | 406          | .2         | 3.3         |
| FA '98          | 60                       | 2067         | .6         | 3.6         | 180                       | 1393         | 1.9        | 7.5        | 40                        | 648          | .4         | 1.6         | 61                       | 953          | .6         | 3.0         | 18                       | 346          | .2         | 2.5         |
| SU '98          | 65                       | 2184         | .7         | 3.9         | 178                       | 1381         | 1.9        | 7.5        | 36                        | 711          | .4         | 1.5         | 69                       | 859          | .7         | 3.6         | 30                       | 435          | .3         | 3.9         |
| <b>4-Book</b>   | <b>64</b>                | <b>2153</b>  | <b>.7</b>  | <b>3.8</b>  | <b>184</b>                | <b>1466</b>  | <b>2.0</b> | <b>7.4</b> | <b>41</b>                 | <b>648</b>   | <b>.4</b>  | <b>1.6</b>  | <b>68</b>                | <b>948</b>   | <b>.7</b>  | <b>3.4</b>  | <b>21</b>                | <b>378</b>   | <b>.2</b>  | <b>3.0</b>  |
| SP '98          | 69                       | 2418         | .7         | 4.1         | 215                       | 1705         | 2.3        | 8.9        | 50                        | 767          | .5         | 2.0         | 66                       | 1012         | .7         | 3.3         | 20                       | 420          | .2         | 2.7         |
| <b>WBEB-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 164                      | 2267         | 1.7        | 10.0        | 228                       | 1422         | 2.4        | 9.2        | 356                       | 1247         | 3.8        | 14.0        | 192                      | 1315         | 2.0        | 9.6         | 58                       | 655          | .6         | 9.1         |
| WI '99          | 182                      | 2327         | 1.9        | 10.8        | 252                       | 1340         | 2.7        | 9.6        | 340                       | 1373         | 3.6        | 13.2        | 202                      | 1391         | 2.1        | 10.0        | 70                       | 739          | .7         | 10.9        |
| FA '98          | 170                      | 2291         | 1.8        | 10.2        | 241                       | 1474         | 2.6        | 10.1       | 321                       | 1227         | 3.4        | 13.2        | 201                      | 1412         | 2.1        | 10.0        | 57                       | 710          | .6         | 8.1         |
| SU '98          | 192                      | 2306         | 2.0        | 11.6        | 238                       | 1417         | 2.5        | 10.1       | 415                       | 1452         | 4.3        | 16.8        | 240                      | 1417         | 2.5        | 12.6        | 66                       | 742          | .7         | 8.6         |
| <b>4-Book</b>   | <b>177</b>               | <b>2298</b>  | <b>1.9</b> | <b>10.7</b> | <b>240</b>                | <b>1413</b>  | <b>2.6</b> | <b>9.8</b> | <b>358</b>                | <b>1325</b>  | <b>3.8</b> | <b>14.3</b> | <b>209</b>               | <b>1384</b>  | <b>2.2</b> | <b>10.6</b> | <b>63</b>                | <b>712</b>   | <b>.7</b>  | <b>9.2</b>  |
| SP '98          | 188                      | 2411         | 2.0        | 11.2        | 241                       | 1394         | 2.5        | 9.9        | 372                       | 1293         | 3.9        | 14.9        | 235                      | 1531         | 2.5        | 11.9        | 65                       | 752          | .7         | 8.8         |
| <b>WDAS-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 17                       | 239          | .2         | 1.0         | 26                        | 119          | .3         | 1.1        | 18                        | 86           | .2         | .7          | 15                       | 78           | .2         | .8          | 6                        | 39           | .1         | .9          |
| WI '99          | 30                       | 317          | .3         | 1.8         | 50                        | 190          | .5         | 1.9        | 37                        | 137          | .4         | 1.4         | 31                       | 126          | .3         | 1.5         | 11                       | 100          | .1         | 1.7         |
| FA '98          | 19                       | 270          | .2         | 1.1         | 31                        | 148          | .3         | 1.3        | 14                        | 65           | .1         | .6          | 21                       | 102          | .2         | 1.0         | 5                        | 49           | .1         | .7          |
| SU '98          | 16                       | 252          | .2         | 1.0         | 35                        | 151          | .4         | 1.5        | 19                        | 108          | .2         | .8          | 7                        | 34           | .1         | .4          | 4                        | 55           | .1         | .5          |
| <b>4-Book</b>   | <b>21</b>                | <b>270</b>   | <b>.2</b>  | <b>1.2</b>  | <b>36</b>                 | <b>152</b>   | <b>.4</b>  | <b>1.5</b> | <b>22</b>                 | <b>99</b>    | <b>.2</b>  | <b>.9</b>   | <b>19</b>                | <b>85</b>    | <b>.2</b>  | <b>.9</b>   | <b>7</b>                 | <b>61</b>    | <b>.1</b>  | <b>1.0</b>  |
| SP '98          | 26                       | 359          | .3         | 1.6         | 49                        | 183          | .5         | 2.0        | 27                        | 99           | .3         | 1.1         | 17                       | 104          | .2         | .9          | 2                        | 25           | .1         | .3          |
| <b>WDAS-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 151                      | 1530         | 1.6        | 9.2         | 214                       | 1019         | 2.3        | 8.7        | 174                       | 780          | 1.8        | 6.8         | 181                      | 979          | 1.9        | 9.1         | 109                      | 652          | 1.2        | 17.2        |
| WI '99          | 177                      | 1514         | 1.9        | 10.5        | 250                       | 987          | 2.6        | 9.5        | 203                       | 809          | 2.2        | 7.9         | 196                      | 998          | 2.1        | 9.7         | 129                      | 692          | 1.4        | 20.1        |
| FA '98          | 160                      | 1495         | 1.7        | 9.6         | 204                       | 957          | 2.2        | 8.5        | 197                       | 819          | 2.1        | 8.1         | 187                      | 910          | 2.0        | 9.3         | 125                      | 783          | 1.3        | 17.7        |
| SU '98          | 179                      | 1655         | 1.9        | 10.8        | 232                       | 1012         | 2.4        | 9.8        | 224                       | 952          | 2.3        | 9.1         | 187                      | 1026         | 2.0        | 9.8         | 139                      | 819          | 1.5        | 18.2        |
| <b>4-Book</b>   | <b>167</b>               | <b>1549</b>  | <b>1.8</b> | <b>10.0</b> | <b>225</b>                | <b>994</b>   | <b>2.4</b> | <b>9.1</b> | <b>200</b>                | <b>840</b>   | <b>2.1</b> | <b>8.0</b>  | <b>188</b>               | <b>978</b>   | <b>2.0</b> | <b>9.5</b>  | <b>126</b>               | <b>737</b>   | <b>1.4</b> | <b>18.3</b> |
| SP '98          | 185                      | 1645         | 1.9        | 11.0        | 262                       | 1015         | 2.7        | 10.8       | 237                       | 918          | 2.5        | 9.5         | 205                      | 1086         | 2.1        | 10.4        | 140                      | 853          | 1.5        | 18.9        |
| <b>+WEMG-AM</b> |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 10                       | 134          | .1         | .6          | 15                        | 76           | .2         | .6         | 19                        | 96           | .2         | .7          | 14                       | 126          | .1         | .7          | 4                        | 48           | .1         | .6          |
| WI '99          | 11                       | 79           | .1         | .7          | 15                        | 44           | .2         | .6         | 14                        | 59           | .1         | .5          | 15                       | 69           | .2         | .7          | 8                        | 49           | .1         | 1.2         |
| FA '98          | 11                       | 91           | .1         | .7          | 15                        | 76           | .2         | .6         | 23                        | 67           | .2         | .9          | 12                       | 68           | .1         | .6          | 1                        | 16           | .1         | .1          |
| SU '98          | 15                       | 125          | .2         | .9          | 17                        | 76           | .2         | .7         | 15                        | 83           | .2         | .6          | 21                       | 95           | .2         | 1.1         | 9                        | 51           | .1         | 1.2         |
| <b>4-Book</b>   | <b>12</b>                | <b>107</b>   | <b>.1</b>  | <b>.7</b>   | <b>16</b>                 | <b>68</b>    | <b>.2</b>  | <b>.6</b>  | <b>18</b>                 | <b>76</b>    | <b>.2</b>  | <b>.7</b>   | <b>16</b>                | <b>90</b>    | <b>.2</b>  | <b>.8</b>   | <b>6</b>                 | <b>41</b>    | <b>.1</b>  | <b>.8</b>   |
| SP '98          | 24                       | 168          | .3         | 1.4         | 32                        | 119          | .3         | 1.3        | 45                        | 138          | .5         | 1.8         | 21                       | 137          | .2         | 1.1         | 4                        | 62           | .1         | .5          |
| <b>WFIL-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 9                        | 119          | .1         | .5          | 16                        | 75           | .2         | .6         | 19                        | 69           | .2         | .7          | 10                       | 66           | .1         | .5          | 3                        | 21           | .1         | .5          |
| WI '99          | 3                        | 138          | .1         | .2          | 6                         | 73           | .1         | .2         | 3                         | 58           | .1         | .3          | 6                        | 63           | .1         | .3          | 3                        | 47           | .1         | .5          |
| FA '98          | **                       | **           | **         | **          | **                        | **           | **         | **         | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |
| SU '98          | 5                        | 116          | .1         | .3          | 13                        | 66           | .1         | .6         | 3                         | 47           | .1         | .3          | 8                        | 55           | .1         | .4          | 2                        | 24           | .1         | .3          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **          | **                        | **           | **         | **         | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 6                        | 100          | .1         | .4          | 11                        | 51           | .1         | .4         | 4                         | 40           | .1         | .2          | 6                        | 20           | .1         | .3          |                          |              |            |             |
| WI '99          | 8                        | 145          | .1         | .5          | 13                        | 81           | .1         | .5         | 11                        | 71           | .1         | .4          | 9                        | 40           | .1         | .4          | 5                        | 36           | .1         | .8          |
| FA '98          | 11                       | 150          | .1         | .7          | 24                        | 100          | .3         | 1.0        | 7                         | 52           | .1         | .3          | 7                        | 33           | .1         | .3          | 7                        | 13           | .1         | 1.0         |
| SU '98          | 12                       | 163          | .1         | .7          | 12                        | 69           | .1         | .5         | 19                        | 77           | .2         | .8          | 9                        | 60           | .1         | .5          | 1                        | 24           | .1         | .1          |
| <b>4-Book</b>   | <b>9</b>                 | <b>140</b>   | <b>.1</b>  | <b>.6</b>   | <b>15</b>                 | <b>75</b>    | <b>.2</b>  | <b>.6</b>  | <b>10</b>                 | <b>60</b>    | <b>.1</b>  | <b>.4</b>   | <b>8</b>                 | <b>38</b>    | <b>.1</b>  | <b>.4</b>   | <b>3</b>                 | <b>18</b>    | <b>.1</b>  | <b>.5</b>   |
| SP '98          | 8                        | 149          | .1         | .5          | 9                         | 67           | .1         | .4         | 8                         | 51           | .1         | .3          | 4                        | 38           | .1         | .2          | 7                        | 28           | .1         | .9          |
| <b>W100-FM</b>  |                          |              |            |             |                           |              |            |            |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 105                      | 2283         | 1.1        | 6.4         | 125                       | 1228         | 1.3        | 5.1        | 167                       | 1126         | 1.8        | 6.6         | 138                      | 1294         | 1.5        | 6.9         | 38                       | 676          | .4         | 6.0         |
| WI '99          | 78                       | 1768         | .8         | 4.6         | 106                       | 805          | 1.1        | 4.0        | 140                       | 1048         | 1.5        | 5.4         | 102                      | 1041         | 1.1        | 5.1         | 22                       | 475          | .2         | 3.4         |
| FA '98          | 97                       | 1985         | 1.0        | 5.8         | 134                       | 990          | 1.4        | 5.6        | 160                       | 1107         | 1.7        | 6.6         | 125                      | 1150         | 1.3        | 6.2         | 29                       | 559          | .3         | 4.1         |
| SU '98          | 87                       | 1801         | .9         | 5.2         | 104                       | 796          | 1.1        | 4.4        | 137                       | 1072         | 1.4        | 5.6         | 92                       | 1133         | 1.0        | 4.8         | 37                       | 514          | .4         | 4.8         |
| <b>4-Book</b>   | <b>92</b>                | <b>1959</b>  | <b>1.0</b> | <b>5.5</b>  | <b>117</b>                | <b>955</b>   | <b>1.2</b> | <b>4.8</b> | <b>151</b>                | <b>1088</b>  | <b>1.6</b> | <b>6.1</b>  | <b>114</b>               | <b>1155</b>  | <b>1.2</b> | <b>5.8</b>  | <b>32</b>                | <b>556</b>   | <b>.3</b>  | <b>4.6</b>  |
| SP '98          | 77                       | 1930         | .8         | 4.6         | 93                        | 874          | 1.0        | 3.8        | 121                       | 981          | 1.3        | 4.8         | 100                      | 1122         | 1.0        | 5.1         | 34                       | 645          | .4         | 4.6         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 25-49

|                | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |    |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|----|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |    |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 7                        | 314          | .1         | .4         | 24                        | 142          | .3         | 1.0        | 2                         | 36           |            | .1         | 5                        | 80           | .1         | .3         | 3                        | 70           |            | .5         |    |
| WI '99         | 11                       | 418          | .1         | .7         | 22                        | 183          | .2         | .8         | 9                         | 84           | .1         | .3         | 15                       | 147          | .2         | .7         | 4                        | 83           |            | .6         |    |
| FA '98         | 15                       | 389          | .2         | .9         | 29                        | 168          | .3         | 1.2        | 14                        | 123          | .1         | .6         | 16                       | 188          | .2         | .8         | 8                        | 77           | .1         | 1.1        |    |
| SU '98         | 13                       | 275          | .1         | .8         | 36                        | 151          | .4         | 1.5        | 12                        | 90           | .1         | .5         | 12                       | 84           | .1         | .6         | 4                        | 48           |            | .5         |    |
| <b>4-Book</b>  | <b>12</b>                | <b>349</b>   | <b>.1</b>  | <b>.7</b>  | <b>28</b>                 | <b>161</b>   | <b>.3</b>  | <b>1.1</b> | <b>9</b>                  | <b>83</b>    | <b>.1</b>  | <b>.4</b>  | <b>12</b>                | <b>125</b>   | <b>.2</b>  | <b>.6</b>  | <b>5</b>                 | <b>70</b>    |            | <b>.7</b>  |    |
| SP '98         | 15                       | 359          | .2         | .9         | 31                        | 221          | .3         | 1.3        | 25                        | 103          | .3         | 1.0        | 19                       | 123          | .2         | 1.0        | 4                        | 90           |            | .5         |    |
| <b>WJZ-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 117                      | 1408         | 1.2        | 7.1        | 137                       | 734          | 1.5        | 5.6        | 224                       | 770          | 2.4        | 8.8        | 151                      | 850          | 1.6        | 7.6        | 42                       | 396          | .4         | 6.6        |    |
| WI '99         | 102                      | 1490         | 1.1        | 6.1        | 106                       | 667          | 1.1        | 4.0        | 198                       | 692          | 2.1        | 7.7        | 125                      | 800          | 1.3        | 6.2        | 51                       | 443          | .5         | 7.9        |    |
| FA '98         | 80                       | 1438         | .8         | 4.8        | 94                        | 644          | 1.0        | 3.9        | 134                       | 676          | 1.4        | 5.5        | 102                      | 789          | 1.1        | 5.1        | 35                       | 458          | .4         | 4.9        |    |
| 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        |    |
| <b>4-Book</b>  | <b>96</b>                | <b>1414</b>  | <b>1.0</b> | <b>5.8</b> | <b>104</b>                | <b>649</b>   | <b>1.1</b> | <b>4.2</b> | <b>171</b>                | <b>681</b>   | <b>1.8</b> | <b>6.8</b> | <b>122</b>               | <b>806</b>   | <b>1.3</b> | <b>6.2</b> | <b>46</b>                | <b>424</b>   | <b>.5</b>  | <b>6.7</b> |    |
| 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        |    |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 78                       | 1801         | .8         | 4.8        | 97                        | 812          | 1.0        | 3.9        | 142                       | 880          | 1.5        | 5.6        | 106                      | 1120         | 1.1        | 5.3        | 26                       | 548          | .3         | 4.1        |    |
| WI '99         | 77                       | 1735         | .8         | 4.6        | 86                        | 750          | .9         | 3.3        | 143                       | 833          | 1.5        | 5.5        | 105                      | 1036         | 1.1        | 5.2        | 19                       | 373          | .2         | 3.0        |    |
| FA '98         | 87                       | 1599         | .9         | 5.2        | 91                        | 814          | 1.0        | 3.8        | 174                       | 828          | 1.8        | 7.2        | 128                      | 1051         | 1.4        | 6.4        | 22                       | 366          | .2         | 3.1        |    |
| 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        |    |
| <b>4-Book</b>  | <b>85</b>                | <b>1716</b>  | <b>.9</b>  | <b>5.1</b> | <b>92</b>                 | <b>795</b>   | <b>1.0</b> | <b>3.8</b> | <b>158</b>                | <b>889</b>   | <b>1.7</b> | <b>6.3</b> | <b>117</b>               | <b>1092</b>  | <b>1.3</b> | <b>5.9</b> | <b>26</b>                | <b>445</b>   | <b>.3</b>  | <b>3.8</b> |    |
| 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        |    |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 51                       | 1222         | .5         | 3.1        | 69                        | 569          | .7         | 2.8        | 105                       | 549          | 1.1        | 4.1        | 66                       | 667          | .7         | 3.3        | 8                        | 241          | .1         | 1.3        |    |
| WI '99         | 39                       | 1119         | .4         | 2.3        | 67                        | 578          | .7         | 2.6        | 54                        | 462          | .6         | 2.1        | 42                       | 545          | .4         | 2.1        | 14                       | 228          | .1         | 2.2        |    |
| FA '98         | 67                       | 1239         | .7         | 4.0        | 91                        | 550          | 1.0        | 3.8        | 115                       | 587          | 1.2        | 4.7        | 103                      | 852          | 1.1        | 5.1        | 15                       | 264          | .2         | 2.1        |    |
| 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        |    |
| <b>4-Book</b>  | <b>50</b>                | <b>1199</b>  | <b>.5</b>  | <b>3.0</b> | <b>71</b>                 | <b>540</b>   | <b>.8</b>  | <b>2.9</b> | <b>83</b>                 | <b>525</b>   | <b>.9</b>  | <b>3.3</b> | <b>64</b>                | <b>662</b>   | <b>.7</b>  | <b>3.2</b> | <b>14</b>                | <b>263</b>   | <b>.2</b>  | <b>2.1</b> |    |
| 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        |    |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | *                        | 1            | .34        | .1         |                           | 10           |            |            | 3                         | 15           |            | .1         | *                        | 1            | .7         | .1         |                          |              |            |            |    |
| WI '99         |                          | 7            | 100        | .1         | .4                        | 6            | 25         | .1         | .2                        | 9            | 67         | .1         | .3                       | 7            | 39         | .1         | .3                       | **           | **         | **         | ** |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |    |
| SU '98         | 7                        | 117          | .1         | .4         | 8                         | 61           | .1         | .3         | 12                        | 74           | .1         | .5         | 4                        | 30           |            | .2         | **                       | **           | **         | **         |    |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |    |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |    |
| <b>WVGL-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 83                       | 1699         | .9         | 5.1        | 108                       | 794          | 1.1        | 4.4        | 131                       | 786          | 1.4        | 5.1        | 87                       | 868          | .9         | 4.4        | 32                       | 380          | .3         | 5.0        |    |
| WI '99         | 81                       | 1565         | .9         | 4.8        | 95                        | 779          | 1.0        | 3.6        | 125                       | 701          | 1.3        | 4.8        | 103                      | 894          | 1.1        | 5.1        | 33                       | 366          | .3         | 5.1        |    |
| FA '98         | 96                       | 1885         | 1.0        | 5.8        | 125                       | 881          | 1.3        | 5.2        | 136                       | 844          | 1.4        | 5.6        | 104                      | 952          | 1.1        | 5.2        | 43                       | 510          | .5         | 6.1        |    |
| 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        |    |
| <b>4-Book</b>  | <b>83</b>                | <b>1669</b>  | <b>.9</b>  | <b>5.0</b> | <b>108</b>                | <b>795</b>   | <b>1.1</b> | <b>4.4</b> | <b>124</b>                | <b>764</b>   | <b>1.3</b> | <b>5.0</b> | <b>92</b>                | <b>863</b>   | <b>1.0</b> | <b>4.7</b> | <b>33</b>                | <b>423</b>   | <b>.4</b>  | <b>4.9</b> |    |
| 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        |    |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 10                       | 184          | .1         | .6         | 14                        | 76           | .1         | .6         | 14                        | 67           | .1         | .6         | 12                       | 61           | .1         | .6         | 5                        | 38           | .1         | .8         |    |
| WI '99         | 12                       | 166          | .1         | .7         | 19                        | 84           | .2         | .7         | 22                        | 91           | .2         | .9         | 10                       | 86           | .1         | .5         | 1                        | 26           |            | .2         |    |
| FA '98         | 4                        | 121          |            | .2         | 7                         | 46           | .1         | .3         | 3                         | 46           |            | .1         | 2                        | 39           |            | .1         | 1                        | 16           |            | .1         |    |
| SU '98         | 8                        | 145          | .1         | .5         | 11                        | 55           | .1         | .5         | 12                        | 63           | .1         | .5         | 9                        | 82           | .1         | .5         | 5                        | 38           | .1         | .7         |    |
| <b>4-Book</b>  | <b>9</b>                 | <b>154</b>   | <b>.1</b>  | <b>.5</b>  | <b>13</b>                 | <b>65</b>    | <b>.1</b>  | <b>.5</b>  | <b>13</b>                 | <b>67</b>    | <b>.1</b>  | <b>.5</b>  | <b>8</b>                 | <b>67</b>    | <b>.1</b>  | <b>.4</b>  | <b>3</b>                 | <b>30</b>    | <b>.1</b>  | <b>.5</b>  |    |
| SP '98         | 8                        | 132          | .1         | .5         | 10                        | 57           | .1         | .4         | 13                        | 75           | .1         | .5         | 12                       | 73           | .1         | .6         | 1                        | 23           |            | .1         |    |
| <b>WPH1-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 29                       | 771          | .3         | 1.8        | 28                        | 350          | .3         | 1.1        | 32                        | 350          | .3         | 1.3        | 41                       | 406          | .4         | 2.1        | 23                       | 228          | .2         | 3.6        |    |
| WI '99         | 29                       | 642          | .3         | 1.7        | 34                        | 308          | .4         | 1.3        | 31                        | 260          | .3         | 1.2        | 42                       | 363          | .4         | 2.1        | 25                       | 223          | .3         | 3.9        |    |
| FA '98         | 35                       | 689          | .4         | 2.1        | 39                        | 253          | .4         | 1.6        | 44                        | 323          | .5         | 1.8        | 49                       | 367          | .5         | 2.4        | 20                       | 254          | .2         | 2.8        |    |
| 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        |    |
| <b>4-Book</b>  | <b>33</b>                | <b>719</b>   | <b>.4</b>  | <b>2.0</b> | <b>35</b>                 | <b>303</b>   | <b>.4</b>  | <b>1.4</b> | <b>38</b>                 | <b>330</b>   | <b>.4</b>  | <b>1.6</b> | <b>45</b>                | <b>401</b>   | <b>.5</b>  | <b>2.3</b> | <b>24</b>                | <b>240</b>   | <b>.3</b>  | <b>3.4</b> |    |
| 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        |    |

Target Listener Trends - Women 25-49

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Women 25-49              |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>WPHT-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 2            | 121         | .1         |                           |              |            |            | 1                         | 20           |            |            | 3                        | 45           | .2         |            | 3                        | 53           | .5         |            |            |
| WI '99                   | 6            | 168         | .1         | .4                        | 12           | 63         | .1         | .5                        | 4            | 34         | .2         | 10                       | 52           | .1         | .5         | 5                        | 36           | .1         | .8         |            |
| FA '98                   | 13           | 212         | .1         | .8                        | 21           | 83         | .2         | .9                        | 18           | 91         | .2         | 17                       | 94           | .2         | .8         | 8                        | 55           | .1         | 1.1        |            |
| SU '98                   | 8            | 218         | .1         | .5                        | 17           | 63         | .2         | .7                        | 13           | 80         | .1         | 5                        | 73           | .1         | .3         | 4                        | 59           | .1         | .5         |            |
| <b>4-Book</b>            | <b>7</b>     | <b>180</b>  | <b>.1</b>  | <b>.5</b>                 | <b>13</b>    | <b>52</b>  | <b>.1</b>  | <b>.5</b>                 | <b>9</b>     | <b>56</b>  | <b>.1</b>  | <b>9</b>                 | <b>66</b>    | <b>.1</b>  | <b>.5</b>  | <b>5</b>                 | <b>51</b>    | <b>.1</b>  | <b>.7</b>  |            |
| SP '98                   | 4            | 228         | .2         |                           | 8            | 84         | .1         | .3                        | 2            | 37         | .1         | 5                        | 41           | .1         | .3         | 4                        | 74           | .5         |            |            |
| <b>WPLY-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 60           | 1462        | .6         | 3.7                       | 78           | 690        | .8         | 3.2                       | 88           | 736        | .9         | 3.5                      | 84           | 958        | .9         | 4.2                      | 23           | 354        | .2         | 3.6        |
| WI '99                   | 37           | 1186        | .4         | 2.2                       | 54           | 522        | .6         | 2.1                       | 49           | 480        | .5         | 1.9                      | 53           | 736        | .6         | 2.6                      | 15           | 333        | .2         | 2.3        |
| FA '98                   | 38           | 1043        | .4         | 2.3                       | 49           | 529        | .5         | 2.0                       | 52           | 466        | .6         | 2.1                      | 62           | 743        | .7         | 3.1                      | 13           | 319        | .1         | 1.8        |
| SU '98                   | 31           | 1170        | .3         | 1.9                       | 37           | 490        | .4         | 1.6                       | 35           | 438        | .4         | 1.4                      | 42           | 653        | .4         | 2.2                      | 12           | 317        | .1         | 1.6        |
| <b>4-Book</b>            | <b>42</b>    | <b>1215</b> | <b>.4</b>  | <b>2.5</b>                | <b>55</b>    | <b>558</b> | <b>.6</b>  | <b>2.2</b>                | <b>56</b>    | <b>530</b> | <b>.6</b>  | <b>2.2</b>               | <b>60</b>    | <b>773</b> | <b>.7</b>  | <b>3.0</b>               | <b>16</b>    | <b>331</b> | <b>.2</b>  | <b>2.3</b> |
| SP '98                   | 35           | 1265        | .4         | 2.1                       | 55           | 570        | .6         | 2.3                       | 57           | 570        | .6         | 2.3                      | 45           | 686        | .5         | 2.3                      | 12           | 335        | .1         | 1.6        |
| <b>WSSJ-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 7            | 81          | .1         | .4                        | 6            | 39         | .1         | .2                        | 9            | 59         | .1         | .4                       | 10           | 59         | .1         | .5                       | 3            | 37         | .5         |            |
| WI '99                   | 9            | 60          | .1         | .5                        | 10           | 44         | .1         | .4                        | 8            | 38         | .1         | .3                       | 7            | 39         | .1         | .3                       | 4            | 27         | .6         |            |
| FA '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |
| SU '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |
| <b>WUSL-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 63           | 1131        | .7         | 3.8                       | 97           | 609        | 1.0        | 3.9                       | 71           | 534        | .8         | 2.8                      | 62           | 584        | .7         | 3.1                      | 39           | 373        | .4         | 6.1        |
| WI '99                   | 87           | 1205        | .9         | 5.2                       | 136          | 618        | 1.4        | 5.2                       | 108          | 645        | 1.1        | 4.2                      | 100          | 564        | 1.1        | 5.0                      | 51           | 377        | .5         | 7.9        |
| FA '98                   | 82           | 1199        | .9         | 4.9                       | 125          | 597        | 1.3        | 5.2                       | 116          | 550        | 1.2        | 4.8                      | 79           | 573        | .8         | 3.9                      | 42           | 346        | .4         | 5.9        |
| SU '98                   | 82           | 1381        | .9         | 4.9                       | 112          | 687        | 1.2        | 4.7                       | 102          | 667        | 1.1        | 4.1                      | 76           | 647        | .8         | 4.0                      | 56           | 478        | .6         | 7.3        |
| <b>4-Book</b>            | <b>79</b>    | <b>1229</b> | <b>.9</b>  | <b>4.7</b>                | <b>118</b>   | <b>628</b> | <b>1.2</b> | <b>4.8</b>                | <b>99</b>    | <b>599</b> | <b>1.1</b> | <b>4.0</b>               | <b>79</b>    | <b>592</b> | <b>.9</b>  | <b>4.0</b>               | <b>47</b>    | <b>394</b> | <b>.5</b>  | <b>6.8</b> |
| SP '98                   | 84           | 1245        | .9         | 5.0                       | 112          | 614        | 1.2        | 4.6                       | 100          | 552        | 1.0        | 4.0                      | 88           | 643        | .9         | 4.4                      | 46           | 311        | .5         | 6.2        |
| <b>+WWDB-AM</b>          |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | *            | 2           | .45        | .1                        | 4            | 23         | .2         |                           | 3            | 29         | .1         |                          | *            |            |            |                          |              |            |            |            |
| WI '99                   | 1            | 23          | .1         |                           | 1            | 8          |            |                           | 1            | 16         |            |                          |              |            |            |                          | **           | **         | **         | **         |
| FA '98                   | 4            | 49          | .2         |                           | 1            | 18         |            |                           | 9            | 23         | .1         | .4                       | 2            | 14         | .1         |                          | **           | **         | **         | **         |
| SU '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |
| <b>WWDB-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 37           | 655         | .4         | 2.3                       | 50           | 309        | .5         | 2.0                       | 69           | 323        | .7         | 2.7                      | 28           | 257        | .3         | 1.4                      | 19           | 198        | .2         | 3.0        |
| WI '99                   | 43           | 676         | .5         | 2.6                       | 49           | 354        | .5         | 1.9                       | 109          | 418        | 1.2        | 4.2                      | 41           | 239        | .4         | 2.0                      | 7            | 100        | .1         | 1.1        |
| FA '98                   | 31           | 708         | .3         | 1.9                       | 41           | 306        | .4         | 1.7                       | 58           | 292        | .6         | 2.4                      | 16           | 241        | .2         | .8                       | 13           | 163        | .1         | 1.8        |
| SU '98                   | 31           | 742         | .3         | 1.9                       | 35           | 260        | .4         | 1.5                       | 52           | 371        | .5         | 2.1                      | 32           | 286        | .3         | 1.7                      | 15           | 180        | .2         | 2.0        |
| <b>4-Book</b>            | <b>36</b>    | <b>695</b>  | <b>.4</b>  | <b>2.2</b>                | <b>44</b>    | <b>307</b> | <b>.5</b>  | <b>1.8</b>                | <b>72</b>    | <b>351</b> | <b>.8</b>  | <b>2.9</b>               | <b>29</b>    | <b>256</b> | <b>.3</b>  | <b>1.5</b>               | <b>14</b>    | <b>160</b> | <b>.2</b>  | <b>2.0</b> |
| SP '98                   | 28           | 676         | .3         | 1.7                       | 34           | 262        | .4         | 1.4                       | 56           | 349        | .6         | 2.2                      | 20           | 244        | .2         | 1.0                      | 8            | 122        | .1         | 1.1        |
| <b>WWJZ-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 1            | 15          | .1         |                           | 7            |            |            |                           | 2            | 15         | .1         |                          | 2            | 8          | .1         |                          |              |            |            |            |
| WI '99                   | 1            | 28          | .1         |                           |              |            |            |                           |              | 7          |            |                          |              |            |            |                          |              |            |            |            |
| FA '98                   |              | 25          |            |                           |              |            |            |                           |              | 8          |            |                          | 1            | 8          |            |                          |              |            | 8          |            |
| SU '98                   | 1            | 43          | .1         |                           |              |            |            |                           |              | 18         |            |                          |              | 9          |            |                          | 1            | 25         | .1         |            |
| <b>4-Book</b>            | <b>1</b>     | <b>28</b>   | <b>.1</b>  |                           | <b>2</b>     |            |            |                           | <b>1</b>     | <b>12</b>  |            |                          | <b>1</b>     | <b>6</b>   |            |                          |              | <b>8</b>   |            |            |
| SP '98                   |              | 11          |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| <b>WXTU-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 68           | 937         | .7         | 4.1                       | 103          | 601        | 1.1        | 4.2                       | 108          | 470        | 1.1        | 4.2                      | 89           | 561        | .9         | 4.5                      | 20           | 278        | .2         | 3.1        |
| WI '99                   | 61           | 785         | .6         | 3.6                       | 89           | 486        | .9         | 3.4                       | 97           | 379        | 1.0        | 3.8                      | 74           | 491        | .8         | 3.7                      | 13           | 269        | .1         | 2.0        |
| FA '98                   | 80           | 1018        | .8         | 4.8                       | 117          | 663        | 1.2        | 4.9                       | 84           | 509        | .9         | 3.5                      | 119          | 705        | 1.3        | 5.9                      | 30           | 348        | .3         | 4.2        |
| SU '98                   | 64           | 1084        | .7         | 3.9                       | 72           | 599        | .8         | 3.1                       | 90           | 599        | .9         | 3.6                      | 85           | 704        | .9         | 4.5                      | 25           | 405        | .3         | 3.3        |
| <b>4-Book</b>            | <b>68</b>    | <b>956</b>  | <b>.7</b>  | <b>4.1</b>                | <b>95</b>    | <b>587</b> | <b>1.0</b> | <b>3.9</b>                | <b>95</b>    | <b>489</b> | <b>1.0</b> | <b>3.8</b>               | <b>92</b>    | <b>615</b> | <b>1.0</b> | <b>4.7</b>               | <b>22</b>    | <b>325</b> | <b>.2</b>  | <b>3.2</b> |
| SP '98                   | 66           | 1022        | .7         | 3.9                       | 72           | 583        | .8         | 3.0                       | 102          | 564        | 1.1        | 4.1                      | 81           | 588        | .8         | 4.1                      | 30           | 387        | .3         | 4.0        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 25-49

Target Listener Trends - Women 25-49

|                | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXXM-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 63                       | 1404         | .7         | 3.8        | 88                        | 703          | .9         | 3.6        | 100                       | 622          | 1.1        | 3.9        | 85                       | 846          | .9         | 4.3        | 22                       | 366          | .2         | 3.5        |
| WI '99         | 58                       | 1412         | .6         | 3.4        | 95                        | 796          | 1.0        | 3.6        | 78                        | 677          | .8         | 3.0        | 83                       | 924          | .9         | 4.1        | 18                       | 434          | .2         | 2.8        |
| FA '98         | 50                       | 1169         | .5         | 3.0        | 57                        | 658          | .6         | 2.4        | 75                        | 550          | .8         | 3.1        | 78                       | 723          | .8         | 3.9        | 21                       | 332          | .2         | 3.0        |
| SU '98         | 54                       | 1351         | .6         | 3.3        | 67                        | 659          | .7         | 2.8        | 78                        | 585          | .8         | 3.2        | 75                       | 861          | .8         | 3.9        | 21                       | 434          | .2         | 2.7        |
| <b>4-Book</b>  | <b>56</b>                | <b>1334</b>  | <b>.6</b>  | <b>3.4</b> | <b>77</b>                 | <b>704</b>   | <b>.8</b>  | <b>3.1</b> | <b>83</b>                 | <b>609</b>   | <b>.9</b>  | <b>3.3</b> | <b>80</b>                | <b>839</b>   | <b>.9</b>  | <b>4.1</b> | <b>21</b>                | <b>392</b>   | <b>.2</b>  | <b>3.0</b> |
| SP '98         | 40                       | 1169         | .4         | 2.4        | 51                        | 553          | .5         | 2.1        | 59                        | 615          | .6         | 2.4        | 56                       | 709          | .6         | 2.8        | 13                       | 383          | .1         | 1.8        |
| <b>WYSP-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 56                       | 1394         | .6         | 3.4        | 204                       | 971          | 2.2        | 8.3        | 55                        | 420          | .6         | 2.2        | 32                       | 422          | .3         | 1.6        | 13                       | 208          | .1         | 2.0        |
| WI '99         | 64                       | 1442         | .7         | 3.8        | 220                       | 966          | 2.3        | 8.4        | 78                        | 658          | .8         | 3.0        | 42                       | 535          | .4         | 2.1        | 8                        | 152          | .1         | 1.2        |
| FA '98         | 58                       | 1454         | .6         | 3.5        | 169                       | 913          | 1.8        | 7.1        | 59                        | 539          | .6         | 2.4        | 51                       | 468          | .5         | 2.5        | 14                       | 177          | .1         | 2.0        |
| SU '98         | 65                       | 1450         | .7         | 3.9        | 205                       | 872          | 2.1        | 8.7        | 78                        | 540          | .8         | 3.2        | 43                       | 480          | .5         | 2.3        | 16                       | 318          | .2         | 2.1        |
| <b>4-Book</b>  | <b>61</b>                | <b>1435</b>  | <b>.7</b>  | <b>3.7</b> | <b>200</b>                | <b>931</b>   | <b>2.1</b> | <b>8.1</b> | <b>68</b>                 | <b>539</b>   | <b>.7</b>  | <b>2.7</b> | <b>42</b>                | <b>476</b>   | <b>.4</b>  | <b>2.1</b> | <b>13</b>                | <b>214</b>   | <b>.1</b>  | <b>1.8</b> |
| SP '98         | 63                       | 1532         | .7         | 3.8        | 216                       | 999          | 2.3        | 8.9        | 63                        | 653          | .7         | 2.5        | 38                       | 496          | .4         | 1.9        | 14                       | 268          | .1         | 1.9        |
| <b>WYXR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 84                       | 1899         | .9         | 5.1        | 137                       | 1128         | 1.5        | 5.6        | 130                       | 894          | 1.4        | 5.1        | 108                      | 1190         | 1.1        | 5.4        | 21                       | 416          | .2         | 3.3        |
| WI '99         | 118                      | 2086         | 1.3        | 7.0        | 179                       | 1180         | 1.9        | 6.8        | 232                       | 1122         | 2.5        | 9.0        | 154                      | 1230         | 1.6        | 7.6        | 28                       | 504          | .3         | 4.4        |
| FA '98         | 103                      | 1931         | 1.1        | 6.2        | 153                       | 1170         | 1.6        | 6.4        | 163                       | 1063         | 1.7        | 6.7        | 125                      | 1149         | 1.3        | 6.2        | 42                       | 491          | .4         | 5.9        |
| SU '98         | 95                       | 1842         | 1.0        | 5.7        | 142                       | 956          | 1.5        | 6.0        | 147                       | 926          | 1.5        | 6.0        | 122                      | 1100         | 1.3        | 6.4        | 36                       | 589          | .4         | 4.7        |
| <b>4-Book</b>  | <b>100</b>               | <b>1940</b>  | <b>1.1</b> | <b>6.0</b> | <b>153</b>                | <b>1109</b>  | <b>1.6</b> | <b>6.2</b> | <b>168</b>                | <b>1001</b>  | <b>1.8</b> | <b>6.7</b> | <b>127</b>               | <b>1167</b>  | <b>1.3</b> | <b>6.4</b> | <b>32</b>                | <b>500</b>   | <b>.3</b>  | <b>4.6</b> |
| SP '98         | 115                      | 1914         | 1.2        | 6.9        | 151                       | 1030         | 1.6        | 6.2        | 193                       | 964          | 2.0        | 7.7        | 153                      | 1294         | 1.6        | 7.7        | 39                       | 651          | .4         | 5.3        |
| <b>WBYN-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 4                        | 82           | .2         |            | 7                         | 60           | .1         | .3         | 5                         | 45           | .1         | .2         | 5                        | 45           | .1         | .3         | 1                        | 46           | .2         |            |
| WI '99         | 3                        | 83           | .2         |            | 5                         | 46           | .1         | .2         | 2                         | 30           |            | .1         | 3                        | 45           |            | .1         | 1                        | 37           | .2         |            |
| FA '98         | 3                        | 89           | .2         |            | 9                         | 57           | .1         | .4         | 1                         | 19           |            |            | 4                        | 49           |            | .2         | 1                        | 25           | .1         |            |
| SU '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 13                       | 290          | .1         | .8         | 17                        | 123          | .2         | .7         | 22                        | 151          | .2         | .9         | 13                       | 130          | .1         | .7         | 9                        | 99           | .1         | 1.4        |
| WI '99         | 16                       | 280          | .2         | .9         | 31                        | 145          | .3         | 1.2        | 29                        | 116          | .3         | 1.1        | 16                       | 156          | .2         | .8         | 5                        | 69           | .1         | .8         |
| FA '98         | 14                       | 338          | .1         | .8         | 13                        | 158          | .1         | .5         | 24                        | 164          | .3         | 1.0        | 24                       | 224          | .3         | 1.2        | 5                        | 92           | .1         | .7         |
| SU '98         | 15                       | 229          | .2         | .9         | 16                        | 95           | .2         | .7         | 33                        | 103          | .3         | 1.3        | 23                       | 118          | .2         | 1.2        | 7                        | 90           | .1         | .9         |
| <b>4-Book</b>  | <b>15</b>                | <b>284</b>   | <b>.2</b>  | <b>.9</b>  | <b>19</b>                 | <b>130</b>   | <b>.2</b>  | <b>.8</b>  | <b>27</b>                 | <b>134</b>   | <b>.3</b>  | <b>1.1</b> | <b>19</b>                | <b>157</b>   | <b>.2</b>  | <b>1.0</b> | <b>7</b>                 | <b>88</b>    | <b>.1</b>  | <b>1.0</b> |
| SP '98         | 10                       | 236          | .1         | .6         | 13                        | 81           | .1         | .5         | 21                        | 109          | .2         | .8         | 14                       | 133          | .1         | .7         | 6                        | 74           | .1         | .8         |
| <b>WKXV-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 22                       | 505          | .2         | 1.3        | 40                        | 263          | .4         | 1.6        | 43                        | 235          | .5         | 1.7        | 37                       | 290          | .4         | 1.9        | 3                        | 78           | .5         |            |
| WI '99         | 20                       | 450          | .2         | 1.2        | 27                        | 214          | .3         | 1.0        | 35                        | 204          | .4         | 1.4        | 37                       | 307          | .4         | 1.8        | 5                        | 119          | .1         | .8         |
| FA '98         | 23                       | 494          | .2         | 1.4        | 25                        | 204          | .3         | 1.0        | 41                        | 237          | .4         | 1.7        | 38                       | 281          | .4         | 1.9        | 14                       | 152          | .1         | 2.0        |
| SU '98         | 23                       | 591          | .2         | 1.4        | 35                        | 308          | .4         | 1.5        | 45                        | 295          | .5         | 1.8        | 33                       | 358          | .3         | 1.7        | 6                        | 113          | .1         | .8         |
| <b>4-Book</b>  | <b>22</b>                | <b>510</b>   | <b>.2</b>  | <b>1.3</b> | <b>32</b>                 | <b>247</b>   | <b>.4</b>  | <b>1.3</b> | <b>41</b>                 | <b>243</b>   | <b>.5</b>  | <b>1.7</b> | <b>36</b>                | <b>309</b>   | <b>.4</b>  | <b>1.8</b> | <b>7</b>                 | <b>116</b>   | <b>.1</b>  | <b>1.0</b> |
| SP '98         | 21                       | 478          | .2         | 1.3        | 35                        | 231          | .4         | 1.4        | 36                        | 257          | .4         | 1.4        | 30                       | 301          | .3         | 1.5        | 5                        | 119          | .1         | .7         |
| <b>WLEV-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 15                       | 166          | .2         | .9         | 17                        | 77           | .2         | .7         | 30                        | 76           | .3         | 1.2        | 19                       | 105          | .2         | 1.0        | 4                        | 60           | .6         |            |
| WI '99         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 5                        | 119          | .1         | .3         | 7                         | 68           | .1         | .3         | 9                         | 57           | .1         | .4         | 6                        | 59           | .1         | .3         | 1                        | 15           | .1         |            |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | 7                        | 99           | .1         | .4         | 8                         | 40           | .1         | .3         | 16                        | 47           | .2         | .6         | 8                        | 51           | .1         | .4         |                          |              |            |            |
| <b>WNJO-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 16                       | 347          | .2         | 1.0        | 18                        | 129          | .2         | .7         | 29                        | 188          | .3         | 1.1        | 23                       | 183          | .2         | 1.2        | 2                        | 65           | .3         |            |
| WI '99         | 16                       | 284          | .2         | .9         | 17                        | 132          | .2         | .6         | 24                        | 130          | .3         | .9         | 23                       | 140          | .2         | 1.1        | 5                        | 74           | .1         | .8         |
| FA '98         | 12                       | 236          | .1         | .7         | 11                        | 131          | .1         | .5         | 20                        | 96           | .2         | .8         | 19                       | 129          | .2         | .9         | 5                        | 82           | .1         | .7         |
| SU '98         | 22                       | 352          | .2         | 1.3        | 33                        | 212          | .3         | 1.4        | 40                        | 201          | .4         | 1.6        | 21                       | 179          | .2         | 1.1        | 9                        | 65           | .1         | 1.2        |
| <b>4-Book</b>  | <b>17</b>                | <b>305</b>   | <b>.2</b>  | <b>1.0</b> | <b>20</b>                 | <b>151</b>   | <b>.2</b>  | <b>.8</b>  | <b>28</b>                 | <b>154</b>   | <b>.3</b>  | <b>1.1</b> | <b>22</b>                | <b>158</b>   | <b>.2</b>  | <b>1.1</b> | <b>5</b>                 | <b>72</b>    | <b>.1</b>  | <b>1.8</b> |
| SP '98         | 14                       | 361          | .1         | .8         | 13                        | 152          | .1         | .5         | 23                        | 180          | .2         | .9         | 19                       | 188          | .2         | 1.0        | 5                        | 108          | .1         | .7         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 25-49

|                | Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPST-FM</b> |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99         | 39                       | 991          | .4          | 2.4        | 53                        | 526          | .6          | 2.1        | 64                        | 440          | .7          | 2.5        | 56                       | 602          | .6          | 2.8        | 12                       | 283          | .1         | 1.9        |
| WI '99         | 25                       | 1012         | .3          | 1.5        | 39                        | 461          | .4          | 1.5        | 39                        | 409          | .4          | 1.5        | 33                       | 540          | .3          | 1.6        | 5                        | 250          | .1         | .8         |
| FA '98         | 22                       | 889          | .2          | 1.3        | 31                        | 408          | .3          | 1.3        | 31                        | 370          | .3          | 1.3        | 28                       | 486          | .3          | 1.4        | 5                        | 176          | .1         | .7         |
| SU '98         | 34                       | 920          | .4          | 2.0        | 43                        | 404          | .5          | 1.8        | 54                        | 452          | .6          | 2.2        | 55                       | 539          | .6          | 2.9        | 14                       | 269          | .1         | 1.8        |
| <b>4-Book</b>  | <b>30</b>                | <b>953</b>   | <b>.3</b>   | <b>1.8</b> | <b>42</b>                 | <b>450</b>   | <b>.5</b>   | <b>1.7</b> | <b>47</b>                 | <b>418</b>   | <b>.5</b>   | <b>1.9</b> | <b>43</b>                | <b>542</b>   | <b>.5</b>   | <b>2.2</b> | <b>9</b>                 | <b>245</b>   | <b>.1</b>  | <b>1.3</b> |
| SP '98         | 28                       | 908          | .3          | 1.7        | 41                        | 382          | .4          | 1.7        | 36                        | 420          | .4          | 1.4        | 44                       | 508          | .5          | 2.2        | 11                       | 270          | .1         | 1.5        |
| <b>TOTALS</b>  |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99         | 1642                     | 9283         | 17.4        |            | 2466                      | 8416         | 26.1        |            | 2544                      | 7377         | 27.0        |            | 1994                     | 8118         | 21.1        |            | 635                      | 5081         | 6.7        |            |
| WI '99         | 1685                     | 9176         | 17.9        |            | 2622                      | 8423         | 27.8        |            | 2580                      | 7372         | 27.3        |            | 2014                     | 8018         | 21.3        |            | 643                      | 5187         | 6.8        |            |
| FA '98         | 1662                     | 9233         | 17.6        |            | 2391                      | 8236         | 25.3        |            | 2427                      | 7354         | 25.7        |            | 2014                     | 7964         | 21.3        |            | 708                      | 5193         | 7.5        |            |
| SU '98         | 1659                     | 9287         | 17.4        |            | 2358                      | 8093         | 24.7        |            | 2466                      | 7620         | 25.8        |            | 1903                     | 8088         | 19.9        |            | 765                      | 5570         | 8.0        |            |
| <b>4-Book</b>  | <b>1662</b>              | <b>9245</b>  | <b>17.6</b> |            | <b>2459</b>               | <b>8292</b>  | <b>26.0</b> |            | <b>2504</b>               | <b>7431</b>  | <b>26.5</b> |            | <b>1981</b>              | <b>8047</b>  | <b>20.9</b> |            | <b>688</b>               | <b>5258</b>  | <b>7.3</b> |            |
| SP '98         | 1675                     | 9312         | 17.5        |            | 2428                      | 8335         | 25.4        |            | 2504                      | 7476         | 26.2        |            | 1978                     | 8179         | 20.7        |            | 741                      | 5633         | 7.8        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Women 25-49

|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 84                       | 1860         | .9         | 3.6        | 32                 | 806          | .3         | 3.0        | 83                   | 362          | .9         | 8.4        | 45                   | 304          | .5         | 2.4        | 17                  | 145          | .2         | 1.3        |
| 4-Book          | 93                       | 1946         | 1.0        | 4.0        | 40                 | 958          | .4         | 3.6        | 91                   | 444          | 1.0        | 8.8        | 44                   | 237          | .5         | 2.4        | 30                  | 164          | .3         | 2.3        |
| <b>WBEB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 266                      | 2001         | 2.8        | 11.3       | 54                 | 1010         | .6         | 5.1        | 54                   | 280          | .6         | 5.5        | 105                  | 427          | 1.1        | 5.5        | 70                  | 325          | .7         | 5.5        |
| 4-Book          | 276                      | 2041         | 2.9        | 11.9       | 79                 | 1004         | .9         | 7.0        | 77                   | 303          | .8         | 7.5        | 142                  | 445          | 1.5        | 7.7        | 88                  | 303          | .9         | 6.7        |
| <b>WDAS-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 19                       | 153          | .2         | .8         | 21                 | 183          | .2         | 2.0        | 14                   | 36           | .1         | 1.4        | 25                   | 54           | .3         | 1.3        | 6                   | 25           | .1         | .5         |
| 4-Book          | 25                       | 185          | .3         | 1.1        | 22                 | 200          | .3         | 2.0        | 16                   | 33           | .2         | 1.6        | 20                   | 45           | .2         | 1.1        | 9                   | 21           | .1         | .7         |
| <b>WDAS-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 189                      | 1355         | 2.0        | 8.0        | 111                | 960          | 1.2        | 10.5       | 113                  | 305          | 1.2        | 11.4       | 149                  | 399          | 1.6        | 7.9        | 107                 | 303          | 1.1        | 8.4        |
| 4-Book          | 204                      | 1374         | 2.2        | 8.8        | 129                | 1015         | 1.4        | 11.5       | 111                  | 286          | 1.2        | 10.6       | 166                  | 425          | 1.8        | 9.0        | 148                 | 338          | 1.6        | 11.2       |
| <b>+WEMG-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| <b>WURD-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 16                       | 126          | .2         | .7         | 3                  | 50           |            | .3         | 1                    | 8            |            | .1         | 6                    | 32           | .1         | .3         | 6                   | 12           | .1         | .5         |
| 4-Book          | 16                       | 102          | .2         | .7         | 9                  | 65           | .1         | .8         | 7                    | 18           | .1         | .7         | 17                   | 43           | .2         | .9         | 19                  | 42           | .2         | 1.4        |
| <b>WFIL-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 15                       | 111          | .2         | .6         | 1                  | 30           |            | .1         |                      |              |            |            | 1                    | 8            |            | .1         | 3                   | 15           |            | .2         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WHAT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 7                        | 66           | .1         | .3         | 8                  | 83           | .1         | .8         | 6                    | 18           | .1         | .6         | 9                    | 22           | .1         | .5         | 5                   | 17           | .1         | .4         |
| 4-Book          | 11                       | 103          | .1         | .5         | 10                 | 96           | .1         | .9         | 12                   | 27           | .1         | 1.1        | 7                    | 21           | .1         | .4         | 7                   | 16           | .1         | .5         |
| <b>W100-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 145                      | 1982         | 1.5        | 6.2        | 80                 | 1199         | .8         | 7.6        | 51                   | 231          | .5         | 5.2        | 178                  | 609          | 1.9        | 9.4        | 106                 | 438          | 1.1        | 8.3        |
| 4-Book          | 130                      | 1704         | 1.4        | 5.6        | 66                 | 1052         | .7         | 5.9        | 48                   | 205          | .5         | 4.6        | 137                  | 512          | 1.5        | 7.4        | 77                  | 321          | .8         | 5.8        |
| <b>WIP -AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 10                       | 188          | .1         | .4         | 4                  | 151          |            | .4         | 6                    | 13           | .1         | .6         | 9                    | 60           | .1         | .5         | 4                   | 24           |            | .3         |
| 4-Book          | 16                       | 249          | .2         | .7         | 7                  | 169          | .1         | .7         | 6                    | 21           | .1         | .5         | 9                    | 49           | .1         | .5         | 7                   | 31           | .1         | .5         |
| <b>WJZZ-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 175                      | 1161         | 1.9        | 7.4        | 67                 | 718          | .7         | 6.3        | 77                   | 211          | .8         | 7.8        | 105                  | 302          | 1.1        | 5.5        | 91                  | 244          | 1.0        | 7.1        |
| 4-Book          | 135                      | 1122         | 1.5        | 5.8        | 60                 | 736          | .6         | 5.4        | 51                   | 158          | .5         | 5.0        | 100                  | 287          | 1.1        | 5.4        | 89                  | 255          | 1.0        | 6.8        |
| <b>WMGK-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 117                      | 1523         | 1.2        | 5.0        | 42                 | 933          | .4         | 4.0        | 40                   | 224          | .4         | 4.0        | 111                  | 498          | 1.2        | 5.9        | 56                  | 241          | .6         | 4.4        |
| 4-Book          | 125                      | 1478         | 1.3        | 5.4        | 52                 | 886          | .5         | 4.6        | 32                   | 161          | .3         | 3.0        | 109                  | 452          | 1.2        | 5.9        | 79                  | 288          | .9         | 6.0        |
| <b>WMMR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 82                       | 1044         | .9         | 3.5        | 25                 | 603          | .3         | 2.4        | 15                   | 72           | .2         | 1.5        | 56                   | 303          | .6         | 3.0        | 45                  | 234          | .5         | 3.5        |
| 4-Book          | 74                       | 990          | .8         | 3.2        | 33                 | 601          | .4         | 2.9        | 25                   | 129          | .3         | 2.4        | 56                   | 251          | .6         | 3.0        | 42                  | 182          | .5         | 3.2        |
| <b>WNAP-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | * 1                      | 25           |            |            | * 2                | 24           |            | .2         |                      |              |            |            | 5                    | 24           | .1         | .3         | *                   |              |            |            |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WOGL-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 110                      | 1335         | 1.2        | 4.7        | 68                 | 974          | .7         | 6.4        | 66                   | 263          | .7         | 6.7        | 128                  | 427          | 1.4        | 6.8        | 79                  | 260          | .8         | 6.2        |
| 4-Book          | 110                      | 1328         | 1.2        | 4.7        | 70                 | 938          | .8         | 6.2        | 68                   | 236          | .7         | 6.5        | 122                  | 412          | 1.3        | 6.5        | 79                  | 239          | .8         | 6.1        |
| <b>WPEN-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 13                       | 114          | .1         | .6         | 10                 | 101          | .1         | .9         | 16                   | 33           | .2         | 1.6        | 16                   | 24           | .2         | .8         | 15                  | 16           | .2         | 1.2        |
| 4-Book          | 11                       | 109          | .1         | .5         | 8                  | 88           | .1         | .7         | 9                    | 23           | .1         | .9         | 16                   | 38           | .2         | .8         | 9                   | 24           | .1         | .7         |
| <b>WPHI-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 33                       | 641          | .3         | 1.4        | 25                 | 371          | .3         | 2.4        | 27                   | 106          | .3         | 2.7        | 44                   | 159          | .5         | 2.3        | 42                  | 130          | .4         | 3.3        |
| 4-Book          | 39                       | 602          | .4         | 1.7        | 26                 | 353          | .3         | 2.4        | 23                   | 98           | .3         | 2.2        | 38                   | 138          | .4         | 2.0        | 42                  | 113          | .4         | 3.2        |
| <b>WPHT-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 58           |            |            | 3                  | 72           |            | .3         |                      |              |            |            | 2                    | 9            |            | .1         |                     |              |            |            |
| 4-Book          | 10                       | 114          | .1         | .4         | 4                  | 82           | .1         | .4         | 2                    | 12           |            | .2         | 4                    | 17           | .1         | .2         | 1                   | 6            |            | .1         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 25-49

# Target Listener Estimates

| Women 25-49              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| WPLY-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 84           | 1326       | .9         | 3.6                | 43           | 704        | .5         | 4.1                  | 29           | 137        | .3         | 2.9                  | 92           | 302        | 1.0        | 4.9                 | 52           | 237        | .6         | 4.1 |
| 4-Book                   | 57           | 1028       | .6         | 2.5                | 31           | 635        | .4         | 2.8                  | 19           | 87         | .2         | 1.8                  | 74           | 315        | .8         | 4.0                 | 42           | 171        | .5         | 3.2 |
| WSSJ-AM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 8            | 81         | .1         | .3                 | 9            | 43         | .1         | .9                   | 1            | 10         | .1         | .1                   | 21           | 33         | .2         | 1.1                 | 15           | 27         | .2         | 1.2 |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| WUSL-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 76           | 922        | .8         | 3.2                | 54           | 613        | .6         | 5.1                  | 43           | 126        | .5         | 4.3                  | 76           | 248        | .8         | 4.0                 | 70           | 201        | .7         | 5.5 |
| 4-Book                   | 99           | 980        | 1.0        | 4.2                | 64           | 743        | .7         | 5.7                  | 48           | 139        | .5         | 4.6                  | 88           | 271        | .9         | 4.7                 | 73           | 201        | .8         | 5.6 |
| +WVDB-AM                 |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 2          | 37         | .1         | .1                 | * 2          | 17         | .1         | .2                   | 1            | 8          | .1         | .1                   | 6            | 8          | .1         | .3                  | *            | **         | **         | **  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| WVDB-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 51           | 521        | .5         | 2.2                | 24           | 311        | .3         | 2.3                  | 12           | 60         | .1         | 1.2                  | 17           | 47         | .2         | .9                  | 6            | 15         | .1         | .5  |
| 4-Book                   | 50           | 524        | .5         | 2.2                | 24           | 309        | .3         | 2.2                  | 19           | 71         | .2         | 1.8                  | 16           | 53         | .2         | .9                  | 7            | 24         | .1         | .6  |
| WWJZ-AM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 2            | 15         | .1         | .1                 | 1            | 8          | .1         | .1                   | 1            | 6          | .1         | .1                   | 1            | 2          | .1         | .1                  |              |            |            |     |
| 4-Book                   | 1            | 14         |            |                    | 1            | 16         | .1         | .1                   | 1            | 6          | .1         | .1                   | 1            | 2          | .1         | .1                  |              |            |            |     |
| WXTU-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 100          | 797        | 1.1        | 4.3                | 42           | 502        | .4         | 4.0                  | 39           | 164        | .4         | 3.9                  | 81           | 282        | .9         | 4.3                 | 62           | 162        | .7         | 4.8 |
| 4-Book                   | 94           | 819        | 1.0        | 4.1                | 53           | 593        | .6         | 4.7                  | 59           | 203        | .6         | 5.7                  | 97           | 334        | 1.1        | 5.2                 | 57           | 189        | .6         | 4.3 |
| WXXM-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 92           | 1194       | 1.0        | 3.9                | 39           | 690        | .4         | 3.7                  | 25           | 131        | .3         | 2.5                  | 78           | 296        | .8         | 4.1                 | 38           | 203        | .4         | 3.0 |
| 4-Book                   | 80           | 1166       | .9         | 3.5                | 38           | 695        | .4         | 3.4                  | 27           | 136        | .3         | 2.6                  | 75           | 348        | .8         | 4.1                 | 47           | 205        | .5         | 3.6 |
| WYSP-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 93           | 1260       | 1.0        | 4.0                | 20           | 433        | .2         | 1.9                  | 22           | 61         | .2         | 2.2                  | 36           | 153        | .4         | 1.9                 | 26           | 168        | .3         | 2.0 |
| 4-Book                   | 100          | 1255       | 1.1        | 4.3                | 23           | 482        | .2         | 2.1                  | 18           | 60         | .2         | 1.8                  | 41           | 175        | .4         | 2.2                 | 35           | 152        | .4         | 2.6 |
| WYXR-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 125          | 1717       | 1.3        | 5.3                | 55           | 853        | .6         | 5.2                  | 42           | 170        | .4         | 4.2                  | 88           | 339        | .9         | 4.6                 | 85           | 290        | .9         | 6.6 |
| 4-Book                   | 151          | 1713       | 1.6        | 6.5                | 56           | 928        | .6         | 5.0                  | 56           | 206        | .6         | 5.3                  | 105          | 417        | 1.1        | 5.7                 | 76           | 273        | .8         | 5.8 |
| WBYN-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 6            | 75         | .1         | .3                 | 3            | 53         | .1         | .3                   | 3            | 23         | .1         | .3                   | 8            | 31         | .1         | .4                  | 4            | 23         | .1         | .3  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| WJBR-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 18           | 230        | .2         | .8                 | 6            | 121        | .1         | .6                   | 6            | 32         | .1         | .6                   | 12           | 53         | .1         | .6                  | 12           | 47         | .1         | .9  |
| 4-Book                   | 23           | 234        | .3         | 1.0                | 6            | 121        | .1         | .6                   | 8            | 30         | .1         | .7                   | 12           | 55         | .1         | .7                  | 11           | 40         | .1         | .8  |
| WKXW-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 40           | 442        | .4         | 1.7                | 5            | 144        | .1         | .5                   | 6            | 38         | .1         | .6                   | 11           | 57         | .1         | .6                  | 6            | 30         | .1         | .5  |
| 4-Book                   | 37           | 447        | .4         | 1.6                | 7            | 157        | .1         | .7                   | 7            | 33         | .1         | .7                   | 10           | 56         | .1         | .6                  | 6            | 38         | .1         | .5  |
| WLEV-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 23           | 144        | .2         | 1.0                | 9            | 67         | .1         | .9                   | 12           | 31         | .1         | 1.2                  | 15           | 30         | .2         | .8                  | 10           | 15         | .1         | .8  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| WNJO-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 24           | 261        | .3         | 1.0                | 10           | 198        | .1         | .9                   | 7            | 31         | .1         | .7                   | 17           | 96         | .2         | .9                  | 14           | 53         | .1         | 1.1 |
| 4-Book                   | 24           | 250        | .3         | 1.0                | 11           | 144        | .1         | 1.0                  | 10           | 40         | .1         | 1.0                  | 24           | 81         | .3         | 1.3                 | 15           | 55         | .2         | 1.1 |
| WPST-FM                  |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 58           | 890        | .6         | 2.5                | 23           | 486        | .2         | 2.2                  | 10           | 50         | .1         | 1.0                  | 58           | 240        | .6         | 3.1                 | 27           | 140        | .3         | 2.1 |
| 4-Book                   | 44           | 824        | .5         | 1.9                | 19           | 428        | .2         | 1.7                  | 13           | 65         | .1         | 1.2                  | 42           | 177        | .4         | 2.3                 | 23           | 113        | .3         | 1.8 |
| TOTALS                   |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 2351         | 9192       | 24.9       |                    | 1058         | 7724       | 11.2       |                      | 989          | 2973       | 10.5       |                      | 1895         | 4996       | 20.1       |                     | 1280         | 3541       | 13.6       |     |
| 4-Book                   | 2330         | 9119       | 24.6       |                    | 1124         | 7719       | 11.9       |                      | 1038         | 3132       | 11.0       |                      | 1853         | 4842       | 19.6       |                     | 1318         | 3519       | 13.9       |     |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 25-49

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 13                  | 70           | .1         | 2.0        | 59                 | 241          | .6         | 7.6        | 28                 | 155          | .3         | 2.2        | 14                | 74           | .1         | 1.5        | 6                 | 61           | .1         | 1.0        |
| 4-Book          | 13                  | 92           | .1         | 1.7        | 84                 | 323          | .9         | 9.4        | 35                 | 209          | .4         | 2.4        | 25                | 110          | .3         | 2.4        | 14                | 108          | .2         | 2.2        |
| <b>WBEB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 36                  | 171          | .4         | 5.5        | 32                 | 151          | .3         | 4.1        | 74                 | 344          | .8         | 5.7        | 46                | 199          | .5         | 5.0        | 13                | 125          | .1         | 2.2        |
| 4-Book          | 46                  | 217          | .5         | 6.2        | 51                 | 214          | .5         | 5.6        | 110                | 374          | 1.2        | 7.6        | 68                | 239          | .7         | 6.7        | 42                | 180          | .4         | 6.5        |
| <b>WDAS-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 48                 | 105          | .5         | 6.2        | 52                 | 131          | .6         | 4.0        | 10                | 31           | .1         | 1.1        | 11                | 22           | .1         | 1.9        |
| 4-Book          | 6                   | 11           | .1         | .8         | 65                 | 142          | .7         | 7.3        | 48                 | 131          | .5         | 3.4        | 12                | 27           | .1         | 1.2        | 6                 | 15           | .1         | 1.0        |
| <b>WDAS-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 75                  | 186          | .8         | 11.4       | 80                 | 210          | .8         | 10.3       | 104                | 327          | 1.1        | 8.0        | 91                | 242          | 1.0        | 9.9        | 156               | 263          | 1.7        | 26.3       |
| 4-Book          | 101                 | 254          | 1.1        | 13.5       | 79                 | 197          | .8         | 8.9        | 107                | 326          | 1.1        | 7.5        | 118               | 269          | 1.3        | 11.6       | 188               | 326          | 2.0        | 30.0       |
| <b>+WEMG-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| <b>WURD-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            | 4                  | 9            |            | .3         | 5                 | 9            | .1         | .5         |                   |              |            |            |
| 4-Book          | 5                   | 13           | .1         | .6         | 2                  | 9            |            | .2         | 7                  | 17           | .1         | .5         | 9                 | 20           | .1         | .8         | 4                 | 9            |            | .6         |
| <b>WFIL-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 1                   | 14           |            | .2         | 1                  | 8            |            | .1         | 1                  | 7            |            | .1         | 7                 |              |            |            | 7                 |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WHAT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 5                   | 15           | .1         | .8         | 15                 | 45           | .2         | 1.9        | 15                 | 32           | .2         | 1.2        | 5                 | 13           | .1         | .5         | 2                 | 8            |            | .3         |
| 4-Book          | 4                   | 9            | .1         | .5         | 22                 | 44           | .3         | 2.4        | 16                 | 42           | .2         | 1.1        | 6                 | 15           | .1         | .6         | 6                 | 12           | .1         | .9         |
| <b>W100-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 53                  | 236          | .6         | 8.1        | 32                 | 186          | .3         | 4.1        | 93                 | 394          | 1.0        | 7.2        | 76                | 303          | .8         | 8.3        | 40                | 210          | .4         | 6.7        |
| 4-Book          | 54                  | 224          | .6         | 7.3        | 35                 | 170          | .4         | 3.9        | 80                 | 350          | .8         | 5.6        | 56                | 237          | .6         | 5.5        | 31                | 128          | .3         | 4.8        |
| <b>WIP -AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 2                   | 24           |            | .3         | 1                  | 7            |            | .1         | 2                  | 14           |            | .2         | 6                 | 31           | .1         | .7         | 5                 | 23           | .1         | .8         |
| 4-Book          | 5                   | 32           |            | .6         | 7                  | 22           | .1         | .8         | 9                  | 38           | .1         | .7         | 12                | 46           | .1         | 1.2        | 6                 | 24           | .1         | 1.0        |
| <b>WJZZ-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 42                  | 143          | .4         | 6.4        | 42                 | 127          | .4         | 5.4        | 84                 | 221          | .9         | 6.5        | 59                | 161          | .6         | 6.4        | 35                | 97           | .4         | 5.9        |
| 4-Book          | 54                  | 176          | .6         | 7.2        | 38                 | 122          | .4         | 4.3        | 66                 | 204          | .7         | 4.7        | 54                | 145          | .6         | 5.3        | 29                | 110          | .3         | 4.7        |
| <b>WMGK-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 20                  | 133          | .2         | 3.0        | 7                  | 52           | .1         | .9         | 47                 | 237          | .5         | 3.6        | 36                | 143          | .4         | 3.9        | 15                | 63           | .2         | 2.5        |
| 4-Book          | 33                  | 177          | .3         | 4.4        | 17                 | 83           | .2         | 1.8        | 64                 | 269          | .7         | 4.5        | 57                | 184          | .6         | 5.5        | 17                | 86           | .2         | 2.7        |
| <b>WMMR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 11                  | 80           | .1         | 1.7        | 6                  | 46           | .1         | .8         | 29                 | 141          | .3         | 2.2        | 29                | 136          | .3         | 3.2        | 9                 | 42           | .1         | 1.5        |
| 4-Book          | 22                  | 116          | .2         | 2.9        | 18                 | 78           | .2         | 2.0        | 42                 | 185          | .4         | 2.9        | 45                | 149          | .5         | 4.3        | 16                | 62           | .2         | 2.6        |
| <b>WNAP-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            |                    |              |            |            | 1                  | 7            |            | .1         | * 2               | 7            |            | .2         |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WGL-FM</b>   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 51                  | 145          | .5         | 7.8        | 50                 | 131          | .5         | 6.5        | 44                 | 210          | .5         | 3.4        | 55                | 195          | .6         | 6.0        | 63                | 183          | .7         | 10.6       |
| 4-Book          | 45                  | 165          | .5         | 6.2        | 72                 | 217          | .8         | 7.9        | 73                 | 271          | .8         | 5.1        | 62                | 183          | .7         | 6.1        | 36                | 123          | .4         | 5.9        |
| <b>WPEN-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 6                   | 17           | .1         | .9         | 2                  | 14           |            | .3         | 14                 | 39           | .1         | 1.1        | 3                 | 14           |            | .3         | 3                 | 21           |            | .5         |
| 4-Book          | 4                   | 13           | .1         | .6         | 3                  | 19           |            | .4         | 12                 | 37           | .1         | .9         | 5                 | 10           | .1         | .5         | 3                 | 12           |            | .5         |
| <b>WPHI-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 33                  | 105          | .3         | 5.0        | 11                 | 44           | .1         | 1.4        | 26                 | 94           | .3         | 2.0        | 7                 | 13           | .1         | .8         | 8                 | 19           | .1         | 1.3        |
| 4-Book          | 28                  | 95           | .3         | 3.8        | 12                 | 50           | .1         | 1.3        | 30                 | 105          | .3         | 2.1        | 19                | 66           | .2         | 1.8        | 16                | 43           | .2         | 2.5        |
| <b>WPHT-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     | 8            |            |            | 8                  | 17           | .1         | 1.0        | 5                  | 38           | .1         | .4         | 2                 | 15           |            | .2         | 3                 | 25           |            | .5         |
| 4-Book          | 3                   | 18           |            | .3         | 6                  | 22           | .1         | .6         | 6                  | 25           | .1         | .4         | 3                 | 14           | .1         | .3         | 7                 | 25           | .1         | 1.2        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 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 |     |
| <b>WPLY-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 28        | 102     | .3      | 4.3             | 26        | 100     | .3      | 3.4             | 58        | 275     | .6      | 4.5            | 33        | 153     | .3      | 3.6            | 24        | 113     | .3      | 4.0 |
| 4-Book           | 16        | 86      | .2      | 2.3             | 15        | 85      | .2      | 1.8             | 43        | 216     | .5      | 3.0            | 28        | 137     | .3      | 2.8            | 10        | 61      | .1      | 1.7 |
| <b>WSSJ-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 11        | 17      | .1      | 1.7             | 2         | 10      | .3      | .3              | 8         | 23      | .1      | .6             | 10        | 23      | .1      | 1.1            |           |         |         |     |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **  |
| <b>WUSL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 60        | 158     | .6      | 9.1             | 77        | 212     | .8      | 9.9             | 69        | 241     | .7      | 5.3            | 28        | 72      | .3      | 3.1            | 13        | 36      | .1      | 2.2 |
| 4-Book           | 67        | 180     | .7      | 8.9             | 74        | 221     | .8      | 8.4             | 91        | 300     | 1.0     | 6.3            | 38        | 118     | .4      | 3.7            | 30        | 80      | .3      | 4.8 |
| <b>WWDB-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           |           |         |         |                 | 3         | 8       | .4      | .4              |           |         |         |                | *         |         |         |                |           |         |         |     |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **  |
| <b>WWDB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 12        | 46      | .1      | 1.8             | 25        | 99      | .3      | 3.2             | 97        | 181     | 1.0     | 7.5            | 7         | 22      | .1      | .8             | 9         | 38      | .1      | 1.5 |
| 4-Book           | 12        | 43      | .1      | 1.6             | 24        | 97      | .3      | 2.7             | 94        | 176     | 1.0     | 6.6            | 6         | 18      | .1      | .6             | 6         | 28      | .1      | 1.0 |
| <b>WVJZ-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           |           |         |         |                 | 2         | 6       | .2      | .2              | 2         | 7       | .1      | .1             | 6         | 8       | .1      | .7             | 1         | 2       | .1      | .1  |
| 4-Book           |           |         |         |                 |           |         |         |                 |           |         |         |                | 2         | 2       | .2      | .2             |           |         |         |     |
| <b>WXTU-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 12        | 39      | .1      | 1.8             | 30        | 128     | .3      | 3.9             | 53        | 158     | .6      | 4.1            | 51        | 112     | .5      | 5.6            | 15        | 68      | .2      | 2.5 |
| 4-Book           | 24        | 116     | .3      | 3.1             | 44        | 147     | .5      | 4.9             | 68        | 220     | .7      | 4.7            | 57        | 161     | .6      | 5.6            | 21        | 91      | .2      | 3.2 |
| <b>WXXM-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 12        | 71      | .1      | 1.8             | 16        | 73      | .2      | 2.1             | 57        | 239     | .6      | 4.4            | 52        | 186     | .6      | 5.7            | 29        | 81      | .3      | 4.9 |
| 4-Book           | 24        | 128     | .3      | 3.1             | 14        | 82      | .2      | 1.6             | 54        | 272     | .6      | 3.8            | 38        | 151     | .4      | 3.8            | 20        | 100     | .2      | 3.1 |
| <b>WYSP-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 10        | 53      | .1      | 1.5             | 8         | 39      | .1      | 1.0             | 23        | 103     | .2      | 1.8            | 19        | 106     | .2      | 2.1            | 13        | 63      | .1      | 2.2 |
| 4-Book           | 18        | 80      | .2      | 2.3             | 7         | 33      | .1      | .8              | 33        | 156     | .4      | 2.3            | 22        | 98      | .2      | 2.2            | 9         | 48      | .1      | 1.4 |
| <b>WYXR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 39        | 140     | .4      | 5.9             | 29        | 104     | .3      | 3.7             | 74        | 283     | .8      | 5.7            | 58        | 211     | .6      | 6.3            | 23        | 119     | .2      | 3.9 |
| 4-Book           | 39        | 166     | .4      | 5.2             | 29        | 127     | .3      | 3.3             | 71        | 288     | .8      | 4.9            | 48        | 189     | .5      | 4.7            | 22        | 102     | .2      | 3.6 |
| <b>WBYN-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           |           |         |         |                 | 5         | 23      | .1      | .6              | 3         | 23      | .2      | .2             | 2         | 7       | .2      | .2             |           |         |         |     |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **  |
| <b>WJBR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 8         | 29      | .1      | 1.2             | 1         | 15      | .1      | .1              | 4         | 28      | .3      | .3             | 5         | 44      | .1      | .5             | 2         | 22      | .3      | .3  |
| 4-Book           | 4         | 16      | .1      | .6              | 2         | 12      | .2      | .2              | 8         | 34      | .1      | .6             | 5         | 26      | .1      | .5             | 1         | 12      | .1      | .1  |
| <b>WKXV-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 3         | 29      | .5      | .5              | 4         | 23      | .5      | .5              | 3         | 31      | .2      | .2             | 3         | 15      | .3      | .3             | 1         | 14      | .2      | .2  |
| 4-Book           | 6         | 30      | .1      | .9              | 6         | 26      | .1      | .7              | 10        | 37      | .1      | .7             | 6         | 17      | .1      | .6             | 5         | 20      | .1      | .7  |
| <b>WLEV-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 2         | 8       | .3      | .3              | 5         | 16      | .1      | .6              | 13        | 23      | .1      | 1.0            | 7         | 22      | .1      | .8             | 5         | 15      | .1      | .8  |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **  |
| <b>WNJO-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 4         | 32      | .6      | .6              | 6         | 30      | .1      | .8              | 19        | 54      | .2      | 1.5            | 15        | 48      | .2      | 1.6            | 1         | 16      | .2      | .2  |
| 4-Book           | 3         | 22      | .5      | .5              | 8         | 31      | .1      | 1.0             | 14        | 44      | .2      | 1.0            | 12        | 33      | .1      | 1.1            | 4         | 18      | .1      | .7  |
| <b>WPST-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 19        | 93      | .2      | 2.9             | 7         | 43      | .1      | .9              | 38        | 173     | .4      | 2.9            | 21        | 97      | .2      | 2.3            | 4         | 32      | .7      | .7  |
| 4-Book           | 10        | 65      | .1      | 1.4             | 8         | 61      | .1      | .8              | 31        | 158     | .3      | 2.2            | 22        | 87      | .2      | 2.1            | 6         | 37      | .1      | 1.0 |
| <b>TOTALS</b>    |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |     |
| SP '99           | 656       | 2183    | 7.0     | 7.0             | 775       | 2399    | 8.2     | 8.2             | 1297      | 3765    | 13.7    | 13.7           | 915       | 2573    | 9.7     | 9.7            | 593       | 1792    | 6.3     | 6.3 |
| 4-Book           | 745       | 2388    | 7.9     | 7.9             | 893       | 2685    | 9.4     | 9.4             | 1436      | 4050    | 15.2    | 15.2           | 1019      | 2771    | 10.8    | 10.8           | 626       | 1844    | 6.6     | 6.6 |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 25-54

Target Listener Trends - Women 25-54

|                 | Monday-Sunday<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |             | Monday-Friday<br>7PM-MID |              |            |             |
|-----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |
| <b>KYW -AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 71                       | 2478         | .6         | 3.7         | 203                       | 1798         | 1.8        | 7.0         | 48                        | 729          | .4         | 1.6         | 89                       | 1150         | .8         | 3.9         | 19                       | 403          | .2         | 2.6         |
| WI '99          | 103                      | 2934         | .9         | 5.3         | 291                       | 2121         | 2.6        | 9.6         | 75                        | 960          | .7         | 2.5         | 98                       | 1344         | .9         | 4.2         | 32                       | 541          | .3         | 4.3         |
| FA '98          | 87                       | 2568         | .8         | 4.5         | 247                       | 1764         | 2.2        | 8.9         | 63                        | 807          | .6         | 2.2         | 87                       | 1207         | .8         | 3.7         | 24                       | 421          | .2         | 3.0         |
| SU '98          | 87                       | 2739         | .8         | 4.5         | 242                       | 1792         | 2.2        | 8.7         | 49                        | 896          | .4         | 1.7         | 93                       | 1160         | .8         | 4.2         | 39                       | 588          | .4         | 4.4         |
| <b>4-Book</b>   | <b>87</b>                | <b>2680</b>  | <b>.8</b>  | <b>4.5</b>  | <b>246</b>                | <b>1869</b>  | <b>2.2</b> | <b>8.6</b>  | <b>59</b>                 | <b>848</b>   | <b>.5</b>  | <b>2.0</b>  | <b>92</b>                | <b>1215</b>  | <b>.8</b>  | <b>4.0</b>  | <b>29</b>                | <b>488</b>   | <b>.3</b>  | <b>3.6</b>  |
| SP '98          | 86                       | 2907         | .8         | 4.4         | 263                       | 2054         | 2.4        | 9.1         | 61                        | 916          | .6         | 2.1         | 81                       | 1233         | .7         | 3.5         | 27                       | 527          | .2         | 3.2         |
| <b>WBEB-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 207                      | 2770         | 1.9        | 10.8        | 286                       | 1734         | 2.6        | 9.9         | 438                       | 1575         | 4.0        | 15.0        | 236                      | 1632         | 2.1        | 10.2        | 74                       | 822          | .7         | 10.0        |
| WI '99          | 224                      | 2776         | 2.0        | 11.4        | 299                       | 1614         | 2.7        | 9.8         | 431                       | 1666         | 3.9        | 14.4        | 258                      | 1665         | 2.3        | 11.0        | 80                       | 868          | .7         | 10.7        |
| FA '98          | 205                      | 2700         | 1.9        | 10.6        | 294                       | 1744         | 2.7        | 10.5        | 385                       | 1453         | 3.5        | 13.6        | 243                      | 1656         | 2.2        | 10.4        | 66                       | 828          | .6         | 8.3         |
| SU '98          | 224                      | 2710         | 2.0        | 11.5        | 282                       | 1692         | 2.5        | 10.2        | 470                       | 1699         | 4.2        | 16.4        | 274                      | 1680         | 2.5        | 12.4        | 76                       | 854          | .7         | 8.5         |
| <b>4-Book</b>   | <b>215</b>               | <b>2739</b>  | <b>2.0</b> | <b>11.1</b> | <b>290</b>                | <b>1696</b>  | <b>2.6</b> | <b>10.1</b> | <b>431</b>                | <b>1598</b>  | <b>3.9</b> | <b>14.9</b> | <b>253</b>               | <b>1658</b>  | <b>2.3</b> | <b>11.0</b> | <b>74</b>                | <b>843</b>   | <b>.7</b>  | <b>9.4</b>  |
| SP '98          | 233                      | 2768         | 2.1        | 11.9        | 318                       | 1645         | 2.9        | 11.0        | 460                       | 1527         | 4.2        | 15.9        | 290                      | 1779         | 2.6        | 12.6        | 70                       | 827          | .6         | 8.3         |
| <b>WDAS-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 22                       | 331          | .2         | 1.2         | 30                        | 159          | .3         | 1.0         | 20                        | 116          | .2         | .7          | 20                       | 99           | .2         | .9          | 12                       | 76           | .1         | 1.6         |
| WI '99          | 43                       | 401          | .4         | 2.2         | 72                        | 252          | .7         | 2.4         | 54                        | 210          | .5         | 1.8         | 42                       | 159          | .4         | 1.8         | 12                       | 111          | .1         | 1.6         |
| FA '98          | 21                       | 317          | .2         | 1.1         | 36                        | 167          | .3         | 1.3         | 14                        | 81           | .1         | .5          | 23                       | 123          | .2         | 1.0         | 5                        | 49           | .0         | .6          |
| SU '98          | 22                       | 341          | .2         | 1.1         | 44                        | 186          | .4         | 1.6         | 27                        | 142          | .2         | .9          | 12                       | 67           | .1         | .5          | 5                        | 71           | .0         | .6          |
| <b>4-Book</b>   | <b>27</b>                | <b>348</b>   | <b>.3</b>  | <b>1.4</b>  | <b>46</b>                 | <b>191</b>   | <b>.4</b>  | <b>1.6</b>  | <b>29</b>                 | <b>137</b>   | <b>.3</b>  | <b>1.0</b>  | <b>24</b>                | <b>112</b>   | <b>.2</b>  | <b>1.1</b>  | <b>9</b>                 | <b>77</b>    | <b>.1</b>  | <b>1.1</b>  |
| SP '98          | 31                       | 422          | .3         | 1.6         | 60                        | 231          | .5         | 2.1         | 29                        | 127          | .3         | 1.0         | 21                       | 133          | .2         | .9          | 2                        | 33           | .0         | .2          |
| <b>WDAS-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 166                      | 1741         | 1.5        | 8.7         | 238                       | 1140         | 2.2        | 8.2         | 184                       | 863          | 1.7        | 6.3         | 191                      | 1069         | 1.7        | 8.3         | 121                      | 747          | 1.1        | 16.3        |
| WI '99          | 196                      | 1705         | 1.8        | 10.0        | 282                       | 1107         | 2.6        | 9.3         | 224                       | 926          | 2.0        | 7.5         | 215                      | 1095         | 2.0        | 9.2         | 142                      | 779          | 1.3        | 18.9        |
| FA '98          | 182                      | 1676         | 1.7        | 9.4         | 241                       | 1070         | 2.2        | 8.6         | 221                       | 895          | 2.0        | 7.8         | 212                      | 1015         | 1.9        | 9.1         | 135                      | 847          | 1.2        | 16.9        |
| SU '98          | 197                      | 1814         | 1.8        | 10.1        | 247                       | 1092         | 2.2        | 8.9         | 247                       | 1058         | 2.2        | 8.6         | 208                      | 1126         | 1.9        | 9.4         | 157                      | 893          | 1.4        | 17.6        |
| <b>4-Book</b>   | <b>185</b>               | <b>1734</b>  | <b>1.7</b> | <b>9.6</b>  | <b>252</b>                | <b>1102</b>  | <b>2.3</b> | <b>8.8</b>  | <b>219</b>                | <b>936</b>   | <b>2.0</b> | <b>7.6</b>  | <b>207</b>               | <b>1076</b>  | <b>1.9</b> | <b>9.0</b>  | <b>139</b>               | <b>817</b>   | <b>1.3</b> | <b>17.4</b> |
| SP '98          | 213                      | 1844         | 1.9        | 10.9        | 289                       | 1116         | 2.6        | 10.0        | 264                       | 1027         | 2.4        | 9.1         | 237                      | 1203         | 2.1        | 10.3        | 163                      | 958          | 1.5        | 19.3        |
| <b>+WEMG-AM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| <b>WURD-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 16                       | 164          | .1         | .8          | 26                        | 106          | .2         | .9          | 28                        | 126          | .3         | 1.0         | 18                       | 156          | .2         | .8          | 6                        | 58           | .1         | .8          |
| WI '99          | 14                       | 103          | .1         | .7          | 21                        | 53           | .2         | .7          | 15                        | 73           | .1         | .5          | 18                       | 81           | .2         | .8          | 8                        | 62           | .1         | 1.1         |
| FA '98          | 12                       | 96           | .1         | .6          | 18                        | 81           | .2         | .6          | 24                        | 71           | .2         | .8          | 12                       | 68           | .1         | .5          | 1                        | 16           | .0         | .1          |
| SU '98          | 19                       | 148          | .2         | 1.0         | 18                        | 81           | .2         | .7          | 15                        | 90           | .1         | .5          | 24                       | 105          | .2         | 1.1         | 13                       | 61           | .1         | 1.5         |
| <b>4-Book</b>   | <b>15</b>                | <b>128</b>   | <b>.1</b>  | <b>.8</b>   | <b>21</b>                 | <b>80</b>    | <b>.2</b>  | <b>.7</b>   | <b>21</b>                 | <b>90</b>    | <b>.2</b>  | <b>.7</b>   | <b>18</b>                | <b>103</b>   | <b>.2</b>  | <b>.8</b>   | <b>7</b>                 | <b>49</b>    | <b>.1</b>  | <b>.9</b>   |
| SP '98          | 26                       | 189          | .2         | 1.3         | 33                        | 124          | .3         | 1.1         | 46                        | 143          | .4         | 1.6         | 24                       | 158          | .2         | 1.0         | 6                        | 76           | .1         | .7          |
| <b>WFIL-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 9                        | 138          | .1         | .5          | 17                        | 84           | .2         | .6          | 19                        | 80           | .2         | .6          | 10                       | 66           | .1         | .4          | 3                        | 21           | .0         | .4          |
| WI '99          | 4                        | 163          | .1         | .7          | 7                         | 98           | .1         | .2          | 3                         | 66           | .1         | .1          | 10                       | 72           | .1         | .4          | 3                        | 55           | .0         | .4          |
| FA '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |
| SU '98          | 5                        | 131          | .1         | .3          | 14                        | 81           | .1         | .5          | 3                         | 54           | .1         | .1          | 8                        | 55           | .1         | .4          | 3                        | 32           | .0         | .3          |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |
| SP '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |
| <b>WHAT-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 8                        | 131          | .1         | .4          | 20                        | 82           | .2         | .7          | 5                         | 50           | .1         | .2          | 7                        | 30           | .1         | .3          |                          |              |            |             |
| WI '99          | 9                        | 201          | .1         | .5          | 15                        | 103          | .1         | .5          | 12                        | 93           | .1         | .4          | 9                        | 40           | .1         | .4          | 5                        | 36           | .0         | .7          |
| FA '98          | 11                       | 182          | .1         | .6          | 26                        | 113          | .2         | .9          | 8                         | 65           | .1         | .3          | 7                        | 40           | .1         | .3          | 7                        | 13           | .1         | .9          |
| SU '98          | 13                       | 218          | .1         | .7          | 14                        | 86           | .1         | .5          | 20                        | 104          | .2         | .7          | 10                       | 73           | .1         | .5          | 2                        | 27           | .0         | .2          |
| <b>4-Book</b>   | <b>10</b>                | <b>183</b>   | <b>.1</b>  | <b>.6</b>   | <b>19</b>                 | <b>96</b>    | <b>.2</b>  | <b>.7</b>   | <b>11</b>                 | <b>78</b>    | <b>.1</b>  | <b>.4</b>   | <b>8</b>                 | <b>46</b>    | <b>.1</b>  | <b>.4</b>   | <b>4</b>                 | <b>19</b>    | <b>.0</b>  | <b>.5</b>   |
| SP '98          | 17                       | 229          | .2         | .9          | 24                        | 100          | .2         | .8          | 21                        | 82           | .2         | .7          | 11                       | 53           | .1         | .5          | 9                        | 36           | .1         | 1.1         |
| <b>W100-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |
| SP '99          | 111                      | 2443         | 1.0        | 5.8         | 132                       | 1318         | 1.2        | 4.6         | 177                       | 1200         | 1.6        | 6.0         | 146                      | 1403         | 1.3        | 6.3         | 40                       | 702          | .4         | 5.4         |
| WI '99          | 84                       | 1877         | .8         | 4.3         | 112                       | 851          | 1.0        | 3.7         | 153                       | 1128         | 1.4        | 5.1         | 109                      | 1113         | 1.0        | 4.7         | 24                       | 506          | .2         | 3.2         |
| FA '98          | 101                      | 2048         | .9         | 5.2         | 143                       | 1019         | 1.3        | 5.1         | 170                       | 1142         | 1.5        | 6.0         | 128                      | 1190         | 1.2        | 5.5         | 29                       | 575          | .3         | 3.6         |
| SU '98          | 90                       | 1888         | .8         | 4.6         | 107                       | 851          | 1.0        | 3.9         | 138                       | 1093         | 1.2        | 4.8         | 94                       | 1174         | .8         | 4.3         | 39                       | 547          | .4         | 4.4         |
| <b>4-Book</b>   | <b>97</b>                | <b>2064</b>  | <b>.9</b>  | <b>5.0</b>  | <b>124</b>                | <b>1010</b>  | <b>1.1</b> | <b>4.3</b>  | <b>160</b>                | <b>1141</b>  | <b>1.4</b> | <b>5.5</b>  | <b>119</b>               | <b>1220</b>  | <b>1.1</b> | <b>5.2</b>  | <b>33</b>                | <b>583</b>   | <b>.3</b>  | <b>4.2</b>  |
| SP '98          | 88                       | 2074         | .8         | 4.5         | 103                       | 934          | .9         | 3.6         | 139                       | 1059         | 1.3        | 4.8         | 112                      | 1208         | 1.0        | 4.9         | 37                       | 676          | .3         | 4.4         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Women 25-54              |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>WIP -AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 9            | 390         | .1         | .5                        | 29           | 190         | .3         | 1.0                       | 3            | 63          | .1         | .1                       | 7            | 113         | .1         | .3                       | 3            | 83         | .4         | .4         |
| WI '99                   | 13           | 508         | .1         | .7                        | 27           | 215         | .2         | .9                        | 11           | 116         | .1         | .4                       | 19           | 188         | .2         | .8                       | 5            | 99         | .7         | .7         |
| FA '98                   | 16           | 445         | .1         | .8                        | 33           | 191         | .3         | 1.2                       | 15           | 130         | .1         | .5                       | 19           | 231         | .2         | .8                       | 8            | 85         | .1         | 1.0        |
| SU '98                   | 15           | 348         | .1         | .8                        | 47           | 199         | .4         | 1.7                       | 13           | 120         | .1         | .5                       | 14           | 125         | .1         | .6                       | 4            | 54         | .4         | .4         |
| <b>4-Book</b>            | <b>13</b>    | <b>423</b>  | <b>.1</b>  | <b>.7</b>                 | <b>34</b>    | <b>199</b>  | <b>.3</b>  | <b>1.2</b>                | <b>11</b>    | <b>107</b>  | <b>.1</b>  | <b>.4</b>                | <b>15</b>    | <b>164</b>  | <b>.2</b>  | <b>.6</b>                | <b>5</b>     | <b>80</b>  | <b>.6</b>  | <b>.6</b>  |
| SP '98                   | 15           | 392         | .1         | .8                        | 33           | 236         | .3         | 1.1                       | 25           | 103         | .2         | .9                       | 19           | 123         | .2         | .8                       | 4            | 108        | .5         | .5         |
| <b>WJZZ-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 145          | 1663        | 1.3        | 7.6                       | 171          | 876         | 1.6        | 5.9                       | 276          | 892         | 2.5        | 9.4                      | 185          | 1016        | 1.7        | 8.0                      | 49           | 457        | .4         | 6.6        |
| WI '99                   | 128          | 1756        | 1.2        | 6.5                       | 144          | 828         | 1.3        | 4.7                       | 240          | 830         | 2.2        | 8.0                      | 154          | 955         | 1.4        | 6.6                      | 56           | 513        | .5         | 7.5        |
| FA '98                   | 97           | 1625        | .9         | 5.0                       | 103          | 711         | .9         | 3.7                       | 167          | 769         | 1.5        | 5.9                      | 130          | 901         | 1.2        | 5.6                      | 37           | 496        | .3         | 4.6        |
| SU '98                   | 106          | 1573        | 1.0        | 5.4                       | 98           | 689         | .9         | 3.5                       | 163          | 740         | 1.5        | 5.7                      | 141          | 940         | 1.3        | 6.4                      | 66           | 502        | .6         | 7.4        |
| <b>4-Book</b>            | <b>119</b>   | <b>1654</b> | <b>1.1</b> | <b>6.1</b>                | <b>129</b>   | <b>776</b>  | <b>1.2</b> | <b>4.5</b>                | <b>212</b>   | <b>808</b>  | <b>1.9</b> | <b>7.3</b>               | <b>153</b>   | <b>953</b>  | <b>1.4</b> | <b>6.7</b>               | <b>52</b>    | <b>492</b> | <b>.5</b>  | <b>6.5</b> |
| SP '98                   | 129          | 1869        | 1.2        | 6.6                       | 130          | 844         | 1.2        | 4.5                       | 226          | 867         | 2.0        | 7.8                      | 163          | 1087        | 1.5        | 7.1                      | 69           | 738        | .6         | 8.2        |
| <b>WMGK-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 85           | 1900        | .8         | 4.5                       | 109          | 869         | 1.0        | 3.8                       | 161          | 910         | 1.5        | 5.5                      | 114          | 1163        | 1.0        | 5.0                      | 27           | 562        | .2         | 3.6        |
| WI '99                   | 80           | 1841        | .7         | 4.1                       | 89           | 797         | .8         | 2.9                       | 148          | 870         | 1.3        | 5.0                      | 110          | 1081        | 1.0        | 4.7                      | 20           | 412        | .2         | 2.7        |
| FA '98                   | 89           | 1687        | .8         | 4.6                       | 93           | 864         | .8         | 3.3                       | 179          | 870         | 1.6        | 6.3                      | 131          | 1088        | 1.2        | 5.6                      | 23           | 395        | .2         | 2.9        |
| SU '98                   | 104          | 1823        | .9         | 5.3                       | 100          | 850         | .9         | 3.6                       | 183          | 1049        | 1.7        | 6.4                      | 141          | 1244        | 1.3        | 6.4                      | 41           | 553        | .4         | 4.6        |
| <b>4-Book</b>            | <b>90</b>    | <b>1813</b> | <b>.8</b>  | <b>4.6</b>                | <b>98</b>    | <b>845</b>  | <b>.9</b>  | <b>3.4</b>                | <b>168</b>   | <b>925</b>  | <b>1.5</b> | <b>5.8</b>               | <b>124</b>   | <b>1144</b> | <b>1.1</b> | <b>5.4</b>               | <b>28</b>    | <b>481</b> | <b>.3</b>  | <b>3.5</b> |
| SP '98                   | 105          | 1935        | .9         | 5.4                       | 119          | 902         | 1.1        | 4.1                       | 169          | 969         | 1.5        | 5.8                      | 144          | 1160        | 1.3        | 6.2                      | 48           | 502        | .4         | 5.7        |
| <b>WMMR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 53           | 1281        | .5         | 2.8                       | 72           | 590         | .7         | 2.5                       | 107          | 557         | 1.0        | 3.7                      | 68           | 688         | .6         | 3.0                      | 9            | 269        | .1         | 1.2        |
| WI '99                   | 41           | 1183        | .4         | 2.1                       | 69           | 592         | .6         | 2.3                       | 56           | 476         | .5         | 1.9                      | 46           | 577         | .4         | 2.0                      | 16           | 254        | .1         | 2.1        |
| FA '98                   | 69           | 1308        | .6         | 3.6                       | 96           | 592         | .9         | 3.4                       | 115          | 601         | 1.0        | 4.0                      | 105          | 887         | 1.0        | 4.5                      | 16           | 278        | .1         | 2.0        |
| SU '98                   | 45           | 1264        | .4         | 2.3                       | 58           | 489         | .5         | 2.1                       | 62           | 531         | .6         | 2.2                      | 46           | 613         | .4         | 2.1                      | 21           | 331        | .2         | 2.3        |
| <b>4-Book</b>            | <b>52</b>    | <b>1259</b> | <b>.5</b>  | <b>2.7</b>                | <b>74</b>    | <b>566</b>  | <b>.7</b>  | <b>2.6</b>                | <b>85</b>    | <b>541</b>  | <b>.8</b>  | <b>3.0</b>               | <b>66</b>    | <b>691</b>  | <b>.6</b>  | <b>2.9</b>               | <b>16</b>    | <b>283</b> | <b>.1</b>  | <b>1.9</b> |
| SP '98                   | 37           | 1277        | .3         | 1.9                       | 56           | 512         | .5         | 1.9                       | 44           | 481         | .4         | 1.5                      | 46           | 724         | .4         | 2.0                      | 12           | 241        | .1         | 1.4        |
| <b>WNAP-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | * 5          | 73          | .3         | .3                        | 3            | 20          | .1         | .1                        | 4            | 34          | .1         | .1                       | * 8          | 28          | .1         | .3                       |              |            |            |            |
| WI '99                   | 11           | 129         | .1         | .6                        | 11           | 42          | .1         | .4                        | 15           | 96          | .1         | .5                       | 14           | 61          | .1         | .6                       | **           | **         | **         | **         |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| SU '98                   | 14           | 187         | .1         | .7                        | 16           | 100         | .1         | .6                        | 24           | 134         | .2         | .8                       | 9            | 62          | .1         | .4                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>.1</b>  | <b>.7</b>                 | <b>**</b>    | <b>**</b>   | <b>.1</b>  | <b>.6</b>                 | <b>**</b>    | <b>**</b>   | <b>.1</b>  | <b>.6</b>                | <b>**</b>    | <b>**</b>   | <b>.1</b>  | <b>.4</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>WOGL-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 117          | 2174        | 1.1        | 6.1                       | 152          | 1072        | 1.4        | 5.3                       | 185          | 1017        | 1.7        | 6.3                      | 124          | 1179        | 1.1        | 5.4                      | 43           | 523        | .4         | 5.8        |
| WI '99                   | 107          | 2041        | 1.0        | 5.5                       | 127          | 1056        | 1.2        | 4.2                       | 166          | 884         | 1.5        | 5.6                      | 139          | 1178        | 1.3        | 5.9                      | 44           | 484        | .4         | 5.9        |
| FA '98                   | 138          | 2410        | 1.3        | 7.1                       | 173          | 1172        | 1.6        | 6.2                       | 204          | 1167        | 1.9        | 7.2                      | 149          | 1271        | 1.4        | 6.4                      | 60           | 691        | .5         | 7.5        |
| SU '98                   | 102          | 2010        | .9         | 5.2                       | 145          | 985         | 1.3        | 5.2                       | 152          | 1006        | 1.4        | 5.3                      | 104          | 1019        | .9         | 4.7                      | 37           | 555        | .3         | 4.1        |
| <b>4-Book</b>            | <b>116</b>   | <b>2159</b> | <b>1.1</b> | <b>6.0</b>                | <b>149</b>   | <b>1071</b> | <b>1.4</b> | <b>5.2</b>                | <b>177</b>   | <b>1019</b> | <b>1.6</b> | <b>6.1</b>               | <b>129</b>   | <b>1162</b> | <b>1.2</b> | <b>5.6</b>               | <b>46</b>    | <b>563</b> | <b>.4</b>  | <b>5.8</b> |
| SP '98                   | 109          | 2116        | 1.0        | 5.6                       | 152          | 990         | 1.4        | 5.3                       | 173          | 961         | 1.6        | 6.0                      | 128          | 1202        | 1.2        | 5.5                      | 40           | 548        | .4         | 4.7        |
| <b>WPEN-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 12           | 237         | .1         | .6                        | 14           | 84          | .1         | .5                        | 16           | 82          | .1         | .5                       | 13           | 83          | .1         | .6                       | 6            | 46         | .1         | .8         |
| WI '99                   | 18           | 262         | .2         | .9                        | 31           | 148         | .3         | 1.0                       | 32           | 129         | .3         | 1.1                      | 16           | 115         | .1         | .7                       | 4            | 50         | .5         | .5         |
| FA '98                   | 11           | 177         | .1         | .6                        | 15           | 75          | .1         | .5                        | 12           | 75          | .1         | .4                       | 13           | 81          | .1         | .6                       | 6            | 35         | .1         | .8         |
| SU '98                   | 16           | 236         | .1         | .8                        | 20           | 101         | .2         | .7                        | 23           | 109         | .2         | .8                       | 15           | 131         | .1         | .7                       | 9            | 63         | .1         | 1.0        |
| <b>4-Book</b>            | <b>14</b>    | <b>228</b>  | <b>.1</b>  | <b>.7</b>                 | <b>20</b>    | <b>102</b>  | <b>.2</b>  | <b>.7</b>                 | <b>21</b>    | <b>99</b>   | <b>.2</b>  | <b>.7</b>                | <b>14</b>    | <b>103</b>  | <b>.1</b>  | <b>.7</b>                | <b>6</b>     | <b>49</b>  | <b>.1</b>  | <b>.8</b>  |
| SP '98                   | 10           | 194         | .1         | .5                        | 12           | 75          | .1         | .4                        | 17           | 103         | .2         | .6                       | 15           | 105         | .1         | .6                       | 2            | 42         | .2         | .2         |
| <b>WPHI-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 29           | 790         | .3         | 1.5                       | 28           | 350         | .3         | 1.0                       | 32           | 350         | .3         | 1.1                      | 41           | 416         | .4         | 1.8                      | 23           | 237        | .2         | 3.1        |
| WI '99                   | 33           | 746         | .3         | 1.7                       | 38           | 335         | .3         | 1.2                       | 36           | 286         | .3         | 1.2                      | 46           | 414         | .4         | 2.0                      | 29           | 256        | .3         | 3.9        |
| FA '98                   | 37           | 722         | .3         | 1.9                       | 40           | 267         | .4         | 1.4                       | 45           | 336         | .4         | 1.6                      | 50           | 387         | .5         | 2.1                      | 23           | 267        | .2         | 2.9        |
| SU '98                   | 37           | 797         | .3         | 1.9                       | 41           | 307         | .4         | 1.5                       | 48           | 403         | .4         | 1.7                      | 48           | 472         | .4         | 2.2                      | 26           | 260        | .2         | 2.9        |
| <b>4-Book</b>            | <b>34</b>    | <b>764</b>  | <b>.3</b>  | <b>1.8</b>                | <b>37</b>    | <b>315</b>  | <b>.4</b>  | <b>1.3</b>                | <b>40</b>    | <b>344</b>  | <b>.4</b>  | <b>1.4</b>               | <b>46</b>    | <b>422</b>  | <b>.4</b>  | <b>2.0</b>               | <b>25</b>    | <b>255</b> | <b>.2</b>  | <b>3.2</b> |
| SP '98                   | 40           | 820         | .4         | 2.0                       | 38           | 267         | .3         | 1.3                       | 46           | 447         | .4         | 1.6                      | 54           | 467         | .5         | 2.3                      | 30           | 335        | .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

## Women 25-54

Target Listener Trends - Women 25-54

|                 | Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPHT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 5                        | 175          | .3         | .3         | 3                         | 7            | .1         | .1         | 4                         | 38           | .1         | .1         | 10                       | 76           | .1         | .4         | 4                        | 63           | .1         | .5         |
| WI '99          | 7                        | 209          | .1         | .4         | 13                        | 79           | .1         | .4         | 5                         | 50           | .2         | .2         | 11                       | 61           | .1         | .5         | 6                        | 51           | .1         | .8         |
| FA '98          | 14                       | 233          | .1         | .7         | 23                        | 90           | .2         | .8         | 19                        | 98           | .2         | .7         | 18                       | 102          | .2         | .8         | 8                        | 55           | .1         | 1.0        |
| SU '98          | 12                       | 299          | .1         | .6         | 22                        | 84           | .2         | .8         | 14                        | 101          | .1         | .5         | 12                       | 124          | .1         | .5         | 7                        | 95           | .1         | .8         |
| <b>4-Book</b>   | <b>10</b>                | <b>229</b>   | <b>.1</b>  | <b>.5</b>  | <b>15</b>                 | <b>65</b>    | <b>.1</b>  | <b>.5</b>  | <b>11</b>                 | <b>72</b>    | <b>.1</b>  | <b>.4</b>  | <b>13</b>                | <b>91</b>    | <b>.1</b>  | <b>.6</b>  | <b>6</b>                 | <b>66</b>    | <b>.1</b>  | <b>.8</b>  |
| SP '98          | 4                        | 245          | .2         | .2         | 9                         | 97           | .1         | .3         | 3                         | 44           | .1         | .1         | 5                        | 41           | .2         | .2         | 4                        | 78           | .1         | .5         |
| <b>WPLY-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 61                       | 1499         | .6         | 3.2        | 78                        | 705          | .7         | 2.7        | 88                        | 736          | .8         | 3.0        | 85                       | 973          | .8         | 3.7        | 24                       | 361          | .2         | 3.2        |
| WI '99          | 38                       | 1251         | .3         | 1.9        | 56                        | 544          | .5         | 1.8        | 49                        | 480          | .4         | 1.6        | 57                       | 794          | .5         | 2.4        | 15                       | 355          | .1         | 2.0        |
| FA '98          | 40                       | 1115         | .4         | 2.1        | 51                        | 551          | .5         | 1.8        | 53                        | 479          | .5         | 1.9        | 65                       | 764          | .6         | 2.8        | 14                       | 347          | .1         | 1.8        |
| SU '98          | 31                       | 1204         | .3         | 1.6        | 37                        | 490          | .3         | 1.3        | 35                        | 438          | .3         | 1.2        | 42                       | 660          | .4         | 1.9        | 12                       | 317          | .1         | 1.3        |
| <b>4-Book</b>   | <b>43</b>                | <b>1267</b>  | <b>.4</b>  | <b>2.2</b> | <b>56</b>                 | <b>573</b>   | <b>.5</b>  | <b>1.9</b> | <b>56</b>                 | <b>533</b>   | <b>.5</b>  | <b>1.9</b> | <b>62</b>                | <b>798</b>   | <b>.6</b>  | <b>2.7</b> | <b>16</b>                | <b>345</b>   | <b>.1</b>  | <b>2.1</b> |
| SP '98          | 36                       | 1339         | .3         | 1.8        | 55                        | 585          | .5         | 1.9        | 59                        | 578          | .5         | 2.0        | 47                       | 721          | .4         | 2.0        | 12                       | 350          | .1         | 1.4        |
| <b>WSSJ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 8                        | 101          | .1         | .4         | 6                         | 48           | .1         | .2         | 9                         | 68           | .1         | .3         | 10                       | 59           | .1         | .4         | 4                        | 57           | .1         | .5         |
| WI '99          | 9                        | 60           | .1         | .5         | 10                        | 44           | .1         | .3         | 8                         | 38           | .1         | .3         | 7                        | 39           | .1         | .3         | 4                        | 27           | .1         | .5         |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WUSL-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 65                       | 1206         | .6         | 3.4        | 101                       | 635          | .9         | 3.5        | 72                        | 550          | .7         | 2.5        | 64                       | 618          | .6         | 2.8        | 40                       | 394          | .4         | 5.4        |
| WI '99          | 88                       | 1294         | .8         | 4.5        | 137                       | 642          | 1.2        | 4.5        | 109                       | 666          | 1.0        | 3.7        | 102                      | 605          | .9         | 4.4        | 52                       | 413          | .5         | 6.9        |
| FA '98          | 88                       | 1318         | .8         | 4.6        | 133                       | 649          | 1.2        | 4.8        | 128                       | 614          | 1.2        | 4.5        | 83                       | 612          | .8         | 3.6        | 43                       | 372          | .4         | 5.4        |
| SU '98          | 85                       | 1458         | .8         | 4.4        | 115                       | 727          | 1.0        | 4.2        | 104                       | 691          | .9         | 3.6        | 80                       | 679          | .7         | 3.6        | 57                       | 497          | .5         | 6.4        |
| <b>4-Book</b>   | <b>82</b>                | <b>1319</b>  | <b>.8</b>  | <b>4.2</b> | <b>122</b>                | <b>663</b>   | <b>1.1</b> | <b>4.3</b> | <b>103</b>                | <b>630</b>   | <b>1.0</b> | <b>3.6</b> | <b>82</b>                | <b>629</b>   | <b>.8</b>  | <b>3.6</b> | <b>48</b>                | <b>419</b>   | <b>.5</b>  | <b>6.0</b> |
| SP '98          | 90                       | 1318         | .8         | 4.6        | 118                       | 651          | 1.1        | 4.1        | 109                       | 597          | 1.0        | 3.8        | 96                       | 682          | .9         | 4.2        | 48                       | 326          | .4         | 5.7        |
| <b>+WWDB-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | *                        | 3            | .67        | .2         | 5                         | 37           | .2         | .2         | 4                         | 43           | .1         | .1         | *                        | 1            | .7         | .1         | **                       | **           | **         | **         |
| WI '99          | 2                        | 46           | .1         | .1         | 1                         | 8            | .1         | .1         | 4                         | 29           | .1         | .1         |                          |              |            |            | **                       | **           | **         | **         |
| FA '98          | 4                        | 56           | .2         | .2         | 1                         | 25           | .1         | .1         | 9                         | 23           | .1         | .3         | 2                        | 14           | .1         | .1         | **                       | **           | **         | **         |
| SU '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WWDB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 45                       | 799          | .4         | 2.4        | 58                        | 367          | .5         | 2.0        | 79                        | 387          | .7         | 2.7        | 32                       | 294          | .3         | 1.4        | 29                       | 234          | .3         | 3.9        |
| WI '99          | 57                       | 835          | .5         | 2.9        | 66                        | 451          | .6         | 2.2        | 133                       | 507          | 1.2        | 4.5        | 56                       | 306          | .5         | 2.4        | 18                       | 140          | .2         | 2.4        |
| FA '98          | 42                       | 897          | .4         | 2.2        | 56                        | 404          | .5         | 2.0        | 79                        | 383          | .7         | 2.8        | 24                       | 325          | .2         | 1.0        | 17                       | 218          | .2         | 2.1        |
| SU '98          | 49                       | 940          | .4         | 2.5        | 60                        | 348          | .5         | 2.2        | 80                        | 463          | .7         | 2.8        | 44                       | 387          | .4         | 2.0        | 26                       | 265          | .2         | 2.9        |
| <b>4-Book</b>   | <b>48</b>                | <b>868</b>   | <b>.4</b>  | <b>2.5</b> | <b>60</b>                 | <b>393</b>   | <b>.5</b>  | <b>2.1</b> | <b>93</b>                 | <b>435</b>   | <b>.8</b>  | <b>3.2</b> | <b>39</b>                | <b>328</b>   | <b>.4</b>  | <b>1.7</b> | <b>23</b>                | <b>214</b>   | <b>.2</b>  | <b>2.8</b> |
| SP '98          | 36                       | 806          | .3         | 1.8        | 43                        | 304          | .4         | 1.5        | 71                        | 428          | .6         | 2.5        | 29                       | 310          | .3         | 1.3        | 11                       | 156          | .1         | 1.3        |
| <b>WWJZ-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 1                        | 31           | .1         | .1         | 3                         | 22           | .1         | .1         | 2                         | 15           | .1         | .1         | 2                        | 16           | .1         | .1         |                          |              |            |            |
| WI '99          | 2                        | 68           | .1         | .1         | 8                         | 8            | .1         | .1         | 4                         | 23           | .1         | .1         | 3                        | 23           | .1         | .1         |                          |              |            |            |
| FA '98          |                          | 25           |            |            |                           |              |            |            |                           | 8            |            |            |                          | 8            |            |            |                          |              |            |            |
| SU '98          | 3                        | 57           | .2         | .2         | 3                         | 13           | .1         | .1         | 3                         | 31           | .1         | .1         | 4                        | 22           | .1         | .1         | 2                        | 31           | .1         | .2         |
| <b>4-Book</b>   | <b>2</b>                 | <b>45</b>    | <b>.1</b>  | <b>.1</b>  | <b>2</b>                  | <b>11</b>    | <b>.1</b>  | <b>.1</b>  | <b>2</b>                  | <b>19</b>    | <b>.1</b>  | <b>.1</b>  | <b>3</b>                 | <b>17</b>    | <b>.1</b>  | <b>.1</b>  | <b>1</b>                 | <b>12</b>    | <b>.1</b>  | <b>.1</b>  |
| SP '98          |                          | 11           |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| <b>WXTU-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 79                       | 1119         | .7         | 4.1        | 129                       | 730          | 1.2        | 4.5        | 124                       | 547          | 1.1        | 4.2        | 98                       | 660          | .9         | 4.3        | 24                       | 348          | .2         | 3.2        |
| WI '99          | 70                       | 930          | .6         | 3.6        | 103                       | 558          | .9         | 3.4        | 109                       | 434          | 1.0        | 3.7        | 83                       | 579          | .8         | 3.5        | 20                       | 334          | .2         | 2.7        |
| FA '98          | 92                       | 1198         | .8         | 4.8        | 136                       | 781          | 1.2        | 4.9        | 96                        | 607          | .9         | 3.4        | 132                      | 796          | 1.2        | 5.7        | 38                       | 371          | .3         | 4.8        |
| SU '98          | 85                       | 1305         | .8         | 4.4        | 102                       | 738          | .9         | 3.7        | 123                       | 753          | 1.1        | 4.3        | 106                      | 840          | 1.0        | 4.8        | 32                       | 467          | .3         | 3.6        |
| <b>4-Book</b>   | <b>82</b>                | <b>1138</b>  | <b>.7</b>  | <b>4.2</b> | <b>118</b>                | <b>702</b>   | <b>1.1</b> | <b>4.1</b> | <b>113</b>                | <b>585</b>   | <b>1.0</b> | <b>3.9</b> | <b>105</b>               | <b>719</b>   | <b>1.0</b> | <b>4.6</b> | <b>29</b>                | <b>380</b>   | <b>.3</b>  | <b>3.6</b> |
| SP '98          | 81                       | 1221         | .7         | 4.1        | 98                        | 720          | .9         | 3.4        | 116                       | 720          | 1.0        | 4.0        | 101                      | 715          | .9         | 4.4        | 34                       | 458          | .3         | 4.0        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Women 25-54              |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>WXXM-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 65           | 1456        | .6         | 3.4                       | 92           | 739         | .8         | 3.2                       | 101          | 653         | .9         | 3.5                      | 89           | 891         | .8         | 3.9                      | 23           | 380        | .2         | 3.1        |
| WI '99                   | 58           | 1450        | .5         | 3.0                       | 95           | 803         | .9         | 3.1                       | 78           | 684         | .7         | 2.6                      | 84           | 955         | .8         | 3.6                      | 19           | 441        | .2         | 2.5        |
| FA '98                   | 51           | 1196        | .5         | 2.6                       | 58           | 672         | .5         | 2.1                       | 76           | 570         | .7         | 2.7                      | 78           | 737         | .7         | 3.3                      | 21           | 332        | .2         | 2.6        |
| SU '98                   | 56           | 1378        | .5         | 2.9                       | 72           | 673         | .7         | 2.6                       | 82           | 605         | .7         | 2.9                      | 75           | 876         | .7         | 3.4                      | 21           | 441        | .2         | 2.3        |
| <b>4-Book</b>            | <b>58</b>    | <b>1370</b> | <b>.5</b>  | <b>3.0</b>                | <b>79</b>    | <b>722</b>  | <b>.7</b>  | <b>2.8</b>                | <b>84</b>    | <b>628</b>  | <b>.8</b>  | <b>2.9</b>               | <b>82</b>    | <b>865</b>  | <b>.8</b>  | <b>3.6</b>               | <b>21</b>    | <b>399</b> | <b>.2</b>  | <b>2.6</b> |
| SP '98                   | 41           | 1210        | .4         | 2.1                       | 52           | 559         | .5         | 1.8                       | 59           | 629         | .5         | 2.0                      | 57           | 727         | .5         | 2.5                      | 14           | 391        | .1         | 1.7        |
| <b>WYSP-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 59           | 1454        | .5         | 3.1                       | 218          | 1024        | 2.0        | 7.5                       | 55           | 434         | .5         | 1.9                      | 33           | 436         | .3         | 1.4                      | 13           | 208        | .1         | 1.8        |
| WI '99                   | 67           | 1513        | .6         | 3.4                       | 233          | 1029        | 2.1        | 7.6                       | 80           | 667         | .7         | 2.7                      | 44           | 558         | .4         | 1.9                      | 8            | 152        | .1         | 1.1        |
| FA '98                   | 59           | 1502        | .5         | 3.1                       | 172          | 935         | 1.6        | 6.2                       | 60           | 546         | .5         | 2.1                      | 51           | 474         | .5         | 2.2                      | 14           | 177        | .1         | 1.8        |
| SU '98                   | 67           | 1546        | .6         | 3.4                       | 214          | 925         | 1.9        | 7.7                       | 79           | 574         | .7         | 2.8                      | 44           | 493         | .4         | 2.0                      | 16           | 325        | .1         | 1.8        |
| <b>4-Book</b>            | <b>63</b>    | <b>1504</b> | <b>.6</b>  | <b>3.3</b>                | <b>209</b>   | <b>978</b>  | <b>1.9</b> | <b>7.3</b>                | <b>69</b>    | <b>555</b>  | <b>.6</b>  | <b>2.4</b>               | <b>43</b>    | <b>490</b>  | <b>.4</b>  | <b>1.9</b>               | <b>13</b>    | <b>216</b> | <b>.1</b>  | <b>1.6</b> |
| SP '98                   | 68           | 1601        | .6         | 3.5                       | 230          | 1048        | 2.1        | 8.0                       | 71           | 676         | .6         | 2.5                      | 42           | 529         | .4         | 1.8                      | 15           | 281        | .1         | 1.8        |
| <b>WYXR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 97           | 2067        | .9         | 5.1                       | 156          | 1216        | 1.4        | 5.4                       | 150          | 965         | 1.4        | 5.1                      | 130          | 1319        | 1.2        | 5.6                      | 25           | 481        | .2         | 3.4        |
| WI '99                   | 122          | 2181        | 1.1        | 6.2                       | 191          | 1235        | 1.7        | 6.3                       | 233          | 1147        | 2.1        | 7.8                      | 159          | 1262        | 1.4        | 6.8                      | 29           | 527        | .3         | 3.9        |
| FA '98                   | 110          | 2028        | 1.0        | 5.7                       | 172          | 1232        | 1.6        | 6.2                       | 173          | 1097        | 1.6        | 6.1                      | 130          | 1204        | 1.2        | 5.6                      | 44           | 525        | .4         | 5.5        |
| SU '98                   | 104          | 1960        | .9         | 5.3                       | 151          | 1002        | 1.4        | 5.5                       | 167          | 983         | 1.5        | 5.8                      | 133          | 1162        | 1.2        | 6.0                      | 38           | 628        | .3         | 4.3        |
| <b>4-Book</b>            | <b>108</b>   | <b>2059</b> | <b>1.0</b> | <b>5.6</b>                | <b>168</b>   | <b>1171</b> | <b>1.5</b> | <b>5.9</b>                | <b>181</b>   | <b>1048</b> | <b>1.7</b> | <b>6.2</b>               | <b>138</b>   | <b>1237</b> | <b>1.3</b> | <b>6.0</b>               | <b>34</b>    | <b>540</b> | <b>.3</b>  | <b>4.3</b> |
| SP '98                   | 122          | 2056        | 1.1        | 6.2                       | 165          | 1083        | 1.5        | 5.7                       | 201          | 1016        | 1.8        | 6.9                      | 159          | 1354        | 1.4        | 6.9                      | 41           | 679        | .4         | 4.9        |
| <b>WBYN-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 5            | 103         | .3         | .3                        | 7            | 67          | .1         | .2                        | 7            | 60          | .1         | .2                       | 5            | 52          | .2         | .2                       | 1            | 53         | .1         | .1         |
| WI '99                   | 6            | 107         | .1         | .3                        | 9            | 70          | .1         | .3                        | 6            | 46          | .1         | .2                       | 7            | 53          | .1         | .3                       | 5            | 46         | .7         | .7         |
| FA '98                   | 3            | 89          | .2         | .2                        | 9            | 57          | .1         | .3                        | 1            | 19          | .1         | .1                       | 4            | 49          | .2         | .2                       | 1            | 25         | .1         | .1         |
| SU '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| <b>WJBR-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 20           | 394         | .2         | 1.0                       | 26           | 185         | .2         | .9                        | 36           | 234         | .3         | 1.2                      | 20           | 198         | .2         | .9                       | 12           | 125        | .1         | 1.6        |
| WI '99                   | 19           | 326         | .2         | 1.0                       | 36           | 160         | .3         | 1.2                       | 38           | 155         | .3         | 1.3                      | 19           | 178         | .2         | .8                       | 5            | 69         | .7         | .7         |
| FA '98                   | 18           | 412         | .2         | .9                        | 18           | 201         | .2         | .6                        | 35           | 202         | .3         | 1.2                      | 30           | 269         | .3         | 1.3                      | 6            | 101        | .1         | .8         |
| SU '98                   | 20           | 283         | .2         | 1.0                       | 21           | 121         | .2         | .8                        | 39           | 123         | .4         | 1.4                      | 27           | 138         | .2         | 1.2                      | 14           | 119        | .1         | 1.6        |
| <b>4-Book</b>            | <b>19</b>    | <b>354</b>  | <b>.2</b>  | <b>1.0</b>                | <b>25</b>    | <b>167</b>  | <b>.2</b>  | <b>.9</b>                 | <b>37</b>    | <b>179</b>  | <b>.3</b>  | <b>1.3</b>               | <b>24</b>    | <b>196</b>  | <b>.2</b>  | <b>1.1</b>               | <b>9</b>     | <b>104</b> | <b>.1</b>  | <b>1.2</b> |
| SP '98                   | 11           | 257         | .1         | .6                        | 13           | 81          | .1         | .5                        | 21           | 116         | .2         | .7                       | 15           | 141         | .1         | .6                       | 6            | 82         | .1         | .7         |
| <b>WKXW-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 28           | 630         | .3         | 1.5                       | 46           | 304         | .4         | 1.6                       | 49           | 285         | .4         | 1.7                      | 45           | 360         | .4         | 2.0                      | 4            | 106        | .5         | .5         |
| WI '99                   | 22           | 494         | .2         | 1.1                       | 30           | 250         | .3         | 1.0                       | 37           | 233         | .3         | 1.2                      | 40           | 352         | .4         | 1.7                      | 6            | 141        | .1         | .8         |
| FA '98                   | 29           | 604         | .3         | 1.5                       | 27           | 237         | .2         | 1.0                       | 49           | 321         | .4         | 1.7                      | 51           | 349         | .5         | 2.2                      | 15           | 179        | .1         | 1.9        |
| SU '98                   | 27           | 666         | .2         | 1.4                       | 41           | 370         | .4         | 1.5                       | 51           | 340         | .5         | 1.8                      | 37           | 404         | .3         | 1.7                      | 8            | 126        | .1         | .9         |
| <b>4-Book</b>            | <b>27</b>    | <b>599</b>  | <b>.3</b>  | <b>1.4</b>                | <b>36</b>    | <b>290</b>  | <b>.3</b>  | <b>1.3</b>                | <b>47</b>    | <b>295</b>  | <b>.4</b>  | <b>1.6</b>               | <b>43</b>    | <b>366</b>  | <b>.4</b>  | <b>1.9</b>               | <b>8</b>     | <b>138</b> | <b>.1</b>  | <b>1.0</b> |
| SP '98                   | 24           | 543         | .2         | 1.2                       | 41           | 272         | .4         | 1.4                       | 43           | 298         | .4         | 1.5                      | 34           | 340         | .3         | 1.5                      | 6            | 126        | .1         | .7         |
| <b>WLEV-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 18           | 202         | .2         | .9                        | 22           | 106         | .2         | .8                        | 37           | 98          | .3         | 1.3                      | 22           | 127         | .2         | 1.0                      | 4            | 67         | .5         | .5         |
| WI '99                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **         |
| SU '98                   | 8            | 141         | .1         | .4                        | 7            | 75          | .1         | .3                        | 15           | 64          | .1         | .5                       | 9            | 66          | .1         | .4                       | 2            | 24         | .2         | .2         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | 8            | 128         | .1         | .4                        | 8            | 47          | .1         | .3                        | 16           | 62          | .1         | .6                       | 9            | 66          | .1         | .4                       | 7            | 7          | .7         | .7         |
| <b>WNJO-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |            |
| SP '99                   | 19           | 440         | .2         | 1.0                       | 21           | 164         | .2         | .7                        | 31           | 216         | .3         | 1.1                      | 29           | 248         | .3         | 1.3                      | 4            | 87         | .5         | .5         |
| WI '99                   | 19           | 378         | .2         | 1.0                       | 20           | 170         | .2         | .7                        | 27           | 155         | .2         | .9                       | 27           | 170         | .2         | 1.2                      | 6            | 97         | .1         | .8         |
| FA '98                   | 19           | 321         | .2         | 1.0                       | 21           | 172         | .2         | .8                        | 38           | 151         | .3         | 1.3                      | 24           | 190         | .2         | 1.0                      | 6            | 104        | .1         | .8         |
| SU '98                   | 26           | 422         | .2         | 1.3                       | 41           | 244         | .4         | 1.5                       | 43           | 225         | .4         | 1.5                      | 25           | 211         | .2         | 1.1                      | 12           | 103        | .1         | 1.3        |
| <b>4-Book</b>            | <b>21</b>    | <b>390</b>  | <b>.2</b>  | <b>1.1</b>                | <b>26</b>    | <b>188</b>  | <b>.3</b>  | <b>.9</b>                 | <b>35</b>    | <b>187</b>  | <b>.3</b>  | <b>1.2</b>               | <b>26</b>    | <b>205</b>  | <b>.2</b>  | <b>1.2</b>               | <b>7</b>     | <b>98</b>  | <b>.1</b>  | <b>.9</b>  |
| SP '98                   | 21           | 447         | .2         | 1.1                       | 23           | 188         | .2         | .8                        | 31           | 231         | .3         | 1.1                      | 23           | 224         | .2         | 1.0                      | 7            | 137        | .1         | .8         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Women 25-54

Target Listener Trends - Women 25-54

|               | Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |
|---------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
|               | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPST-FM       |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99        | 39                       | 1034         | .4          | 2.0        | 54                        | 540          | .5          | 1.9        | 65                        | 455          | .6          | 2.2        | 56                       | 623          | .5          | 2.4        | 12                       | 283          | .1         | 1.6        |
| WI '99        | 26                       | 1075         | .2          | 1.3        | 39                        | 470          | .4          | 1.3        | 40                        | 425          | .4          | 1.3        | 34                       | 578          | .3          | 1.5        | 6                        | 265          | .1         | .8         |
| FA '98        | 22                       | 923          | .2          | 1.1        | 31                        | 414          | .3          | 1.1        | 31                        | 370          | .3          | 1.1        | 28                       | 500          | .3          | 1.2        | 5                        | 176          |            | .6         |
| SU '98        | 35                       | 948          | .3          | 1.8        | 45                        | 417          | .4          | 1.6        | 54                        | 459          | .5          | 1.9        | 56                       | 552          | .5          | 2.5        | 14                       | 276          | .1         | 1.6        |
| <b>4-Book</b> | <b>31</b>                | <b>995</b>   | <b>.3</b>   | <b>1.6</b> | <b>42</b>                 | <b>460</b>   | <b>.4</b>   | <b>1.5</b> | <b>48</b>                 | <b>427</b>   | <b>.5</b>   | <b>1.6</b> | <b>44</b>                | <b>563</b>   | <b>.4</b>   | <b>1.9</b> | <b>9</b>                 | <b>250</b>   | <b>.1</b>  | <b>1.2</b> |
| SP '98        | 29                       | 945          | .3          | 1.5        | 42                        | 404          | .4          | 1.5        | 36                        | 420          | .3          | 1.2        | 44                       | 516          | .4          | 1.9        | 11                       | 277          | .1         | 1.3        |
| <b>TOTALS</b> |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99        | 1910                     | 10848        | 17.4        |            | 2890                      | 9800         | 26.3        |            | 2926                      | 8574         | 26.6        |            | 2303                     | 9434         | 20.9        |            | 742                      | 5925         | 6.7        |            |
| WI '99        | 1961                     | 10661        | 17.8        |            | 3047                      | 9788         | 27.7        |            | 2984                      | 8527         | 27.1        |            | 2342                     | 9321         | 21.3        |            | 751                      | 6023         | 6.8        |            |
| FA '98        | 1931                     | 10731        | 17.5        |            | 2787                      | 9608         | 25.3        |            | 2841                      | 8569         | 25.8        |            | 2332                     | 9280         | 21.2        |            | 798                      | 5892         | 7.3        |            |
| SU '98        | 1946                     | 10757        | 17.6        |            | 2766                      | 9436         | 25.0        |            | 2867                      | 8833         | 25.9        |            | 2211                     | 9409         | 20.0        |            | 894                      | 6458         | 8.1        |            |
| <b>4-Book</b> | <b>1937</b>              | <b>10749</b> | <b>17.6</b> |            | <b>2873</b>               | <b>9658</b>  | <b>26.1</b> |            | <b>2905</b>               | <b>8626</b>  | <b>26.4</b> |            | <b>2297</b>              | <b>9361</b>  | <b>20.9</b> |            | <b>796</b>               | <b>6075</b>  | <b>7.2</b> |            |
| SP '98        | 1956                     | 10788        | 17.7        |            | 2879                      | 9667         | 26.0        |            | 2894                      | 8590         | 26.2        |            | 2309                     | 9521         | 20.9        |            | 845                      | 6422         | 7.6        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| Women 25-54              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |      |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 108          | 2275       | 1.0        | 4.0                | 40           | 981        | .4         | 3.2                  | 111          | 488        | 1.0        | 9.0                  | 48           | 334        | .4         | 2.2                 | 26           | 198        | .2         | 1.7  |
| 4-Book                   | 127          | 2446       | 1.2        | 4.7                | 56           | 1230       | .5         | 4.2                  | 122          | 585        | 1.1        | 9.8                  | 59           | 313        | .5         | 2.8                 | 40           | 216        | .4         | 2.6  |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 329          | 2435       | 3.0        | 12.1               | 80           | 1292       | .7         | 6.4                  | 88           | 403        | .8         | 7.1                  | 170          | 575        | 1.5        | 7.7                 | 95           | 435        | .9         | 6.4  |
| 4-Book                   | 333          | 2425       | 3.0        | 12.3               | 100          | 1243       | .9         | 7.6                  | 100          | 389        | .9         | 8.0                  | 189          | 562        | 1.7        | 8.6                 | 111          | 384        | 1.0        | 7.2  |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 23           | 223        | .2         | .8                 | 26           | 255        | .2         | 2.1                  | 14           | 36         | .1         | 1.1                  | 27           | 60         | .2         | 1.2                 | 8            | 31         | .1         | .5   |
| 4-Book                   | 33           | 241        | .3         | 1.2                | 30           | 267        | .3         | 2.3                  | 19           | 42         | .2         | 1.5                  | 25           | 56         | .2         | 1.2                 | 13           | 30         | .1         | .9   |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 203          | 1525       | 1.8        | 7.5                | 130          | 1115       | 1.2        | 10.4                 | 133          | 354        | 1.2        | 10.8                 | 159          | 428        | 1.4        | 7.2                 | 118          | 330        | 1.1        | 7.9  |
| 4-Book                   | 225          | 1529       | 2.0        | 8.3                | 145          | 1137       | 1.3        | 11.0                 | 126          | 327        | 1.2        | 10.0                 | 188          | 476        | 1.7        | 8.6                 | 163          | 375        | 1.5        | 10.6 |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 25           | 156        | .2         | .9                 | 8            | 69         | .1         | .6                   | 4            | 18         | .1         | .3                   | 20           | 51         | .2         | .9                  | 11           | 22         | .1         | .7   |
| 4-Book                   | 20           | 118        | .2         | .7                 | 12           | 80         | .1         | .9                   | 10           | 25         | .1         | .8                   | 22           | 51         | .2         | 1.0                 | 24           | 51         | .2         | 1.5  |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 16           | 131        | .1         | .6                 | 1            | 39         | .1         | .1                   | 2            | 9          | .1         | .2                   | 1            | 8          | .1         | .2                  | 3            | 15         | .1         | .2   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 10           | 97         | .1         | .4                 | 9            | 103        | .1         | .7                   | 6            | 18         | .1         | .5                   | 9            | 22         | .1         | .4                  | 5            | 17         | .1         | .3   |
| 4-Book                   | 13           | 132        | .1         | .5                 | 12           | 121        | .1         | .9                   | 15           | 33         | .2         | 1.2                  | 7            | 24         | .1         | .3                  | 7            | 16         | .1         | .5   |
| <b>W100-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 154          | 2142       | 1.4        | 5.7                | 83           | 1249       | .8         | 6.7                  | 53           | 240        | .5         | 4.3                  | 183          | 636        | 1.7        | 8.3                 | 114          | 461        | 1.0        | 7.7  |
| 4-Book                   | 136          | 1801       | 1.3        | 5.1                | 69           | 1103       | .6         | 5.2                  | 49           | 215        | .5         | 3.9                  | 143          | 539        | 1.3        | 6.6                 | 80           | 334        | .7         | 5.2  |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 12           | 243        | .1         | .4                 | 6            | 179        | .1         | .5                   | 6            | 13         | .1         | .5                   | 14           | 80         | .1         | .6                  | 6            | 37         | .1         | .4   |
| 4-Book                   | 19           | 308        | .2         | .7                 | 9            | 202        | .1         | .7                   | 6            | 24         | .1         | .5                   | 11           | 63         | .1         | .5                  | 8            | 36         | .1         | .5   |
| <b>WJZ-FM</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 216          | 1381       | 2.0        | 7.9                | 83           | 807        | .8         | 6.7                  | 102          | 260        | .9         | 8.3                  | 121          | 340        | 1.1        | 5.5                 | 104          | 264        | .9         | 7.0  |
| 4-Book                   | 168          | 1321       | 1.5        | 6.2                | 76           | 862        | .7         | 5.8                  | 69           | 203        | .6         | 5.6                  | 129          | 351        | 1.2        | 5.9                 | 112          | 320        | 1.0        | 7.3  |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 131          | 1580       | 1.2        | 4.8                | 44           | 974        | .4         | 3.5                  | 40           | 224        | .4         | 3.2                  | 116          | 513        | 1.1        | 5.3                 | 60           | 255        | .5         | 4.0  |
| 4-Book                   | 133          | 1552       | 1.2        | 4.9                | 55           | 927        | .5         | 4.1                  | 33           | 166        | .3         | 2.6                  | 118          | 473        | 1.1        | 5.4                 | 85           | 303        | .7         | 5.5  |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 84           | 1066       | .8         | 3.1                | 28           | 642        | .3         | 2.2                  | 20           | 79         | .2         | 1.6                  | 60           | 317        | .5         | 2.7                 | 47           | 248        | .4         | 3.2  |
| 4-Book                   | 76           | 1032       | .7         | 2.8                | 35           | 629        | .4         | 2.6                  | 26           | 130        | .3         | 2.1                  | 57           | 260        | .5         | 2.6                 | 46           | 195        | .4         | 3.0  |
| <b>WNP-AM</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | * 5          | 64         | .2         | .2                 | * 4          | 53         | .3         | .3                   | 1            | 10         | .1         | .1                   | 5            | 24         | .2         | .2                  | * 8          | 21         | .1         | .5   |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **   |
| <b>WGL-FM</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 156          | 1748       | 1.4        | 5.7                | 99           | 1285       | .9         | 7.9                  | 94           | 347        | .9         | 7.6                  | 197          | 582        | 1.8        | 8.9                 | 126          | 393        | 1.1        | 8.5  |
| 4-Book                   | 154          | 1740       | 1.4        | 5.7                | 97           | 1233       | .9         | 7.4                  | 91           | 315        | .9         | 7.3                  | 173          | 550        | 1.6        | 7.9                 | 113          | 340        | 1.0        | 7.4  |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 14           | 137        | .1         | .5                 | 11           | 131        | .1         | .9                   | 19           | 41         | .2         | 1.5                  | 18           | 32         | .2         | .8                  | 15           | 16         | .1         | 1.0  |
| 4-Book                   | 19           | 163        | .2         | .7                 | 12           | 130        | .1         | .9                   | 13           | 35         | .1         | 1.0                  | 25           | 60         | .3         | 1.1                 | 15           | 38         | .1         | 1.0  |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 33           | 652        | .3         | 1.2                | 25           | 381        | .2         | 2.0                  | 27           | 106        | .2         | 2.2                  | 45           | 169        | .4         | 2.0                 | 43           | 140        | .4         | 2.9  |
| 4-Book                   | 41           | 636        | .4         | 1.5                | 27           | 375        | .3         | 2.0                  | 24           | 103        | .2         | 2.0                  | 42           | 158        | .4         | 1.9                 | 46           | 125        | .4         | 3.0  |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |      |
| SP '99                   | 5            | 97         | .2         | .2                 | 4            | 87         | .3         | .3                   | 2            | 12         | .2         | .2                   | 2            | 9          | .1         | .1                  | 1            | 6          | .1         | .1   |
| 4-Book                   | 13           | 150        | .1         | .5                 | 5            | 99         | .1         | .4                   | 2            | 12         | .2         | .2                   | 4            | 17         | .2         | .2                  | 1            | 6          | .1         | .1   |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 25-54

|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 84                       | 1356         | .8         | 3.1        | 44                 | 717          | .4         | 3.5        | 31                   | 144          | .3         | 2.5        | 94                   | 309          | .9         | 4.3        | 55                  | 244          | .5         | 3.7        |
| 4-Book          | 58                       | 1062         | .5         | 2.1        | 33                 | 660          | .3         | 2.5        | 20                   | 92           | .2         | 1.6        | 77                   | 326          | .7         | 3.5        | 45                  | 185          | .4         | 2.9        |
| <b>WSSJ-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 8                        | 90           | .1         | .3         | 9                  | 52           | .1         | .7         | 1                    | 10           |            | .1         | 21                   | 33           | .2         | 1.0        | 15                  | 27           | .1         | 1.0        |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WUSL-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 79                       | 961          | .7         | 2.9        | 57                 | 649          | .5         | 4.6        | 46                   | 132          | .4         | 3.7        | 78                   | 254          | .7         | 3.5        | 76                  | 217          | .7         | 5.1        |
| 4-Book          | 103                      | 1042         | .9         | 3.8        | 67                 | 784          | .6         | 5.0        | 49                   | 143          | .5         | 3.9        | 89                   | 279          | .8         | 4.0        | 76                  | 209          | .7         | 4.9        |
| <b>+WWDB-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | * 3                      | 51           |            | .1         | * 3                | 32           |            | .2         | 1                    | 8            |            | .1         | 10                   | 23           | .1         | .5         | *                   |              |            |            |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WWDB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 58                       | 614          | .5         | 2.1        | 33                 | 397          | .3         | 2.6        | 33                   | 102          | .3         | 2.7        | 28                   | 82           | .3         | 1.3        | 9                   | 23           | .1         | .6         |
| 4-Book          | 66                       | 651          | .6         | 2.4        | 34                 | 410          | .3         | 2.6        | 38                   | 114          | .3         | 3.0        | 26                   | 81           | .3         | 1.2        | 13                  | 40           | .1         | .8         |
| <b>WWJZ-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 2                        | 31           |            | .1         | 1                  | 8            |            | .1         |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book          | 2                        | 27           |            | .1         | 2                  | 23           |            | .2         | 2                    | 7            |            | .1         | 3                    | 8            |            | .2         | 2                   | 6            |            | .1         |
| <b>WXTU-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 117                      | 960          | 1.1        | 4.3        | 50                 | 623          | .5         | 4.0        | 53                   | 207          | .5         | 4.3        | 97                   | 339          | .9         | 4.4        | 75                  | 221          | .7         | 5.0        |
| 4-Book          | 112                      | 977          | 1.0        | 4.1        | 64                 | 708          | .6         | 4.8        | 71                   | 242          | .7         | 5.7        | 116                  | 388          | 1.0        | 5.3        | 72                  | 236          | .7         | 4.7        |
| <b>WXXM-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 94                       | 1246         | .9         | 3.5        | 42                 | 729          | .4         | 3.4        | 27                   | 140          | .2         | 2.2        | 81                   | 304          | .7         | 3.7        | 46                  | 211          | .4         | 3.1        |
| 4-Book          | 82                       | 1201         | .8         | 3.0        | 39                 | 713          | .4         | 3.0        | 29                   | 140          | .3         | 2.3        | 78                   | 356          | .7         | 3.6        | 49                  | 209          | .5         | 3.2        |
| <b>WYSP-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 99                       | 1321         | .9         | 3.6        | 20                 | 433          | .2         | 1.6        | 22                   | 61           | .2         | 1.8        | 36                   | 153          | .3         | 1.6        | 26                  | 168          | .2         | 1.7        |
| 4-Book          | 104                      | 1316         | 1.0        | 3.8        | 24                 | 499          | .2         | 1.8        | 19                   | 61           | .2         | 1.5        | 42                   | 184          | .4         | 1.9        | 36                  | 154          | .3         | 2.3        |
| <b>WYXR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 146                      | 1867         | 1.3        | 5.4        | 59                 | 927          | .5         | 4.7        | 57                   | 212          | .5         | 4.6        | 93                   | 366          | .8         | 4.2        | 94                  | 319          | .9         | 6.3        |
| 4-Book          | 163                      | 1809         | 1.5        | 6.0        | 60                 | 990          | .6         | 4.6        | 61                   | 224          | .6         | 4.8        | 116                  | 445          | 1.0        | 5.3        | 84                  | 294          | .8         | 5.5        |
| <b>WBYN-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 6                        | 89           | .1         | .2         | 5                  | 67           |            | .4         | 3                    | 23           |            | .2         | 11                   | 39           | .1         | .5         | 4                   | 23           |            | .3         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WJBR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 28                       | 333          | .3         | 1.0        | 10                 | 153          | .1         | .8         | 8                    | 39           | .1         | .6         | 23                   | 85           | .2         | 1.0        | 12                  | 47           | .1         | .8         |
| 4-Book          | 29                       | 297          | .3         | 1.1        | 8                  | 144          | .1         | .6         | 9                    | 35           | .1         | .7         | 16                   | 65           | .2         | .7         | 11                  | 45           | .1         | .8         |
| <b>WKXV-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 47                       | 540          | .4         | 1.7        | 10                 | 213          | .1         | .8         | 7                    | 51           | .1         | .6         | 22                   | 79           | .2         | 1.0        | 11                  | 51           | .1         | .7         |
| 4-Book          | 42                       | 527          | .4         | 1.6        | 10                 | 194          | .1         | .8         | 10                   | 44           | .1         | .8         | 14                   | 70           | .2         | .7         | 10                  | 48           | .1         | .6         |
| <b>WLEV-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 28                       | 180          | .3         | 1.0        | 10                 | 88           | .1         | .8         | 12                   | 31           | .1         | 1.0        | 16                   | 37           | .1         | .7         | 12                  | 30           | .1         | .8         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WNJO-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 27                       | 340          | .2         | 1.0        | 14                 | 262          | .1         | 1.1        | 13                   | 45           | .1         | 1.1        | 24                   | 117          | .2         | 1.1        | 15                  | 60           | .1         | 1.0        |
| 4-Book          | 29                       | 317          | .3         | 1.1        | 15                 | 201          | .2         | 1.1        | 15                   | 50           | .1         | 1.2        | 30                   | 99           | .3         | 1.4        | 21                  | 76           | .2         | 1.4        |
| <b>WPST-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 59                       | 933          | .5         | 2.2        | 24                 | 501          | .2         | 1.9        | 10                   | 50           | .1         | .8         | 58                   | 240          | .5         | 2.6        | 27                  | 147          | .2         | 1.8        |
| 4-Book          | 45                       | 858          | .4         | 1.7        | 20                 | 448          | .2         | 1.5        | 14                   | 71           | .1         | 1.1        | 44                   | 186          | .4         | 2.0        | 24                  | 120          | .2         | 1.6        |
| <b>TOTALS</b>   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 2723                     | 10736        | 24.7       |            | 1248               | 8993         | 11.3       |            | 1235                 | 3611         | 11.2       |            | 2205                 | 5758         | 20.0       |            | 1487                | 4125         | 13.5       |            |
| 4-Book          | 2708                     | 10610        | 24.6       |            | 1323               | 8990         | 12.0       |            | 1252                 | 3746         | 11.4       |            | 2184                 | 5634         | 19.8       |            | 1537                | 4103         | 14.0       |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 25-54

# Target Listener Estimates

| Women 25-54      |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|------|
| Saturday 7PM-MID |           |         |         | Sunday 6AM-10AM |           |         |         | Sunday 10AM-3PM |           |         |         | Sunday 3PM-7PM |           |         |         | Sunday 7PM-MID |           |         |         |      |
| AQH (00)         | Cume (00) | AQH Rtg | AQH Shr | AQH (00)        | Cume (00) | AQH Rtg | AQH Shr | AQH (00)        | Cume (00) | AQH Rtg | AQH Shr | AQH (00)       | Cume (00) | AQH Rtg | AQH Shr | AQH (00)       | Cume (00) | AQH Rtg | AQH Shr |      |
| <b>KYW -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 16        | 87      | .1      | 2.2             | 79        | 331     | .7      | 8.1             | 32        | 184     | .3      | 2.1            | 17        | 88      | .2      | 1.6            | 9         | 82      | .1      | 1.3  |
| 4-Book           | 24        | 136     | .2      | 2.9             | 115       | 439     | 1.0     | 10.4            | 50        | 288     | .5      | 3.0            | 37        | 166     | .4      | 3.1            | 21        | 144     | .2      | 2.8  |
| <b>WBEB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 43        | 220     | .4      | 5.9             | 50        | 216     | .5      | 5.2             | 97        | 442     | .9      | 6.3            | 74        | 279     | .7      | 6.8            | 18        | 166     | .2      | 2.6  |
| 4-Book           | 56        | 263     | .5      | 6.7             | 68        | 286     | .7      | 6.2             | 135       | 462     | 1.2     | 8.0            | 87        | 299     | .8      | 7.4            | 47        | 208     | .4      | 6.2  |
| <b>WDAS-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 2         | 10      | .1      | .3              | 63        | 161     | .6      | 6.5             | 66        | 162     | .6      | 4.3            | 18        | 58      | .2      | 1.7            | 11        | 22      | .1      | 1.6  |
| 4-Book           | 8         | 17      | .1      | .9              | 86        | 189     | .8      | 7.7             | 61        | 172     | .6      | 3.7            | 21        | 50      | .2      | 1.8            | 8         | 20      | .1      | 1.2  |
| <b>WDAS-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 87        | 222     | .8      | 11.9            | 103       | 263     | .9      | 10.6            | 124       | 378     | 1.1     | 8.1            | 110       | 279     | 1.0     | 10.1           | 192       | 321     | 1.7     | 28.1 |
| 4-Book           | 108       | 275     | 1.0     | 12.9            | 93        | 231     | .9      | 8.5             | 122       | 370     | 1.1     | 7.3            | 134       | 300     | 1.2     | 11.4           | 213       | 367     | 1.9     | 29.3 |
| <b>+WEMG-AM</b>  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| <b>WURD-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           |         |         |                 | 4         | 19      | .4      |                 | 14        | 19      | .1      | .9             | 14        | 19      | .1      | 1.3            |           |         |         |      |
| 4-Book           | 6         | 16      | .1      | .7              | 7         | 21      | .1      | .6              | 12        | 24      | .1      | .7             | 13        | 29      | .1      | 1.1            | 6         | 14      | .1      | .7   |
| <b>WFIL-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 1         | 14      | .1      |                 | 3         | 16      | .3      |                 | 1         | 7       | .1      |                | 7         |         |         |                | 7         |         |         |      |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| <b>WHAT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 5         | 15      | .7      |                 | 17        | 55      | .2      | 1.8             | 23        | 53      | .2      | 1.5            | 8         | 24      | .1      | .7             | 2         | 8       |         | .3   |
| 4-Book           | 4         | 10      | .5      |                 | 26        | 58      | .3      | 2.4             | 20        | 57      | .2      | 1.2            | 8         | 20      | .1      | .6             | 6         | 12      |         | .8   |
| <b>WIOQ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 54        | 243     | .5      | 7.4             | 34        | 192     | .3      | 3.5             | 93        | 394     | .8      | 6.1            | 80        | 317     | .7      | 7.4            | 41        | 218     | .4      | 6.0  |
| 4-Book           | 56        | 235     | .5      | 6.7             | 37        | 180     | .3      | 3.4             | 83        | 364     | .7      | 5.0            | 58        | 252     | .5      | 4.9            | 31        | 133     | .3      | 4.2  |
| <b>WIP -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 2         | 24      | .3      |                 | 3         | 14      | .3      |                 | 2         | 21      | .1      |                | 6         | 31      | .1      | .6             | 6         | 30      | .1      | .9   |
| 4-Book           | 5         | 35      | .6      |                 | 10        | 30      | .1      | .8              | 12        | 55      | .1      | .7             | 13        | 51      | .1      | 1.1            | 7         | 28      | .1      | .9   |
| <b>WJZ-FM</b>    |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 49        | 166     | .4      | 6.7             | 63        | 184     | .6      | 6.5             | 112       | 287     | 1.0     | 7.3            | 74        | 195     | .7      | 6.8            | 43        | 110     | .4      | 6.3  |
| 4-Book           | 64        | 208     | .6      | 7.6             | 48        | 155     | .5      | 4.4             | 85        | 255     | .8      | 5.1            | 65        | 178     | .6      | 5.6            | 37        | 131     | .3      | 5.2  |
| <b>WMGK-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 20        | 133     | .2      | 2.7             | 9         | 59      | .1      | .9              | 48        | 251     | .4      | 3.1            | 38        | 150     | .3      | 3.5            | 16        | 77      | .1      | 2.3  |
| 4-Book           | 33        | 179     | .3      | 3.9             | 20        | 92      | .2      | 1.7             | 69        | 286     | .6      | 4.1            | 60        | 191     | .5      | 5.0            | 18        | 95      | .2      | 2.4  |
| <b>WMMR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 12        | 87      | .1      | 1.6             | 6         | 46      | .1      | .6              | 30        | 148     | .3      | 2.0            | 31        | 153     | .3      | 2.9            | 15        | 52      | .1      | 2.2  |
| 4-Book           | 22        | 120     | .2      | 2.6             | 18        | 80      | .2      | 1.6             | 43        | 191     | .4      | 2.6            | 46        | 160     | .5      | 3.8            | 18        | 67      | .2      | 2.5  |
| <b>WNAP-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | **        | **      | **      | **              | **        | **      | **      | **              | 3         | 15      | .2      |                | 9         | 17      | .1      | .8             | **        | **      | **      | **   |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      | **   |
| <b>WOGL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 68        | 231     | .6      | 9.3             | 80        | 202     | .7      | 8.2             | 73        | 318     | .7      | 4.8            | 74        | 247     | .7      | 6.8            | 72        | 227     | .7      | 10.5 |
| 4-Book           | 63        | 229     | .6      | 7.6             | 99        | 294     | .9      | 8.9             | 103       | 366     | 1.0     | 6.1            | 81        | 242     | .8      | 6.9            | 52        | 179     | .5      | 7.2  |
| <b>WPEN-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 9         | 25      | .1      | 1.2             | 2         | 14      | .2      |                 | 19        | 54      | .2      | 1.2            | 6         | 21      | .1      | .6             | 3         | 21      |         | .4   |
| 4-Book           | 5         | 18      | .1      | .6              | 5         | 22      | .4      |                 | 18        | 53      | .2      | 1.1            | 9         | 20      | .1      | .7             | 4         | 13      |         | .5   |
| <b>WPH1-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           | 33        | 105     | .3      | 4.5             | 11        | 44      | .1      | 1.1             | 26        | 94      | .2      | 1.7            | 7         | 13      | .1      | .6             | 8         | 19      | .1      | 1.2  |
| 4-Book           | 28        | 95      | .2      | 3.4             | 12        | 50      | .1      | 1.1             | 30        | 105     | .3      | 1.8            | 19        | 69      | .2      | 1.6            | 16        | 43      | .2      | 2.1  |
| <b>WPHT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |      |
| SP '99           |           | 8       |         |                 | 17        | 32      | .2      | 1.8             | 10        | 53      | .1      | .7             | 2         | 15      | .2      |                | 3         | 25      |         | .4   |
| 4-Book           | 4         | 20      | .4      |                 | 9         | 29      | .1      | .9              | 7         | 32      | .1      | .4             | 4         | 18      | .3      |                | 10        | 31      | .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

## Women 25-54

Target Listener Estimates - Women 25-54

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 28                  | 102          | .3         | 3.8        | 26                 | 100          | .2         | 2.7        | 58                 | 275          | .5         | 3.8        | 33                | 153          | .3         | 3.0        | 24                | 120          | .2         | 3.5        |
| 4-Book          | 17                  | 91           | .2         | 2.1        | 16                 | 88           | .1         | 1.5        | 44                 | 221          | .4         | 2.7        | 29                | 140          | .3         | 2.5        | 10                | 64           | .1         | 1.4        |
| <b>WSSJ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 15                  | 26           | .1         | 2.1        | 2                  | 10           | .2         | .2         | 8                  | 23           | .1         | .5         | 10                | 23           | .1         | .9         | **                | **           | **         | **         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WUSL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 60                  | 158          | .5         | 8.2        | 83                 | 222          | .8         | 8.6        | 69                 | 241          | .6         | 4.5        | 30                | 81           | .3         | 2.8        | 13                | 36           | .1         | 1.9        |
| 4-Book          | 68                  | 185          | .6         | 8.1        | 79                 | 234          | .7         | 7.2        | 96                 | 313          | .9         | 5.7        | 41                | 130          | .4         | 3.5        | 31                | 84           | .3         | 4.3        |
| <b>+WVDB-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 3                  | 8            | .3         | .3         |                    |              |            |            | *                 |              |            |            | **                | **           | **         | **         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WVDB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 13                  | 53           | .1         | 1.8        | 31                 | 124          | .3         | 3.2        | 120                | 218          | 1.1        | 7.8        | 11                | 29           | .1         | 1.0        | 13                | 45           | .1         | 1.9        |
| 4-Book          | 16                  | 57           | .2         | 1.9        | 35                 | 131          | .3         | 3.1        | 117                | 217          | 1.1        | 7.0        | 11                | 31           | .1         | .9         | 9                 | 40           | .1         | 1.3        |
| <b>WWJZ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     | 2            |            |            | 2                  | 8            | .2         | .2         | 5                  | 12           | .3         | .3         | 6                 | 8            | .1         | .6         | 1                 | 3            |            | .2         |
| 4-Book          |                     |              |            |            |                    |              |            |            |                    |              |            |            | 2                 | 4            | .2         | .2         |                   |              |            |            |
| <b>WXTU-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 12                  | 39           | .1         | 1.6        | 30                 | 128          | .3         | 3.1        | 63                 | 207          | .6         | 4.1        | 58                | 155          | .5         | 5.3        | 15                | 68           | .1         | 2.2        |
| 4-Book          | 27                  | 132          | .3         | 3.1        | 51                 | 171          | .5         | 4.6        | 84                 | 271          | .8         | 4.9        | 67                | 206          | .6         | 5.6        | 23                | 102          | .2         | 3.2        |
| <b>WXXM-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 13                  | 78           | .1         | 1.8        | 16                 | 79           | .1         | 1.6        | 60                 | 255          | .5         | 3.9        | 60                | 194          | .5         | 5.5        | 29                | 81           | .3         | 4.2        |
| 4-Book          | 24                  | 130          | .2         | 2.9        | 15                 | 85           | .1         | 1.4        | 56                 | 280          | .5         | 3.3        | 40                | 153          | .4         | 3.4        | 20                | 100          | .2         | 2.7        |
| <b>WYSP-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 10                  | 53           | .1         | 1.4        | 8                  | 39           | .1         | .8         | 23                 | 103          | .2         | 1.5        | 19                | 106          | .2         | 1.7        | 13                | 63           | .1         | 1.9        |
| 4-Book          | 18                  | 80           | .2         | 2.1        | 8                  | 35           | .1         | .7         | 35                 | 165          | .3         | 2.0        | 24                | 103          | .2         | 2.0        | 9                 | 50           | .1         | 1.2        |
| <b>WYXR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 39                  | 140          | .4         | 5.3        | 29                 | 112          | .3         | 3.0        | 74                 | 283          | .7         | 4.8        | 60                | 219          | .5         | 5.5        | 28                | 129          | .3         | 4.1        |
| 4-Book          | 41                  | 173          | .4         | 4.8        | 31                 | 141          | .3         | 2.8        | 73                 | 301          | .7         | 4.3        | 50                | 199          | .4         | 4.2        | 25                | 106          | .3         | 3.4        |
| <b>WBYN-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | **                  | **           | **         | **         | 6                  | 30           | .1         | .6         | 9                  | 37           | .1         | .6         | 2                 | 7            | .2         | .2         | 1                 | 7            | **         | .1         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WJBR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 10                  | 35           | .1         | 1.4        | 2                  | 22           | .2         | .2         | 7                  | 35           | .1         | .5         | 7                 | 51           | .1         | .6         | 6                 | 35           | .1         | .9         |
| 4-Book          | 5                   | 20           | .1         | .6         | 2                  | 15           | .2         | .2         | 10                 | 40           | .1         | .6         | 5                 | 28           | .1         | .5         | 2                 | 17           |            | .3         |
| <b>WKXV-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 4                   | 35           | .5         | .5         | 4                  | 23           | .4         | .4         | 14                 | 52           | .1         | .9         | 13                | 43           | .1         | 1.2        | 3                 | 21           |            | .4         |
| 4-Book          | 8                   | 35           | .1         | .9         | 8                  | 34           | .1         | .8         | 15                 | 48           | .2         | .9         | 9                 | 24           | .1         | .8         | 5                 | 24           | .1         | .7         |
| <b>WLEV-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 2                   | 8            | .3         | .3         | 5                  | 23           | .5         | .5         | 18                 | 30           | .2         | 1.2        | 7                 | 22           | .1         | .6         | 5                 | 15           | **         | .7         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WNJO-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 6                   | 47           | .1         | .8         | 10                 | 38           | .1         | 1.0        | 22                 | 81           | .2         | 1.4        | 16                | 55           | .1         | 1.5        | 3                 | 30           |            | .4         |
| 4-Book          | 6                   | 45           | .1         | .8         | 11                 | 38           | .1         | 1.0        | 18                 | 64           | .2         | 1.1        | 14                | 42           | .1         | 1.2        | 6                 | 29           | .1         | .8         |
| <b>WPST-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 19                  | 100          | .2         | 2.6        | 7                  | 43           | .1         | .7         | 38                 | 173          | .3         | 2.5        | 21                | 97           | .2         | 1.9        | 4                 | 32           |            | .6         |
| 4-Book          | 10                  | 67           | .1         | 1.2        | 8                  | 65           | .1         | .7         | 31                 | 160          | .3         | 1.9        | 22                | 87           | .2         | 1.8        | 6                 | 37           | .1         | .9         |
| <b>TOTALS</b>   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 730                 | 2478         | 6.6        |            | 970                | 2949         | 8.8        |            | 1529               | 4430         | 13.9       |            | 1087              | 3003         | 9.9        |            | 684               | 2041         | 6.2        |            |
| 4-Book          | 840                 | 2722         | 7.6        |            | 1102               | 3270         | 10.0       |            | 1683               | 4742         | 15.3       |            | 1185              | 3228         | 10.8       |            | 729               | 2144         | 6.6        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Women 35-64              |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |             |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|-------------|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |             |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |             |
| <b>KYW -AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 88           | 2819        | .9         | 5.2                       | 257          | 2068        | 2.6        | 10.0                      | 58           | 966         | .6         | 2.3                      | 102          | 1325        | 1.0        | 5.2                      | 22           | 487        | .2         | 3.3         |
| WI '99                   | 142          | 3264        | 1.4        | 8.1                       | 378          | 2427        | 3.8        | 14.0                      | 115          | 1278        | 1.2        | 4.3                      | 133          | 1601        | 1.4        | 6.7                      | 43           | 624        | .4         | 6.4         |
| FA '98                   | 116          | 2843        | 1.2        | 6.9                       | 298          | 2009        | 3.0        | 12.0                      | 93           | 986         | .9         | 3.8                      | 124          | 1469        | 1.3        | 6.3                      | 41           | 579        | .4         | 6.1         |
| SU '98                   | 113          | 3042        | 1.2        | 6.7                       | 316          | 2167        | 3.2        | 12.7                      | 67           | 1047        | .7         | 2.8                      | 108          | 1369        | 1.1        | 6.0                      | 51           | 767        | .5         | 7.1         |
| <b>4-Book</b>            | <b>115</b>   | <b>2992</b> | <b>1.2</b> | <b>6.7</b>                | <b>312</b>   | <b>2168</b> | <b>3.2</b> | <b>12.2</b>               | <b>83</b>    | <b>1069</b> | <b>.9</b>  | <b>3.3</b>               | <b>117</b>   | <b>1441</b> | <b>1.2</b> | <b>6.1</b>               | <b>39</b>    | <b>614</b> | <b>.4</b>  | <b>5.7</b>  |
| 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         |
| <b>WBEB-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 205          | 2489        | 2.1        | 12.1                      | 280          | 1573        | 2.8        | 10.9                      | 417          | 1508        | 4.2        | 16.6                     | 243          | 1566        | 2.5        | 12.4                     | 68           | 682        | .7         | 10.3        |
| WI '99                   | 215          | 2629        | 2.2        | 12.3                      | 277          | 1510        | 2.8        | 10.2                      | 407          | 1601        | 4.1        | 15.3                     | 249          | 1656        | 2.5        | 12.6                     | 83           | 829        | .8         | 12.4        |
| FA '98                   | 186          | 2323        | 1.9        | 11.0                      | 265          | 1453        | 2.7        | 10.7                      | 365          | 1354        | 3.7        | 14.9                     | 215          | 1440        | 2.2        | 11.0                     | 57           | 676        | .6         | 8.5         |
| SU '98                   | 193          | 2271        | 2.0        | 11.5                      | 268          | 1437        | 2.8        | 10.8                      | 389          | 1410        | 4.0        | 16.0                     | 230          | 1470        | 2.4        | 12.8                     | 51           | 708        | .5         | 7.1         |
| <b>4-Book</b>            | <b>200</b>   | <b>2428</b> | <b>2.1</b> | <b>11.7</b>               | <b>273</b>   | <b>1493</b> | <b>2.8</b> | <b>10.7</b>               | <b>395</b>   | <b>1468</b> | <b>4.0</b> | <b>15.7</b>              | <b>234</b>   | <b>1533</b> | <b>2.4</b> | <b>12.2</b>              | <b>65</b>    | <b>724</b> | <b>.7</b>  | <b>9.6</b>  |
| 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         |
| <b>WDAS-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 32           | 427         | .3         | 1.9                       | 54           | 222         | .5         | 2.1                       | 24           | 129         | .2         | 1.0                      | 19           | 122         | .2         | 1.0                      | 16           | 86         | .2         | 2.4         |
| WI '99                   | 39           | 385         | .4         | 2.2                       | 70           | 223         | .7         | 2.6                       | 43           | 212         | .4         | 1.6                      | 32           | 147         | .3         | 1.6                      | 8            | 77         | .1         | 1.2         |
| FA '98                   | 32           | 360         | .3         | 1.9                       | 52           | 213         | .5         | 2.1                       | 30           | 145         | .3         | 1.2                      | 28           | 142         | .3         | 1.4                      | 8            | 67         | .1         | 1.2         |
| SU '98                   | 25           | 388         | .3         | 1.5                       | 48           | 247         | .5         | 1.9                       | 29           | 186         | .3         | 1.2                      | 17           | 104         | .2         | .9                       | 7            | 79         | .1         | 1.0         |
| <b>4-Book</b>            | <b>32</b>    | <b>390</b>  | <b>.3</b>  | <b>1.9</b>                | <b>56</b>    | <b>226</b>  | <b>.6</b>  | <b>2.2</b>                | <b>32</b>    | <b>168</b>  | <b>.3</b>  | <b>1.3</b>               | <b>24</b>    | <b>129</b>  | <b>.3</b>  | <b>1.2</b>               | <b>10</b>    | <b>77</b>  | <b>.1</b>  | <b>1.5</b>  |
| 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         |
| <b>WDAS-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 138          | 1382        | 1.4        | 8.2                       | 195          | 897         | 2.0        | 7.6                       | 157          | 721         | 1.6        | 6.3                      | 162          | 817         | 1.6        | 8.3                      | 99           | 606        | 1.0        | 15.0        |
| WI '99                   | 156          | 1354        | 1.6        | 8.9                       | 246          | 900         | 2.5        | 9.1                       | 193          | 697         | 2.0        | 7.3                      | 155          | 824         | 1.6        | 7.8                      | 90           | 583        | .9         | 13.4        |
| FA '98                   | 134          | 1253        | 1.4        | 7.9                       | 160          | 746         | 1.6        | 6.4                       | 158          | 679         | 1.6        | 6.4                      | 160          | 760         | 1.6        | 8.2                      | 94           | 565        | 1.0        | 14.0        |
| SU '98                   | 151          | 1284        | 1.6        | 9.0                       | 169          | 792         | 1.7        | 6.8                       | 200          | 785         | 2.1        | 8.2                      | 148          | 772         | 1.5        | 8.2                      | 123          | 618        | 1.3        | 17.0        |
| <b>4-Book</b>            | <b>145</b>   | <b>1318</b> | <b>1.5</b> | <b>8.5</b>                | <b>193</b>   | <b>834</b>  | <b>2.0</b> | <b>7.5</b>                | <b>177</b>   | <b>721</b>  | <b>1.8</b> | <b>7.1</b>               | <b>156</b>   | <b>793</b>  | <b>1.6</b> | <b>8.1</b>               | <b>102</b>   | <b>593</b> | <b>1.1</b> | <b>14.9</b> |
| 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        |
| <b>+WEMG-AM</b>          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |             |
| <b>WURD-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 16           | 151         | .2         | .9                        | 31           | 114         | .3         | 1.2                       | 26           | 104         | .3         | 1.0                      | 20           | 142         | .2         | 1.0                      | 6            | 58         | .1         | .9          |
| WI '99                   | 8            | 53          | .1         | .5                        | 12           | 33          | .1         | .4                        | 9            | 38          | .1         | .3                       | 10           | 42          | .1         | .5                       | 5            | 37         | .1         | .7          |
| FA '98                   | 9            | 70          | .1         | .5                        | 13           | 64          | .1         | .5                        | 17           | 55          | .2         | .7                       | 9            | 53          | .1         | .5                       | 1            | 9          | .1         | .1          |
| SU '98                   | 15           | 98          | .2         | .9                        | 10           | 55          | .1         | .4                        | 12           | 73          | .1         | .5                       | 20           | 71          | .2         | 1.1                      | 13           | 52         | .1         | 1.8         |
| <b>4-Book</b>            | <b>12</b>    | <b>93</b>   | <b>.2</b>  | <b>.7</b>                 | <b>17</b>    | <b>67</b>   | <b>.2</b>  | <b>.6</b>                 | <b>16</b>    | <b>68</b>   | <b>.2</b>  | <b>.6</b>                | <b>15</b>    | <b>77</b>   | <b>.2</b>  | <b>.8</b>                | <b>6</b>     | <b>39</b>  | <b>.1</b>  | <b>.9</b>   |
| SP '98                   | 17           | 125         | .2         | 1.0                       | 23           | 75          | .2         | .9                        | 26           | 84          | .3         | 1.1                      | 12           | 91          | .1         | .6                       | 3            | 49         | .1         | .4          |
| <b>WFIL-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 14           | 163         | .1         | .8                        | 22           | 87          | .2         | .9                        | 27           | 126         | .3         | 1.1                      | 18           | 104         | .2         | .9                       | 8            | 41         | .1         | 1.2         |
| WI '99                   | 6            | 178         | .1         | .3                        | 14           | 91          | .1         | .5                        | 5            | 69          | .1         | .2                       | 11           | 81          | .1         | .6                       | 3            | 74         | .1         | .4          |
| FA '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **          |
| SU '98                   | 7            | 140         | .1         | .4                        | 18           | 104         | .2         | .7                        | 5            | 72          | .1         | .2                       | 9            | 46          | .1         | .5                       | 6            | 47         | .1         | .8          |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>   |
| SP '98                   | **           | **          | **         | **                        | **           | **          | **         | **                        | **           | **          | **         | **                       | **           | **          | **         | **                       | **           | **         | **         | **          |
| <b>WHAT-AM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 18           | 186         | .2         | 1.1                       | 40           | 144         | .4         | 1.6                       | 10           | 83          | .1         | .4                       | 13           | 60          | .1         | .7                       | 10           | 20         | .1         | 1.5         |
| WI '99                   | 22           | 322         | .2         | 1.3                       | 32           | 157         | .3         | 1.2                       | 29           | 171         | .3         | 1.1                      | 23           | 98          | .2         | 1.2                      | 10           | 70         | .1         | 1.5         |
| FA '98                   | 16           | 232         | .2         | .9                        | 24           | 118         | .2         | 1.0                       | 17           | 95          | .2         | .7                       | 11           | 63          | .1         | .6                       | 9            | 38         | .1         | 1.3         |
| SU '98                   | 23           | 269         | .2         | 1.4                       | 38           | 136         | .4         | 1.5                       | 35           | 153         | .4         | 1.4                      | 17           | 101         | .2         | .9                       | 8            | 47         | .1         | 1.1         |
| <b>4-Book</b>            | <b>20</b>    | <b>252</b>  | <b>.2</b>  | <b>1.2</b>                | <b>34</b>    | <b>139</b>  | <b>.3</b>  | <b>1.3</b>                | <b>23</b>    | <b>126</b>  | <b>.3</b>  | <b>.9</b>                | <b>16</b>    | <b>81</b>   | <b>.2</b>  | <b>.9</b>                | <b>9</b>     | <b>44</b>  | <b>.1</b>  | <b>1.4</b>  |
| 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         |
| <b>WIOQ-FM</b>           |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |             |
| SP '99                   | 50           | 1310        | .5         | 3.0                       | 65           | 664         | .7         | 2.5                       | 66           | 617         | .7         | 2.6                      | 63           | 741         | .6         | 3.2                      | 22           | 331        | .2         | 3.3         |
| WI '99                   | 43           | 1108        | .4         | 2.5                       | 68           | 524         | .7         | 2.5                       | 75           | 589         | .8         | 2.8                      | 47           | 579         | .5         | 2.4                      | 14           | 288        | .1         | 2.1         |
| FA '98                   | 51           | 1091        | .5         | 3.0                       | 80           | 490         | .8         | 3.2                       | 84           | 551         | .9         | 3.4                      | 59           | 592         | .6         | 3.0                      | 14           | 276        | .1         | 2.1         |
| SU '98                   | 54           | 1126        | .6         | 3.2                       | 68           | 490         | .7         | 2.7                       | 76           | 636         | .8         | 3.1                      | 50           | 664         | .5         | 2.8                      | 25           | 300        | .3         | 3.5         |
| <b>4-Book</b>            | <b>50</b>    | <b>1159</b> | <b>.5</b>  | <b>2.9</b>                | <b>70</b>    | <b>542</b>  | <b>.7</b>  | <b>2.7</b>                | <b>75</b>    | <b>598</b>  | <b>.8</b>  | <b>3.0</b>               | <b>55</b>    | <b>644</b>  | <b>.6</b>  | <b>2.9</b>               | <b>19</b>    | <b>299</b> | <b>.2</b>  | <b>2.8</b>  |
| 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         |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |    |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|----|
|                | AOH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |    |
| <b>WIP -AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 11                       | 430          | .1         | .7         | 27                        | 185          | .3         | 1.1        | 8                         | 109          | .1         | .3         | 8                        | 131          | .1         | .4         | 7                        | 112          | .1         | 1.1        |    |
| WI '99         | 14                       | 457          | .1         | .8         | 28                        | 207          | .3         | 1.0        | 14                        | 152          | .1         | .5         | 20                       | 165          | .2         | 1.0        | 6                        | 76           | .1         | .9         |    |
| FA '98         | 16                       | 391          | .2         | .9         | 36                        | 227          | .4         | 1.5        | 16                        | 123          | .2         | .7         | 17                       | 175          | .2         | .9         | 8                        | 71           | .1         | 1.2        |    |
| SU '98         | 12                       | 298          | .1         | .7         | 37                        | 166          | .4         | 1.5        | 5                         | 104          | .1         | .2         | 11                       | 127          | .1         | .6         | 4                        | 39           | .1         | .6         |    |
| <b>4-Book</b>  | <b>13</b>                | <b>394</b>   | <b>.1</b>  | <b>.8</b>  | <b>32</b>                 | <b>196</b>   | <b>.4</b>  | <b>1.3</b> | <b>11</b>                 | <b>122</b>   | <b>.1</b>  | <b>.4</b>  | <b>14</b>                | <b>150</b>   | <b>.2</b>  | <b>.7</b>  | <b>6</b>                 | <b>75</b>    | <b>.1</b>  | <b>1.0</b> |    |
| SP '98         | 10                       | 353          | .1         | .6         | 28                        | 200          | .3         | 1.1        | 14                        | 94           | .1         | .6         | 9                        | 137          | .1         | .5         | 5                        | 103          | .1         | .7         |    |
| <b>WJZ-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 139                      | 1622         | 1.4        | 8.2        | 161                       | 847          | 1.6        | 6.3        | 253                       | 926          | 2.6        | 10.1       | 177                      | 995          | 1.8        | 9.1        | 44                       | 404          | .4         | 6.7        |    |
| WI '99         | 136                      | 1648         | 1.4        | 7.8        | 152                       | 806          | 1.5        | 5.6        | 250                       | 855          | 2.5        | 9.4        | 179                      | 994          | 1.8        | 9.1        | 58                       | 507          | .6         | 8.7        |    |
| FA '98         | 95                       | 1540         | 1.0        | 5.6        | 97                        | 638          | 1.0        | 3.9        | 170                       | 787          | 1.7        | 6.9        | 131                      | 904          | 1.3        | 6.7        | 34                       | 422          | .3         | 5.1        |    |
| SU '98         | 105                      | 1499         | 1.1        | 6.3        | 102                       | 649          | 1.0        | 4.1        | 160                       | 786          | 1.6        | 6.6        | 148                      | 975          | 1.5        | 8.2        | 55                       | 466          | .6         | 7.6        |    |
| <b>4-Book</b>  | <b>119</b>               | <b>1577</b>  | <b>1.2</b> | <b>7.0</b> | <b>128</b>                | <b>735</b>   | <b>1.3</b> | <b>5.0</b> | <b>208</b>                | <b>839</b>   | <b>2.1</b> | <b>8.3</b> | <b>159</b>               | <b>967</b>   | <b>1.6</b> | <b>8.3</b> | <b>48</b>                | <b>450</b>   | <b>.5</b>  | <b>7.0</b> |    |
| 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        |    |
| <b>WMGK-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 61                       | 1267         | .6         | 3.6        | 77                        | 582          | .8         | 3.0        | 116                       | 571          | 1.2        | 4.6        | 81                       | 743          | .8         | 4.1        | 18                       | 379          | .2         | 2.7        |    |
| WI '99         | 58                       | 1231         | .6         | 3.3        | 67                        | 582          | .7         | 2.5        | 109                       | 667          | 1.1        | 4.1        | 74                       | 728          | .8         | 3.7        | 12                       | 263          | .1         | 1.8        |    |
| FA '98         | 57                       | 1084         | .6         | 3.4        | 61                        | 556          | .6         | 2.5        | 122                       | 580          | 1.2        | 5.0        | 77                       | 678          | .8         | 3.9        | 12                       | 304          | .1         | 1.8        |    |
| SU '98         | 59                       | 1117         | .6         | 3.5        | 67                        | 512          | .7         | 2.7        | 102                       | 622          | 1.0        | 4.2        | 77                       | 746          | .8         | 4.3        | 25                       | 360          | .3         | 3.5        |    |
| <b>4-Book</b>  | <b>59</b>                | <b>1175</b>  | <b>.6</b>  | <b>3.5</b> | <b>68</b>                 | <b>558</b>   | <b>.7</b>  | <b>2.7</b> | <b>112</b>                | <b>610</b>   | <b>1.1</b> | <b>4.5</b> | <b>77</b>                | <b>724</b>   | <b>.8</b>  | <b>4.0</b> | <b>17</b>                | <b>327</b>   | <b>.2</b>  | <b>2.5</b> |    |
| 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        |    |
| <b>WMMR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 35                       | 731          | .4         | 2.1        | 44                        | 328          | .4         | 1.7        | 67                        | 358          | .7         | 2.7        | 47                       | 409          | .5         | 2.4        | 7                        | 175          | .1         | 1.1        |    |
| WI '99         | 28                       | 739          | .3         | 1.6        | 55                        | 351          | .6         | 2.0        | 39                        | 323          | .4         | 1.5        | 30                       | 389          | .3         | 1.5        | 9                        | 112          | .1         | 1.3        |    |
| FA '98         | 37                       | 754          | .4         | 2.2        | 61                        | 385          | .6         | 2.5        | 51                        | 325          | .5         | 2.1        | 56                       | 521          | .6         | 2.9        | 8                        | 169          | .1         | 1.2        |    |
| SU '98         | 22                       | 768          | .2         | 1.3        | 28                        | 342          | .3         | 1.1        | 32                        | 347          | .3         | 1.3        | 21                       | 354          | .2         | 1.2        | 8                        | 190          | .1         | 1.1        |    |
| <b>4-Book</b>  | <b>31</b>                | <b>748</b>   | <b>.3</b>  | <b>1.8</b> | <b>47</b>                 | <b>352</b>   | <b>.5</b>  | <b>1.8</b> | <b>47</b>                 | <b>338</b>   | <b>.5</b>  | <b>1.9</b> | <b>39</b>                | <b>418</b>   | <b>.4</b>  | <b>2.0</b> | <b>8</b>                 | <b>162</b>   | <b>.1</b>  | <b>1.2</b> |    |
| SP '98         | 18                       | 686          | .2         | 1.1        | 31                        | 317          | .3         | 1.2        | 19                        | 234          | .2         | .8         | 21                       | 360          | .2         | 1.1        | 4                        | 92           | .1         | .6         |    |
| <b>WNAP-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | *                        | 7            | .86        | .1         | .4                        | 4            | 30         | .1         | .2                        | 5            | 36         | .1         | .2                       | * 13         | 38         | .1         | .7                       |              |            |            |    |
| WI '99         |                          | 14           | 130        | .1         | .8                        | 12           | 44         | .1         | .4                        | 19           | 106        | .2         | .7                       | 15           | 60         | .2         | .8                       | **           | **         | **         | ** |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |    |
| SU '98         | 16                       | 188          | .2         | 1.0        | 19                        | 110          | .2         | .8         | 24                        | 141          | .2         | 1.0        | 9                        | 77           | .1         | .5         | **                       | **           | **         | **         |    |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |    |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |    |
| <b>WOGL-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 131                      | 2341         | 1.3        | 7.7        | 161                       | 1161         | 1.6        | 6.3        | 207                       | 1192         | 2.1        | 8.3        | 143                      | 1347         | 1.5        | 7.3        | 39                       | 542          | .4         | 5.9        |    |
| WI '99         | 123                      | 2235         | 1.3        | 7.0        | 143                       | 1156         | 1.5        | 5.3        | 185                       | 1050         | 1.9        | 6.9        | 152                      | 1213         | 1.5        | 7.7        | 48                       | 495          | .5         | 7.2        |    |
| FA '98         | 146                      | 2447         | 1.5        | 8.6        | 181                       | 1236         | 1.8        | 7.3        | 211                       | 1271         | 2.1        | 8.6        | 156                      | 1371         | 1.6        | 8.0        | 61                       | 708          | .6         | 9.1        |    |
| SU '98         | 120                      | 2085         | 1.2        | 7.2        | 164                       | 1069         | 1.7        | 6.6        | 170                       | 1085         | 1.7        | 7.0        | 127                      | 1115         | 1.3        | 7.1        | 41                       | 610          | .4         | 5.7        |    |
| <b>4-Book</b>  | <b>130</b>               | <b>2277</b>  | <b>1.3</b> | <b>7.6</b> | <b>162</b>                | <b>1156</b>  | <b>1.7</b> | <b>6.4</b> | <b>193</b>                | <b>1150</b>  | <b>2.0</b> | <b>7.7</b> | <b>145</b>               | <b>1262</b>  | <b>1.5</b> | <b>7.5</b> | <b>47</b>                | <b>589</b>   | <b>.5</b>  | <b>7.0</b> |    |
| 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        |    |
| <b>WPEN-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 29                       | 484          | .3         | 1.7        | 41                        | 259          | .4         | 1.6        | 50                        | 239          | .5         | 2.0        | 28                       | 187          | .3         | 1.4        | 11                       | 83           | .1         | 1.7        |    |
| WI '99         | 46                       | 504          | .5         | 2.6        | 73                        | 282          | .7         | 2.7        | 78                        | 317          | .8         | 2.9        | 49                       | 258          | .5         | 2.5        | 13                       | 104          | .1         | 1.9        |    |
| FA '98         | 34                       | 479          | .3         | 2.0        | 47                        | 252          | .5         | 1.9        | 48                        | 282          | .5         | 2.0        | 40                       | 271          | .4         | 2.0        | 11                       | 85           | .1         | 1.6        |    |
| SU '98         | 38                       | 540          | .4         | 2.3        | 60                        | 280          | .6         | 2.4        | 61                        | 287          | .6         | 2.5        | 44                       | 316          | .5         | 2.4        | 12                       | 130          | .1         | 1.7        |    |
| <b>4-Book</b>  | <b>37</b>                | <b>502</b>   | <b>.4</b>  | <b>2.2</b> | <b>55</b>                 | <b>268</b>   | <b>.6</b>  | <b>2.2</b> | <b>59</b>                 | <b>281</b>   | <b>.6</b>  | <b>2.4</b> | <b>40</b>                | <b>258</b>   | <b>.4</b>  | <b>2.1</b> | <b>12</b>                | <b>101</b>   | <b>.1</b>  | <b>1.7</b> |    |
| 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        |    |
| <b>WPHI-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |    |
| SP '99         | 12                       | 392          | .1         | .7         | 15                        | 184          | .2         | .6         | 10                        | 138          | .1         | .4         | 14                       | 155          | .1         | .7         | 14                       | 115          | .1         | 2.1        |    |
| WI '99         | 14                       | 399          | .1         | .8         | 21                        | 157          | .2         | .8         | 21                        | 103          | .2         | .8         | 16                       | 191          | .2         | .8         | 9                        | 95           | .1         | 1.3        |    |
| FA '98         | 18                       | 308          | .2         | 1.1        | 19                        | 90           | .2         | .8         | 28                        | 174          | .3         | 1.1        | 20                       | 153          | .2         | 1.0        | 13                       | 106          | .1         | 1.9        |    |
| SU '98         | 17                       | 407          | .2         | 1.0        | 17                        | 132          | .2         | .7         | 27                        | 216          | .3         | 1.1        | 19                       | 229          | .2         | 1.1        | 6                        | 100          | .1         | .8         |    |
| <b>4-Book</b>  | <b>15</b>                | <b>377</b>   | <b>.2</b>  | <b>.9</b>  | <b>18</b>                 | <b>141</b>   | <b>.2</b>  | <b>.7</b>  | <b>22</b>                 | <b>158</b>   | <b>.2</b>  | <b>.9</b>  | <b>17</b>                | <b>182</b>   | <b>.2</b>  | <b>.9</b>  | <b>11</b>                | <b>104</b>   | <b>.1</b>  | <b>1.5</b> |    |
| SP '98         | 13                       | 396          | .1         | .8         | 12                        | 102          | .1         | .5         | 13                        | 182          | .1         | .5         | 16                       | 225          | .2         | .8         | 7                        | 117          | .1         | 1.0        |    |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Women 35-64              |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|------------|----|
| Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |            |    |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |    |
| <b>WPHT-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 14           | 279         | .1         | .8                        | 27           | 72         | .3         | 1.1                       | 11           | 78         | .1         | .4                       | 18           | 103        | .2         | .9                       | 14           | 82         | .1         | 2.1        |    |
| WI '99                   | 11           | 313         | .1         | .6                        | 25           | 125        | .3         | .9                        | 12           | 114        | .1         | .5                       | 7            | 86         | .1         | .4                       | 11           | 70         | .1         | 1.6        |    |
| FA '98                   | 19           | 310         | .2         | 1.1                       | 30           | 135        | .3         | 1.2                       | 22           | 108        | .2         | .9                       | 25           | 139        | .3         | 1.3                      | 8            | 70         | .1         | 1.2        |    |
| SU '98                   | 15           | 355         | .2         | .9                        | 32           | 101        | .3         | 1.3                       | 14           | 115        | .1         | .6                       | 17           | 152        | .2         | .9                       | 8            | 91         | .1         | 1.1        |    |
| <b>4-Book</b>            | <b>15</b>    | <b>314</b>  | <b>.2</b>  | <b>.9</b>                 | <b>29</b>    | <b>108</b> | <b>.3</b>  | <b>1.1</b>                | <b>15</b>    | <b>104</b> | <b>.1</b>  | <b>.6</b>                | <b>17</b>    | <b>120</b> | <b>.2</b>  | <b>.9</b>                | <b>10</b>    | <b>78</b>  | <b>.1</b>  | <b>1.5</b> |    |
| SP '98                   | 7            | 348         | .1         | .4                        | 15           | 133        | .2         | .6                        | 4            | 74         | .2         | .2                       | 8            | 68         | .1         | .4                       | 6            | 120        | .1         | .9         |    |
| <b>WPLY-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 25           | 717         | .3         | 1.5                       | 26           | 297        | .3         | 1.0                       | 36           | 297        | .4         | 1.4                      | 34           | 449        | .3         | 1.7                      | 12           | 171        | .1         | 1.8        |    |
| WI '99                   | 19           | 579         | .2         | 1.1                       | 25           | 256        | .3         | .9                        | 29           | 237        | .3         | 1.1                      | 29           | 371        | .3         | 1.5                      | 4            | 112        | .1         | .6         |    |
| FA '98                   | 18           | 509         | .2         | 1.1                       | 24           | 215        | .2         | 1.0                       | 21           | 193        | .2         | .9                       | 26           | 296        | .3         | 1.3                      | 6            | 121        | .1         | .9         |    |
| SU '98                   | 16           | 586         | .2         | 1.0                       | 13           | 163        | .1         | .5                        | 22           | 220        | .2         | .9                       | 21           | 303        | .2         | 1.2                      | 5            | 162        | .1         | .7         |    |
| <b>4-Book</b>            | <b>20</b>    | <b>598</b>  | <b>.2</b>  | <b>1.2</b>                | <b>22</b>    | <b>233</b> | <b>.2</b>  | <b>.9</b>                 | <b>27</b>    | <b>237</b> | <b>.3</b>  | <b>1.1</b>               | <b>28</b>    | <b>355</b> | <b>.3</b>  | <b>1.4</b>               | <b>7</b>     | <b>142</b> | <b>.1</b>  | <b>1.0</b> |    |
| SP '98                   | 17           | 634         | .2         | 1.0                       | 30           | 265        | .3         | 1.1                       | 30           | 229        | .3         | 1.2                      | 20           | 336        | .2         | 1.0                      | 3            | 137        | .1         | .4         |    |
| <b>WSSJ-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 5            | 80          | .1         | .3                        | 3            | 41         | .1         | .1                        | 7            | 47         | .1         | .3                       | 6            | 38         | .1         | .3                       | 3            | 50         | .1         | .5         |    |
| WI '99                   | 14           | 67          | .1         | .8                        | 8            | 37         | .1         | .3                        | 21           | 55         | .2         | .8                       | 18           | 46         | .2         | .9                       | 1            | 13         | .1         | .1         |    |
| FA '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| SU '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |    |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>WUSL-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 26           | 659         | .3         | 1.5                       | 40           | 285        | .4         | 1.6                       | 24           | 217        | .2         | 1.0                      | 29           | 298        | .3         | 1.5                      | 18           | 187        | .2         | 2.7        |    |
| WI '99                   | 50           | 803         | .5         | 2.9                       | 60           | 337        | .6         | 2.2                       | 63           | 327        | .6         | 2.4                      | 54           | 366        | .5         | 2.7                      | 39           | 224        | .4         | 5.8        |    |
| FA '98                   | 35           | 732         | .4         | 2.1                       | 53           | 293        | .5         | 2.1                       | 43           | 312        | .4         | 1.8                      | 30           | 278        | .3         | 1.5                      | 16           | 182        | .2         | 2.4        |    |
| SU '98                   | 36           | 872         | .4         | 2.1                       | 50           | 360        | .5         | 2.0                       | 45           | 323        | .5         | 1.9                      | 29           | 337        | .3         | 1.6                      | 19           | 209        | .2         | 2.6        |    |
| <b>4-Book</b>            | <b>37</b>    | <b>767</b>  | <b>.4</b>  | <b>2.2</b>                | <b>51</b>    | <b>319</b> | <b>.5</b>  | <b>2.0</b>                | <b>44</b>    | <b>295</b> | <b>.4</b>  | <b>1.8</b>               | <b>36</b>    | <b>320</b> | <b>.4</b>  | <b>1.8</b>               | <b>23</b>    | <b>201</b> | <b>.3</b>  | <b>3.4</b> |    |
| 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        |    |
| <b>+WVDB-AM</b>          |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | *            | 7           | .1         | .4                        | 12           | 54         | .1         | .5                        | 12           | 68         | .1         | .5                       | *            | 2          | 16         | .1                       | .1           | **         | **         | **         | ** |
| WI '99                   | 2            | 82          | .1         | .1                        | 1            | 27         | .1         | .1                        | 5            | 56         | .1         | .2                       |              |            |            |                          | **           | **         | **         | **         |    |
| FA '98                   | 11           | 118         | .1         | .7                        | 8            | 64         | .1         | .3                        | 21           | 81         | .2         | .9                       | 5            | 38         | .1         | .3                       | **           | **         | **         | **         |    |
| SU '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>   | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |    |
| SP '98                   | **           | **          | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |    |
| <b>WVDB-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 58           | 993         | .6         | 3.4                       | 78           | 444        | .8         | 3.0                       | 85           | 526        | .9         | 3.4                      | 36           | 365        | .4         | 1.8                      | 39           | 295        | .4         | 5.9        |    |
| WI '99                   | 78           | 1030        | .8         | 4.5                       | 98           | 561        | 1.0        | 3.6                       | 161          | 657        | 1.6        | 6.0                      | 62           | 386        | .6         | 3.1                      | 41           | 251        | .4         | 6.1        |    |
| FA '98                   | 71           | 1064        | .7         | 4.2                       | 100          | 567        | 1.0        | 4.0                       | 119          | 539        | 1.2        | 4.9                      | 52           | 434        | .5         | 2.7                      | 33           | 289        | .3         | 4.9        |    |
| SU '98                   | 68           | 1100        | .7         | 4.1                       | 85           | 483        | .9         | 3.4                       | 112          | 622        | 1.2        | 4.6                      | 47           | 440        | .5         | 2.6                      | 39           | 335        | .4         | 5.4        |    |
| <b>4-Book</b>            | <b>69</b>    | <b>1047</b> | <b>.7</b>  | <b>4.1</b>                | <b>90</b>    | <b>514</b> | <b>.9</b>  | <b>3.5</b>                | <b>119</b>   | <b>586</b> | <b>1.2</b> | <b>4.7</b>               | <b>49</b>    | <b>406</b> | <b>.5</b>  | <b>2.6</b>               | <b>38</b>    | <b>293</b> | <b>.4</b>  | <b>5.6</b> |    |
| 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        |    |
| <b>WWJZ-AM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 3            | 57          | .1         | .2                        | 5            | 40         | .1         | .2                        | 7            | 7          | .1         | .2                       | 7            | 25         | .1         | .4                       | 1            | 26         | .1         | .2         |    |
| WI '99                   | 3            | 100         | .1         | .2                        | 3            | 36         | .1         | .1                        | 4            | 23         | .1         | .2                       | 3            | 23         | .1         | .2                       |              | 8          | .1         | .1         |    |
| FA '98                   | 1            | 57          | .1         | .1                        | 3            | 31         | .1         | .1                        | 2            | 18         | .1         | .1                       |              | 9          | .1         | .1                       |              |            | .1         | .1         |    |
| SU '98                   | 9            | 69          | .1         | .5                        | 9            | 20         | .1         | .4                        | 9            | 29         | .1         | .4                       | 10           | 20         | .1         | .6                       | 6            | 29         | .1         | .8         |    |
| <b>4-Book</b>            | <b>4</b>     | <b>71</b>   | <b>.1</b>  | <b>.3</b>                 | <b>5</b>     | <b>32</b>  | <b>.1</b>  | <b>.2</b>                 | <b>4</b>     | <b>19</b>  | <b>.1</b>  | <b>.2</b>                | <b>5</b>     | <b>19</b>  | <b>.1</b>  | <b>.3</b>                | <b>2</b>     | <b>16</b>  | <b>.1</b>  | <b>.3</b>  |    |
| SP '98                   | 4            | 52          | .1         | .2                        | 2            | 18         | .1         | .1                        | 5            | 18         | .1         | .2                       | 7            | 33         | .1         | .4                       | 1            | 17         | .1         | .1         |    |
| <b>WXTU-FM</b>           |              |             |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |    |
| SP '99                   | 76           | 1072        | .8         | 4.5                       | 121          | 670        | 1.2        | 4.7                       | 116          | 587        | 1.2        | 4.6                      | 87           | 631        | .9         | 4.5                      | 21           | 328        | .2         | 3.2        |    |
| WI '99                   | 69           | 951         | .7         | 3.9                       | 103          | 526        | 1.0        | 3.8                       | 105          | 495        | 1.1        | 3.9                      | 76           | 544        | .8         | 3.8                      | 25           | 363        | .3         | 3.7        |    |
| FA '98                   | 96           | 1062        | 1.0        | 5.7                       | 151          | 731        | 1.5        | 6.1                       | 117          | 548        | 1.2        | 4.8                      | 120          | 722        | 1.2        | 6.1                      | 41           | 307        | .4         | 6.1        |    |
| SU '98                   | 97           | 1231        | 1.0        | 5.8                       | 131          | 746        | 1.3        | 5.3                       | 142          | 777        | 1.5        | 5.9                      | 107          | 797        | 1.1        | 5.9                      | 36           | 454        | .4         | 5.0        |    |
| <b>4-Book</b>            | <b>85</b>    | <b>1079</b> | <b>.9</b>  | <b>5.0</b>                | <b>127</b>   | <b>668</b> | <b>1.3</b> | <b>5.0</b>                | <b>120</b>   | <b>602</b> | <b>1.3</b> | <b>4.8</b>               | <b>98</b>    | <b>674</b> | <b>1.0</b> | <b>5.1</b>               | <b>31</b>    | <b>363</b> | <b>.3</b>  | <b>4.5</b> |    |
| 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        |    |

\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WXM-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 45                       | 833          | .5         | 2.7        | 58                        | 442          | .6         | 2.3        | 54                        | 379          | .5         | 2.2        | 54                       | 471          | .5         | 2.8        | 26                       | 224          | .3         | 3.9        |
| WI '99         | 22                       | 688          | .2         | 1.3        | 27                        | 354          | .3         | 1.0        | 34                        | 312          | .3         | 1.3        | 34                       | 432          | .3         | 1.7        | 7                        | 160          | .1         | 1.0        |
| FA '98         | 20                       | 553          | .2         | 1.2        | 23                        | 294          | .2         | .9         | 28                        | 242          | .3         | 1.1        | 35                       | 314          | .4         | 1.8        | 13                       | 120          | .1         | 1.9        |
| SU '98         | 21                       | 643          | .2         | 1.3        | 32                        | 260          | .3         | 1.3        | 31                        | 297          | .3         | 1.3        | 27                       | 401          | .3         | 1.5        | 6                        | 187          | .1         | .8         |
| <b>4-Book</b>  | <b>27</b>                | <b>679</b>   | <b>.3</b>  | <b>1.6</b> | <b>35</b>                 | <b>338</b>   | <b>.4</b>  | <b>1.4</b> | <b>37</b>                 | <b>308</b>   | <b>.4</b>  | <b>1.5</b> | <b>38</b>                | <b>405</b>   | <b>.4</b>  | <b>2.0</b> | <b>13</b>                | <b>173</b>   | <b>.2</b>  | <b>1.9</b> |
| SP '98         | 17                       | 515          | .2         | 1.0        | 21                        | 207          | .2         | .8         | 22                        | 284          | .2         | .9         | 23                       | 256          | .2         | 1.2        | 4                        | 117          |            | .6         |
| <b>WYSP-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 34                       | 798          | .3         | 2.0        | 130                       | 573          | 1.3        | 5.1        | 34                        | 250          | .3         | 1.4        | 16                       | 180          | .2         | .8         | 6                        | 67           | .1         | .9         |
| WI '99         | 25                       | 736          | .3         | 1.4        | 95                        | 460          | 1.0        | 3.5        | 32                        | 277          | .3         | 1.2        | 16                       | 269          | .2         | .8         | 1                        | 52           |            | .1         |
| FA '98         | 33                       | 882          | .3         | 2.0        | 104                       | 526          | 1.1        | 4.2        | 23                        | 318          | .2         | .9         | 27                       | 243          | .3         | 1.4        | 10                       | 74           | .1         | 1.5        |
| SU '98         | 34                       | 908          | .3         | 2.0        | 129                       | 539          | 1.3        | 5.2        | 35                        | 287          | .4         | 1.4        | 17                       | 257          | .2         | .9         | 3                        | 126          |            | .4         |
| <b>4-Book</b>  | <b>32</b>                | <b>831</b>   | <b>.3</b>  | <b>1.9</b> | <b>115</b>                | <b>525</b>   | <b>1.2</b> | <b>4.5</b> | <b>31</b>                 | <b>283</b>   | <b>.3</b>  | <b>1.2</b> | <b>19</b>                | <b>237</b>   | <b>.2</b>  | <b>1.0</b> | <b>5</b>                 | <b>80</b>    | <b>.1</b>  | <b>.7</b>  |
| 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         |
| <b>WYXR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 62                       | 1193         | .6         | 3.7        | 92                        | 659          | .9         | 3.6        | 111                       | 546          | 1.1        | 4.4        | 83                       | 754          | .8         | 4.2        | 15                       | 288          | .2         | 2.3        |
| WI '99         | 72                       | 1240         | .7         | 4.1        | 125                       | 759          | 1.3        | 4.6        | 137                       | 650          | 1.4        | 5.1        | 84                       | 671          | .9         | 4.3        | 15                       | 306          | .2         | 2.2        |
| FA '98         | 69                       | 1102         | .7         | 4.1        | 109                       | 646          | 1.1        | 4.4        | 122                       | 555          | 1.2        | 5.0        | 74                       | 605          | .8         | 3.8        | 25                       | 224          | .3         | 3.7        |
| SU '98         | 61                       | 1261         | .6         | 3.6        | 86                        | 568          | .9         | 3.5        | 83                        | 627          | .9         | 3.4        | 73                       | 691          | .8         | 4.1        | 25                       | 364          | .3         | 3.5        |
| <b>4-Book</b>  | <b>66</b>                | <b>1199</b>  | <b>.7</b>  | <b>3.9</b> | <b>103</b>                | <b>658</b>   | <b>1.1</b> | <b>4.0</b> | <b>113</b>                | <b>595</b>   | <b>1.2</b> | <b>4.5</b> | <b>79</b>                | <b>680</b>   | <b>.8</b>  | <b>4.1</b> | <b>20</b>                | <b>296</b>   | <b>.3</b>  | <b>2.9</b> |
| 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        |
| <b>WBYN-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 7                        | 131          | .1         | .4         | 12                        | 67           | .1         | .5         | 7                         | 60           | .1         | .3         | 7                        | 61           | .1         | .4         | 4                        | 62           |            | .6         |
| WI '99         | 11                       | 176          | .1         | .6         | 20                        | 108          | .2         | .7         | 12                        | 104          | .1         | .5         | 11                       | 113          | .1         | .6         | 7                        | 63           | .1         | 1.0        |
| FA '98         | 5                        | 109          | .1         | .3         | 10                        | 67           | .1         | .4         | 1                         | 28           |            |            | 7                        | 60           | .1         | .4         | 4                        | 43           |            | .6         |
| SU '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WJBR-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 22                       | 316          | .2         | 1.3        | 35                        | 158          | .4         | 1.4        | 44                        | 208          | .4         | 1.8        | 16                       | 160          | .2         | .8         | 5                        | 61           | .1         | .8         |
| WI '99         | 14                       | 271          | .1         | .8         | 25                        | 142          | .3         | .9         | 28                        | 128          | .3         | 1.1        | 17                       | 134          | .2         | .9         | 4                        | 57           |            | .6         |
| FA '98         | 13                       | 270          | .1         | .8         | 12                        | 122          | .1         | .5         | 30                        | 159          | .3         | 1.2        | 19                       | 186          | .2         | 1.0        | 3                        | 59           |            | .4         |
| SU '98         | 18                       | 248          | .2         | 1.1        | 24                        | 105          | .2         | 1.0        | 38                        | 119          | .4         | 1.6        | 20                       | 84           | .2         | 1.1        | 13                       | 84           | .1         | 1.8        |
| <b>4-Book</b>  | <b>17</b>                | <b>276</b>   | <b>.2</b>  | <b>1.0</b> | <b>24</b>                 | <b>132</b>   | <b>.3</b>  | <b>1.0</b> | <b>35</b>                 | <b>154</b>   | <b>.4</b>  | <b>1.4</b> | <b>18</b>                | <b>141</b>   | <b>.2</b>  | <b>1.0</b> | <b>6</b>                 | <b>65</b>    | <b>.1</b>  | <b>.9</b>  |
| SP '98         | 12                       | 246          | .1         | .7         | 19                        | 92           | .2         | .7         | 16                        | 121          | .2         | .6         | 8                        | 116          | .1         | .4         | 10                       | 81           | .1         | 1.5        |
| <b>WKXV-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 25                       | 551          | .3         | 1.5        | 38                        | 281          | .4         | 1.5        | 42                        | 242          | .4         | 1.7        | 33                       | 287          | .3         | 1.7        | 5                        | 102          | .1         | .8         |
| WI '99         | 24                       | 452          | .2         | 1.4        | 38                        | 282          | .4         | 1.4        | 43                        | 262          | .4         | 1.6        | 33                       | 297          | .3         | 1.7        | 7                        | 138          | .1         | 1.0        |
| FA '98         | 23                       | 511          | .2         | 1.4        | 32                        | 239          | .3         | 1.3        | 37                        | 269          | .4         | 1.5        | 38                       | 273          | .4         | 1.9        | 9                        | 134          | .1         | 1.3        |
| SU '98         | 26                       | 560          | .3         | 1.6        | 36                        | 258          | .4         | 1.5        | 52                        | 295          | .5         | 2.1        | 36                       | 366          | .4         | 2.0        | 7                        | 137          | .1         | 1.0        |
| <b>4-Book</b>  | <b>25</b>                | <b>519</b>   | <b>.3</b>  | <b>1.5</b> | <b>36</b>                 | <b>265</b>   | <b>.4</b>  | <b>1.4</b> | <b>44</b>                 | <b>267</b>   | <b>.4</b>  | <b>1.7</b> | <b>35</b>                | <b>306</b>   | <b>.4</b>  | <b>1.8</b> | <b>7</b>                 | <b>128</b>   | <b>.1</b>  | <b>1.0</b> |
| 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        |
| <b>WLEV-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 13                       | 156          | .1         | .8         | 17                        | 82           | .2         | .7         | 24                        | 60           | .2         | 1.0        | 15                       | 88           | .2         | .8         | 3                        | 59           |            | .5         |
| WI '99         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| FA '98         | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98         | 8                        | 124          | .1         | .5         | 7                         | 62           | .1         | .3         | 16                        | 71           | .2         | .7         | 9                        | 54           | .1         | .5         | 2                        | 39           |            | .3         |
| <b>4-Book</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  |
| SP '98         | 11                       | 121          | .1         | .6         | 16                        | 57           | .2         | .6         | 29                        | 80           | .3         | 1.2        | 13                       | 59           | .1         | .7         | 1                        | 17           |            | .1         |
| <b>WNJO-FM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99         | 19                       | 462          | .2         | 1.1        | 18                        | 164          | .2         | .7         | 28                        | 240          | .3         | 1.1        | 30                       | 262          | .3         | 1.5        | 4                        | 86           |            | .6         |
| WI '99         | 21                       | 397          | .2         | 1.2        | 20                        | 162          | .2         | .7         | 37                        | 174          | .4         | 1.4        | 28                       | 190          | .3         | 1.4        | 6                        | 97           | .1         | .9         |
| FA '98         | 20                       | 366          | .2         | 1.2        | 23                        | 161          | .2         | .9         | 38                        | 172          | .4         | 1.5        | 23                       | 197          | .2         | 1.2        | 6                        | 112          | .1         | .9         |
| SU '98         | 27                       | 420          | .3         | 1.6        | 42                        | 259          | .4         | 1.7        | 43                        | 241          | .4         | 1.8        | 25                       | 232          | .3         | 1.4        | 13                       | 124          | .1         | 1.8        |
| <b>4-Book</b>  | <b>22</b>                | <b>411</b>   | <b>.2</b>  | <b>1.3</b> | <b>26</b>                 | <b>187</b>   | <b>.3</b>  | <b>1.0</b> | <b>37</b>                 | <b>207</b>   | <b>.4</b>  | <b>1.5</b> | <b>27</b>                | <b>220</b>   | <b>.3</b>  | <b>1.4</b> | <b>7</b>                 | <b>105</b>   | <b>.1</b>  | <b>1.1</b> |
| 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        |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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

WPST-FM

|               | Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |             |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |            |            |
|---------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
|               | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| SP '99        | 19                       | 487          | .2          | 1.1        | 19                        | 221          | .2          | .7         | 31                        | 213          | .3          | 1.2        | 26                       | 257          | .3          | 1.3        | 7                        | 128          | .1         | 1.1        |
| WI '99        | 14                       | 568          | .1          | .8         | 23                        | 257          | .2          | .8         | 22                        | 203          | .2          | .8         | 16                       | 288          | .2          | .8         | 2                        | 114          |            | .3         |
| FA '98        | 11                       | 482          | .1          | .7         | 17                        | 245          | .2          | .7         | 11                        | 183          | .1          | .4         | 13                       | 220          | .1          | .7         | 3                        | 99           |            | .4         |
| SU '98        | 16                       | 504          | .2          | 1.0        | 20                        | 194          | .2          | .8         | 18                        | 217          | .2          | .7         | 25                       | 292          | .3          | 1.4        | 8                        | 159          | .1         | 1.1        |
| <b>4-Book</b> | <b>15</b>                | <b>510</b>   | <b>.2</b>   | <b>.9</b>  | <b>20</b>                 | <b>229</b>   | <b>.2</b>   | <b>.8</b>  | <b>21</b>                 | <b>204</b>   | <b>.2</b>   | <b>.8</b>  | <b>20</b>                | <b>264</b>   | <b>.2</b>   | <b>1.1</b> | <b>5</b>                 | <b>125</b>   | <b>.1</b>  | <b>.7</b>  |
| SP '98        | 15                       | 458          | .2          | .9         | 22                        | 178          | .2          | .8         | 20                        | 172          | .2          | .8         | 21                       | 221          | .2          | 1.1        | 5                        | 128          | .1         | .7         |
| <b>TOTALS</b> |                          |              |             |            |                           |              |             |            |                           |              |             |            |                          |              |             |            |                          |              |            |            |
| SP '99        | 1692                     | 9608         | 17.2        |            | 2559                      | 8685         | 26.0        |            | 2508                      | 7538         | 25.5        |            | 1953                     | 8251         | 19.8        |            | 661                      | 4943         | 6.7        |            |
| WI '99        | 1749                     | 9550         | 17.8        |            | 2707                      | 8658         | 27.5        |            | 2662                      | 7717         | 27.1        |            | 1975                     | 8209         | 20.1        |            | 670                      | 5148         | 6.8        |            |
| FA '98        | 1692                     | 9518         | 17.2        |            | 2482                      | 8585         | 25.2        |            | 2453                      | 7672         | 24.9        |            | 1960                     | 8163         | 19.9        |            | 673                      | 5017         | 6.8        |            |
| SU '98        | 1675                     | 9413         | 17.2        |            | 2482                      | 8380         | 25.5        |            | 2425                      | 7754         | 24.9        |            | 1799                     | 8047         | 18.5        |            | 722                      | 5519         | 7.4        |            |
| <b>4-Book</b> | <b>1702</b>              | <b>9522</b>  | <b>17.4</b> |            | <b>2558</b>               | <b>8577</b>  | <b>26.1</b> |            | <b>2512</b>               | <b>7670</b>  | <b>25.6</b> |            | <b>1922</b>              | <b>8168</b>  | <b>19.6</b> |            | <b>682</b>               | <b>5157</b>  | <b>6.9</b> |            |
| SP '98        | 1708                     | 9432         | 17.6        |            | 2612                      | 8395         | 26.8        |            | 2466                      | 7477         | 25.3        |            | 1939                     | 8240         | 19.9        |            | 678                      | 5275         | 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

## Women 35-64

|         | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|---------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|         | AOH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AOH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| KYW -AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 133                      | 2614         | 1.4        | 5.7        | 53                 | 1306         | .5         | 4.4        | 153                  | 643          | 1.6        | 11.4       | 55                   | 374          | .6         | 2.7        | 32                  | 219          | .3         | 2.3        |
| 4-Book  | 164                      | 2756         | 1.7        | 7.0        | 80                 | 1547         | .8         | 6.5        | 190                  | 793          | 2.0        | 14.8       | 82                   | 408          | .8         | 4.2        | 57                  | 274          | .6         | 4.2        |
| WBEB-FM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 321                      | 2200         | 3.3        | 13.6       | 91                 | 1221         | .9         | 7.6        | 109                  | 424          | 1.1        | 8.1        | 188                  | 600          | 1.9        | 9.1        | 118                 | 466          | 1.2        | 8.5        |
| 4-Book  | 308                      | 2149         | 3.1        | 13.1       | 98                 | 1191         | 1.0        | 8.0        | 107                  | 399          | 1.1        | 8.3        | 192                  | 569          | 2.0        | 9.6        | 122                 | 394          | 1.3        | 8.9        |
| WDAS-AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 32                       | 295          | .3         | 1.4        | 45                 | 359          | .5         | 3.7        | 31                   | 73           | .3         | 2.3        | 41                   | 118          | .4         | 2.0        | 11                  | 34           | .1         | .8         |
| 4-Book  | 37                       | 279          | .4         | 1.6        | 39                 | 304          | .4         | 3.2        | 26                   | 58           | .3         | 2.1        | 32                   | 80           | .3         | 1.6        | 14                  | 33           | .2         | 1.0        |
| WDAS-FM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 170                      | 1196         | 1.7        | 7.2        | 106                | 918          | 1.1        | 8.8        | 130                  | 315          | 1.3        | 9.6        | 136                  | 352          | 1.4        | 6.6        | 103                 | 289          | 1.0        | 7.4        |
| 4-Book  | 175                      | 1147         | 1.8        | 7.5        | 119                | 875          | 1.2        | 9.7        | 117                  | 289          | 1.2        | 9.0        | 156                  | 383          | 1.6        | 7.8        | 131                 | 295          | 1.3        | 9.5        |
| WEMG-AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| WURD-AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 26                       | 142          | .3         | 1.1        | 7                  | 59           | .1         | .6         | 4                    | 18           | .1         | .3         | 20                   | 51           | .2         | 1.0        | 11                  | 22           | .1         | .8         |
| 4-Book  | 16                       | 87           | .2         | .7         | 10                 | 54           | .1         | .8         | 6                    | 20           | .1         | .5         | 19                   | 42           | .2         | .9         | 18                  | 36           | .2         | 1.3        |
| WFIL-AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 22                       | 155          | .2         | .9         | 3                  | 58           | .2         | .2         | 2                    | 9            | .1         | .1         | 1                    | 8            | .1         | .1         | 3                   | 15           | .1         | .2         |
| 4-Book  | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WHAT-AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 20                       | 159          | .2         | .8         | 19                 | 139          | .2         | 1.6        | 26                   | 48           | .3         | 1.9        | 21                   | 52           | .2         | 1.0        | 5                   | 19           | .1         | .4         |
| 4-Book  | 24                       | 183          | .3         | 1.0        | 19                 | 180          | .2         | 1.6        | 19                   | 44           | .2         | 1.5        | 15                   | 43           | .2         | .8         | 11                  | 28           | .1         | .8         |
| WIOQ-FM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 65                       | 1173         | .7         | 2.8        | 44                 | 621          | .4         | 3.7        | 17                   | 91           | .2         | 1.3        | 72                   | 301          | .7         | 3.5        | 69                  | 252          | .7         | 5.0        |
| 4-Book  | 68                       | 997          | .7         | 2.9        | 39                 | 597          | .4         | 3.1        | 22                   | 106          | .2         | 1.7        | 70                   | 276          | .7         | 3.5        | 46                  | 191          | .5         | 3.4        |
| WIP-AM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 14                       | 264          | .1         | .6         | 8                  | 207          | .1         | .7         | 7                    | 23           | .1         | .5         | 23                   | 98           | .2         | 1.1        | 6                   | 37           | .1         | .4         |
| 4-Book  | 19                       | 300          | .2         | .8         | 9                  | 181          | .1         | .7         | 7                    | 26           | .1         | .6         | 14                   | 60           | .1         | .7         | 7                   | 36           | .1         | .6         |
| WJJZ-FM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 201                      | 1393         | 2.0        | 8.5        | 91                 | 863          | .9         | 7.6        | 127                  | 320          | 1.3        | 9.4        | 133                  | 379          | 1.4        | 6.4        | 105                 | 286          | 1.1        | 7.6        |
| 4-Book  | 168                      | 1313         | 1.7        | 7.1        | 80                 | 859          | .8         | 6.5        | 71                   | 219          | .7         | 5.4        | 137                  | 372          | 1.4        | 6.8        | 110                 | 319          | 1.1        | 8.0        |
| WMGK-FM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 93                       | 999          | .9         | 4.0        | 33                 | 674          | .3         | 2.7        | 36                   | 179          | .4         | 2.7        | 91                   | 367          | .9         | 4.4        | 44                  | 168          | .4         | 3.2        |
| 4-Book  | 88                       | 989          | .9         | 3.8        | 34                 | 611          | .4         | 2.8        | 22                   | 119          | .2         | 1.7        | 79                   | 319          | .8         | 4.0        | 47                  | 196          | .5         | 3.5        |
| WMMR-FM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 54                       | 606          | .5         | 2.3        | 18                 | 402          | .2         | 1.5        | 15                   | 54           | .2         | 1.1        | 44                   | 229          | .4         | 2.1        | 33                  | 173          | .3         | 2.4        |
| 4-Book  | 45                       | 623          | .5         | 1.9        | 21                 | 396          | .2         | 1.7        | 20                   | 98           | .2         | 1.6        | 37                   | 181          | .4         | 1.8        | 27                  | 136          | .3         | 2.0        |
| WNAP-AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | * 7                      | 76           | .1         | .3         | * 8                | 65           | .1         | .7         | 1                    | 10           | .1         | .1         | 19                   | 37           | .2         | .9         | * 14                | 31           | .1         | 1.0        |
| 4-Book  | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| WGL-FM  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 173                      | 1920         | 1.8        | 7.4        | 120                | 1552         | 1.2        | 10.0       | 116                  | 438          | 1.2        | 8.6        | 246                  | 742          | 2.5        | 11.9       | 151                 | 458          | 1.5        | 10.9       |
| 4-Book  | 169                      | 1863         | 1.7        | 7.2        | 118                | 1394         | 1.2        | 9.6        | 112                  | 368          | 1.2        | 8.6        | 214                  | 664          | 2.2        | 10.7       | 137                 | 402          | 1.4        | 9.9        |
| WPEN-AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 41                       | 340          | .4         | 1.7        | 22                 | 288          | .2         | 1.8        | 35                   | 102          | .4         | 2.6        | 46                   | 119          | .5         | 2.2        | 23                  | 53           | .2         | 1.7        |
| 4-Book  | 52                       | 401          | .6         | 2.2        | 27                 | 318          | .3         | 2.2        | 36                   | 114          | .4         | 2.7        | 60                   | 153          | .6         | 3.0        | 34                  | 91           | .4         | 2.5        |
| WPHI-FM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 13                       | 301          | .1         | .6         | 9                  | 166          | .1         | .7         | 10                   | 30           | .1         | .7         | 12                   | 42           | .1         | .6         | 16                  | 49           | .2         | 1.2        |
| 4-Book  | 19                       | 292          | .2         | .8         | 12                 | 171          | .1         | .9         | 10                   | 45           | .1         | .8         | 18                   | 73           | .2         | .9         | 22                  | 61           | .3         | 1.6        |
| WPHT-AM |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99  | 18                       | 182          | .2         | .8         | 8                  | 106          | .1         | .7         | 4                    | 18           | .1         | .3         | 2                    | 9            | .1         | .1         | 5                   | 9            | .1         | .4         |
| 4-Book  | 20                       | 217          | .2         | .9         | 10                 | 139          | .1         | .8         | 8                    | 34           | .1         | .6         | 10                   | 28           | .1         | .5         | 7                   | 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 Estimates - Women 35-64

# Target Listener Estimates

| Women 35-64              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |     |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |     |
| <b>WPLY-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 32           | 608        | .3         | 1.4                | 22           | 329        | .2         | 1.8                  | 19           | 75         | .2         | 1.4                  | 45           | 132        | .5         | 2.2                 | 31           | 127        | .3         | 2.2 |
| 4-Book                   | 26           | 475        | .3         | 1.1                | 17           | 306        | .2         | 1.4                  | 13           | 50         | .2         | 1.0                  | 41           | 159        | .4         | 2.0                 | 24           | 96         | .2         | 1.7 |
| <b>WSSJ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 5            | 69         | .1         | .2                 | 7            | 45         | .1         | .6                   | 1            | 10         | .1         | .1                   | 19           | 26         | .2         | .9                  | 12           | 20         | .1         | .9  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WUSL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 31           | 484        | .3         | 1.3                | 25           | 335        | .3         | 2.1                  | 20           | 56         | .2         | 1.5                  | 29           | 82         | .3         | 1.4                 | 21           | 76         | .2         | 1.5 |
| 4-Book                   | 44           | 559        | .4         | 1.9                | 35           | 438        | .4         | 2.9                  | 22           | 75         | .2         | 1.8                  | 43           | 140        | .5         | 2.2                 | 33           | 96         | .3         | 2.4 |
| <b>+WVDB-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | * 9          | 77         | .1         | .4                 | * 3          | 40         | .2         | .2                   | 1            | 8          | .1         | .1                   | 10           | 23         | .1         | .5                  | *            | **         | **         | **  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WVDB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 68           | 747        | .7         | 2.9                | 54           | 554        | .5         | 4.5                  | 65           | 185        | .7         | 4.8                  | 52           | 138        | .5         | 2.5                 | 22           | 85         | .2         | 1.6 |
| 4-Book                   | 89           | 813        | .9         | 3.8                | 54           | 573        | .6         | 4.4                  | 67           | 200        | .7         | 5.2                  | 61           | 174        | .6         | 3.0                 | 26           | 86         | .3         | 1.9 |
| <b>WWJZ-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 4            | 40         | .2         | .2                 | 2            | 26         | .2         | .2                   | 3            | 11         | .2         | .2                   | 4            | 18         | .2         | .3                  | 4            | 9          | .3         | .3  |
| 4-Book                   | 5            | 42         | .2         | .2                 | 5            | 44         | .4         | .4                   | 3            | 11         | .2         | .2                   | 5            | 14         | .1         | .3                  | 5            | 12         | .4         | .4  |
| <b>WXTU-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 108          | 939        | 1.1        | 4.6                | 55           | 627        | .6         | 4.6                  | 60           | 208        | .6         | 4.5                  | 108          | 314        | 1.1        | 5.2                 | 74           | 267        | .8         | 5.4 |
| 4-Book                   | 115          | 933        | 1.2        | 4.9                | 67           | 689        | .7         | 5.4                  | 75           | 236        | .8         | 5.8                  | 124          | 359        | 1.3        | 6.2                 | 80           | 252        | .8         | 5.8 |
| <b>WXXM-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 55           | 692        | .6         | 2.3                | 39           | 502        | .4         | 3.2                  | 28           | 118        | .3         | 2.1                  | 71           | 249        | .7         | 3.4                 | 47           | 155        | .5         | 3.4 |
| 4-Book                   | 37           | 583        | .4         | 1.6                | 19           | 336        | .2         | 1.6                  | 16           | 72         | .2         | 1.2                  | 36           | 172        | .4         | 1.8                 | 26           | 97         | .3         | 1.9 |
| <b>WYSP-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 58           | 708        | .6         | 2.5                | 8            | 194        | .1         | .7                   | 9            | 22         | .1         | .7                   | 10           | 50         | .1         | .5                  | 19           | 97         | .2         | 1.4 |
| 4-Book                   | 53           | 704        | .6         | 2.3                | 11           | 258        | .1         | .9                   | 8            | 22         | .1         | .6                   | 20           | 89         | .2         | 1.0                 | 18           | 76         | .2         | 1.3 |
| <b>WYXR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 97           | 1042       | 1.0        | 4.1                | 33           | 521        | .3         | 2.7                  | 41           | 121        | .4         | 3.0                  | 63           | 223        | .6         | 3.0                 | 59           | 222        | .6         | 4.3 |
| 4-Book                   | 100          | 1029       | 1.0        | 4.2                | 38           | 578        | .4         | 3.0                  | 41           | 128        | .4         | 3.1                  | 72           | 260        | .7         | 3.6                 | 54           | 196        | .6         | 4.0 |
| <b>WBYN-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 9            | 98         | .1         | .4                 | 7            | 87         | .1         | .6                   | 2            | 15         | .1         | .1                   | 10           | 31         | .1         | .5                  | 2            | 14         | .1         | .1  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WJBR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 33           | 251        | .3         | 1.4                | 14           | 157        | .1         | 1.2                  | 11           | 23         | .1         | .8                   | 34           | 96         | .3         | 1.6                 | 13           | 39         | .1         | .9  |
| 4-Book                   | 26           | 230        | .3         | 1.1                | 7            | 122        | .1         | .6                   | 8            | 28         | .1         | .6                   | 14           | 54         | .1         | .7                  | 8            | 32         | .1         | .6  |
| <b>WKXV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 38           | 467        | .4         | 1.6                | 16           | 228        | .2         | 1.3                  | 15           | 70         | .2         | 1.1                  | 28           | 65         | .3         | 1.4                 | 16           | 70         | .2         | 1.2 |
| 4-Book                   | 39           | 453        | .4         | 1.7                | 11           | 190        | .1         | .9                   | 12           | 52         | .1         | .9                   | 17           | 69         | .2         | .9                  | 12           | 53         | .1         | .9  |
| <b>WLEV-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 19           | 133        | .2         | .8                 | 7            | 80         | .1         | .6                   | 10           | 22         | .1         | .7                   | 16           | 37         | .2         | .8                  | 12           | 30         | .1         | .9  |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | **  |
| <b>WNJD-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 26           | 350        | .3         | 1.1                | 16           | 287        | .2         | 1.3                  | 14           | 47         | .1         | 1.0                  | 34           | 130        | .3         | 1.6                 | 16           | 69         | .2         | 1.2 |
| 4-Book                   | 30           | 331        | .3         | 1.3                | 16           | 222        | .2         | 1.3                  | 16           | 52         | .2         | 1.2                  | 32           | 111        | .3         | 1.6                 | 19           | 74         | .2         | 1.4 |
| <b>WPST-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 26           | 416        | .3         | 1.1                | 15           | 260        | .2         | 1.2                  | 5            | 15         | .1         | .4                   | 33           | 116        | .3         | 1.6                 | 16           | 70         | .2         | 1.2 |
| 4-Book                   | 21           | 428        | .2         | .9                 | 12           | 242        | .1         | 1.0                  | 6            | 33         | .1         | .5                   | 26           | 112        | .3         | 1.3                 | 16           | 65         | .2         | 1.2 |
| <b>TOTALS</b>            |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |     |
| SP '99                   | 2353         | 9477       | 23.9       |                    | 1204         | 8087       | 12.2       |                      | 1348         | 3815       | 13.7       |                      | 2069         | 5240       | 21.0       |                     | 1383         | 3721       | 14.1       |     |
| 4-Book                   | 2346         | 9397       | 23.9       |                    | 1232         | 8008       | 12.5       |                      | 1296         | 3797       | 13.2       |                      | 2002         | 5077       | 20.4       |                     | 1373         | 3651       | 14.0       |     |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 35-64

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| KYW -AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 19                  | 107          | .2         | 3.2        | 115                | 479          | 1.2        | 10.2       | 43                 | 225          | .4         | 2.8        | 17                | 95           | .2         | 1.7        | 14                | 112          | .1         | 2.5        |
| 4-Book   | 29                  | 167          | .3         | 4.1        | 160                | 613          | 1.6        | 13.6       | 68                 | 360          | .7         | 4.3        | 49                | 204          | .5         | 4.5        | 31                | 187          | .3         | 4.8        |
| WBEB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 26                  | 186          | .3         | 4.3        | 58                 | 251          | .6         | 5.2        | 122                | 453          | 1.2        | 7.8        | 82                | 299          | .8         | 8.4        | 23                | 185          | .2         | 4.2        |
| 4-Book   | 48                  | 225          | .5         | 6.9        | 69                 | 287          | .7         | 5.9        | 132                | 435          | 1.4        | 8.4        | 79                | 286          | .8         | 7.5        | 34                | 189          | .4         | 5.3        |
| WDAS-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 2                   | 10           | .1         | 1.3        | 144                | 288          | 1.5        | 12.8       | 102                | 226          | 1.0        | 6.5        | 27                | 77           | .3         | 2.8        | 11                | 11           | .1         | 2.0        |
| 4-Book   | 8                   | 18           | .1         | 1.2        | 111                | 231          | 1.2        | 9.6        | 79                 | 194          | .8         | 5.0        | 36                | 76           | .4         | 3.3        | 11                | 20           | .1         | 1.8        |
| WDAS-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 64                  | 160          | .7         | 10.6       | 67                 | 185          | .7         | 6.0        | 104                | 316          | 1.1        | 6.7        | 100               | 267          | 1.0        | 10.3       | 141               | 243          | 1.4        | 25.5       |
| 4-Book   | 80                  | 209          | .8         | 11.4       | 71                 | 184          | .7         | 6.0        | 105                | 284          | 1.1        | 6.6        | 111               | 253          | 1.1        | 10.4       | 175               | 290          | 1.8        | 27.5       |
| +WENG-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WURD-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 4                  | 19           | .1         | .4         | 10                 | 10           | .1         | .6         | 10                | 10           | .1         | 1.0        |                   |              |            |            |
| 4-Book   |                     |              |            |            | 6                  | 16           | .1         | .5         | 9                  | 17           | .1         | .6         | 10                | 21           | .1         | 1.0        | 6                 | 12           | .1         | .9         |
| WFIL-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 3                   | 22           | .1         | .5         | 3                  | 24           | .1         | .3         | 5                  | 15           | .1         | .3         |                   | 7            | .1         | .3         | 4                 | 19           | .1         | .7         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WHAT-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 15                  | 25           | .2         | 2.5        | 35                 | 85           | .4         | 3.1        | 28                 | 76           | .3         | 1.8        | 13                | 44           | .1         | 1.3        | 12                | 18           | .1         | 2.2        |
| 4-Book   | 9                   | 19           | .1         | 1.3        | 40                 | 97           | .4         | 3.4        | 35                 | 98           | .4         | 2.2        | 21                | 47           | .2         | 1.9        | 9                 | 19           | .1         | 1.5        |
| WIOO-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 20                  | 123          | .2         | 3.3        | 23                 | 124          | .2         | 2.0        | 58                 | 211          | .6         | 3.7        | 58                | 217          | .6         | 5.9        | 31                | 128          | .3         | 5.6        |
| 4-Book   | 28                  | 124          | .3         | 4.0        | 24                 | 109          | .3         | 2.0        | 55                 | 226          | .6         | 3.4        | 40                | 167          | .4         | 3.8        | 20                | 82           | .2         | 3.2        |
| WIP -AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 6                   | 34           | .1         | 1.0        | 4                  | 24           | .1         | .4         | 5                  | 36           | .1         | .3         | 4                 | 24           | .1         | .4         | 6                 | 31           | .1         | 1.1        |
| 4-Book   | 6                   | 33           | .1         | .9         | 9                  | 28           | .1         | .8         | 10                 | 50           | .1         | .6         | 11                | 45           | .1         | 1.0        | 6                 | 26           | .1         | 1.0        |
| WJJZ-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 47                  | 165          | .5         | 7.8        | 65                 | 196          | .7         | 5.8        | 127                | 318          | 1.3        | 8.1        | 93                | 230          | .9         | 9.5        | 38                | 108          | .4         | 6.9        |
| 4-Book   | 64                  | 214          | .7         | 9.2        | 51                 | 164          | .6         | 4.3        | 88                 | 274          | .9         | 5.5        | 75                | 192          | .8         | 7.0        | 39                | 131          | .4         | 6.3        |
| WMGK-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 14                  | 98           | .1         | 2.3        | 9                  | 51           | .1         | .8         | 33                 | 177          | .3         | 2.1        | 22                | 87           | .2         | 2.3        | 14                | 69           | .1         | 2.5        |
| 4-Book   | 18                  | 111          | .2         | 2.6        | 13                 | 64           | .1         | 1.1        | 46                 | 184          | .5         | 2.9        | 35                | 119          | .4         | 3.3        | 11                | 56           | .1         | 1.7        |
| WMMR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 8                   | 64           | .1         | 1.3        | 5                  | 38           | .1         | .4         | 20                 | 100          | .2         | 1.3        | 14                | 90           | .1         | 1.4        | 7                 | 20           | .1         | 1.3        |
| 4-Book   | 14                  | 78           | .1         | 2.0        | 12                 | 55           | .1         | 1.0        | 26                 | 116          | .3         | 1.7        | 19                | 81           | .2         | 1.8        | 9                 | 34           | .1         | 1.5        |
| WNAP-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 1                  | 10           | .1         | .1         | 3                  | 15           | .1         | .2         | * 9               | 17           | .1         | .9         |                   |              |            |            |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WOGL-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 70                  | 260          | .7         | 11.6       | 104                | 301          | 1.1        | 9.2        | 114                | 432          | 1.2        | 7.3        | 82                | 280          | .8         | 8.4        | 70                | 221          | .7         | 12.7       |
| 4-Book   | 70                  | 245          | .7         | 10.2       | 130                | 360          | 1.4        | 11.1       | 135                | 448          | 1.4        | 8.5        | 88                | 278          | .9         | 8.3        | 60                | 205          | .6         | 9.7        |
| WPEN-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 12                  | 35           | .1         | 2.0        | 13                 | 31           | .1         | 1.2        | 26                 | 71           | .3         | 1.7        | 14                | 45           | .1         | 1.4        | 7                 | 40           | .1         | 1.3        |
| 4-Book   | 9                   | 36           | .1         | 1.3        | 11                 | 43           | .1         | 1.0        | 38                 | 104          | .4         | 2.4        | 22                | 52           | .2         | 2.0        | 8                 | 37           | .1         | 1.2        |
| WPHI-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 14                  | 45           | .1         | 2.3        | 4                  | 23           | .1         | .4         | 5                  | 24           | .1         | .3         | 2                 | 8            | .1         | .2         | 8                 | 19           | .1         | 1.4        |
| 4-Book   | 10                  | 36           | .1         | 1.4        | 6                  | 21           | .1         | .5         | 13                 | 41           | .2         | .9         | 10                | 30           | .1         | .9         | 6                 | 15           | .1         | 1.0        |
| WPHT-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 7                   | 25           | .1         | 1.2        | 25                 | 58           | .3         | 2.2        | 14                 | 55           | .1         | .9         | 1                 | 7            | .1         | .1         | 4                 | 24           | .1         | .7         |
| 4-Book   | 8                   | 30           | .1         | 1.1        | 16                 | 48           | .2         | 1.4        | 13                 | 41           | .1         | .8         | 6                 | 25           | .1         | .5         | 9                 | 29           | .1         | 1.5        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 35-64

# Target Listener Estimates

## Women 35-64

|                 | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|-----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|                 | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 16                  | 44           | .2         | 2.7        | 18                 | 66           | .2         | 1.6        | 23                 | 123          | .2         | 1.5        | 15                | 81           | .2         | 1.5        | 5                 | 34           | .1         | .9         |
| 4-Book          | 8                   | 42           | .1         | 1.2        | 10                 | 50           | .1         | .8         | 22                 | 98           | .2         | 1.4        | 15                | 68           | .2         | 1.4        | 3                 | 24           | .1         | .5         |
| <b>WSSJ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 13                  | 19           | .1         | 2.2        | 2                  | 10           |            | .2         | 3                  | 16           |            | .2         | 7                 | 16           | .1         | .7         |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WUSL-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 29                  | 45           | .3         | 4.8        | 57                 | 148          | .6         | 5.1        | 36                 | 138          | .4         | 2.3        | 10                | 35           | .1         | 1.0        | 2                 | 8            |            | .4         |
| 4-Book          | 36                  | 85           | .4         | 5.2        | 50                 | 136          | .5         | 4.3        | 58                 | 192          | .6         | 3.7        | 20                | 69           | .2         | 1.9        | 16                | 46           | .2         | 2.3        |
| <b>+WVDB-AM</b> |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 3                  | 8            |            | .3         | 3                  | 9            |            | .2         | *                 |              |            |            |                   |              |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WVDB-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 18                  | 74           | .2         | 3.0        | 52                 | 220          | .5         | 4.6        | 180                | 317          | 1.8        | 11.5       | 12                | 37           | .1         | 1.2        | 17                | 64           | .2         | 3.1        |
| 4-Book          | 26                  | 95           | .3         | 3.8        | 53                 | 198          | .5         | 4.5        | 144                | 283          | 1.5        | 9.1        | 22                | 55           | .2         | 2.1        | 23                | 73           | .2         | 3.6        |
| <b>WVJZ-AM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 6                  | 14           | .1         | .5         | 3                  | 9            |            | .2         | 5                 | 18           | .1         | .5         |                   |              |            |            |
| 4-Book          | 2                   | 3            |            | .2         |                    |              |            |            | 9                  | 26           | .1         | .6         | 6                 | 12           | .1         | .5         | 3                 | 7            |            | .5         |
| <b>WXTU-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 7                   | 41           | .1         | 1.2        | 39                 | 157          | .4         | 3.5        | 85                 | 264          | .9         | 5.5        | 59                | 175          | .6         | 6.1        | 12                | 72           | .1         | 2.2        |
| 4-Book          | 28                  | 121          | .3         | 3.9        | 56                 | 179          | .6         | 4.8        | 92                 | 271          | .9         | 5.8        | 63                | 205          | .6         | 6.0        | 20                | 90           | .2         | 3.1        |
| <b>WXXM-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 26                  | 92           | .3         | 4.3        | 24                 | 81           | .2         | 2.1        | 46                 | 178          | .5         | 3.0        | 50                | 129          | .5         | 5.1        | 20                | 42           | .2         | 3.6        |
| 4-Book          | 12                  | 60           | .2         | 1.9        | 11                 | 47           | .1         | .9         | 22                 | 115          | .2         | 1.4        | 21                | 75           | .2         | 2.1        | 11                | 44           | .1         | 1.8        |
| <b>WYSP-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 9                   | 37           | .1         | 1.5        | 3                  | 22           |            | .3         | 12                 | 55           | .1         | .8         | 4                 | 37           |            | .4         | 2                 | 14           |            | .4         |
| 4-Book          | 8                   | 37           | .1         | 1.1        | 3                  | 14           |            | .3         | 19                 | 81           | .2         | 1.2        | 13                | 55           | .1         | 1.2        | 3                 | 18           |            | .5         |
| <b>WYXR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 15                  | 57           | .2         | 2.5        | 17                 | 62           | .2         | 1.5        | 37                 | 141          | .4         | 2.4        | 20                | 76           | .2         | 2.1        | 15                | 52           | .2         | 2.7        |
| 4-Book          | 25                  | 107          | .3         | 3.5        | 24                 | 92           | .3         | 2.0        | 42                 | 171          | .4         | 2.7        | 27                | 110          | .3         | 2.6        | 15                | 53           | .2         | 2.3        |
| <b>WBYN-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 5                  | 22           | .1         | .4         | 20                 | 57           | .2         | 1.3        | 8                 | 15           | .1         | .8         | 4                 | 16           |            | .7         |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WJBR-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 10                  | 35           | .1         | 1.7        | 10                 | 30           | .1         | .9         | 20                 | 69           | .2         | 1.3        | 9                 | 52           | .1         | .9         | 5                 | 27           | .1         | .9         |
| 4-Book          | 5                   | 13           | .1         | .7         | 4                  | 17           | .1         | .4         | 12                 | 45           | .1         | .8         | 5                 | 21           | .1         | .5         | 2                 | 14           |            | .3         |
| <b>WKXW-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 4                   | 39           |            | .7         | 9                  | 43           | .1         | .8         | 24                 | 62           | .2         | 1.5        | 23                | 61           | .2         | 2.4        | 6                 | 57           | .1         | 1.1        |
| 4-Book          | 5                   | 29           | .1         | .8         | 9                  | 39           | .1         | .8         | 18                 | 50           | .2         | 1.2        | 12                | 29           | .1         | 1.2        | 5                 | 32           | .1         | .8         |
| <b>WLEV-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          |                     |              |            |            | 2                  | 15           |            | .2         | 11                 | 22           | .1         | .7         | 7                 | 22           | .1         | .7         |                   | 7            |            |            |
| 4-Book          | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| <b>WNJO-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 5                   | 38           | .1         | .8         | 10                 | 38           | .1         | .9         | 22                 | 98           | .2         | 1.4        | 20                | 58           | .2         | 2.1        | 4                 | 39           |            | .7         |
| 4-Book          | 7                   | 48           | .1         | 1.0        | 10                 | 41           | .1         | .9         | 20                 | 77           | .2         | 1.3        | 15                | 44           | .2         | 1.4        | 7                 | 33           | .1         | 1.0        |
| <b>WPST-FM</b>  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 15                  | 62           | .2         | 2.5        | 4                  | 23           |            | .4         | 27                 | 96           | .3         | 1.7        | 8                 | 54           | .1         | .8         | 3                 | 22           |            | .5         |
| 4-Book          | 6                   | 36           | .1         | .9         | 5                  | 34           | .1         | .4         | 19                 | 84           | .2         | 1.2        | 11                | 44           | .1         | 1.0        | 2                 | 14           |            | .3         |
| <b>TOTALS</b>   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99          | 603                 | 2117         | 6.1        |            | 1125               | 3259         | 11.4       |            | 1559               | 4206         | 15.8       |            | 975               | 2689         | 9.9        |            | 552               | 1767         | 5.6        |            |
| 4-Book          | 693                 | 2304         | 7.1        |            | 1173               | 3369         | 12.0       |            | 1588               | 4342         | 16.2       |            | 1066              | 2838         | 10.9       |            | 633               | 1908         | 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>KYW -AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 5                        | 290          | .1         | 1.3        | 12                        | 167          | .3         | 3.1        | 4                         | 30           | .1         | 2.0        | 5                        | 86           | .1         | .9         | 2                        | 41           | .1         | .5         |
| WI '99          | 3                        | 262          | .1         | .7         | 9                         | 180          | .2         | 1.9        | 1                         | 17           |            | .5         | 3                        | 75           | .1         | .5         | 2                        | 43           | .1         | .4         |
| FA '98          | 4                        | 273          | .1         | 1.0        | 17                        | 215          | .4         | 4.1        | 1                         | 40           |            | .6         | 1                        | 22           |            | .2         |                          |              |            |            |
| SU '98          | 8                        | 293          | .2         | 1.6        | 19                        | 160          | .5         | 4.7        | 3                         | 56           | .1         | .6         | 5                        | 53           | .1         | .9         | 3                        | 39           | .1         | .6         |
| 4-Book          | 5                        | 280          | .1         | 1.2        | 14                        | 181          | .4         | 3.5        | 2                         | 36           | .1         | .9         | 4                        | 59           | .1         | .6         | 2                        | 31           | .1         | .4         |
| SP '98          | 5                        | 343          | .1         | 1.1        | 21                        | 228          | .5         | 4.5        | 3                         | 84           | .1         | 1.1        | 2                        | 63           | .1         | .3         |                          | 37           |            |            |
| <b>WBEB-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 10                       | 445          | .3         | 2.7        | 11                        | 174          | .3         | 2.8        | 2                         | 55           | .1         | 1.0        | 18                       | 200          | .5         | 3.2        | 12                       | 188          | .3         | 2.9        |
| WI '99          | 9                        | 472          | .2         | 2.2        | 8                         | 157          | .2         | 1.7        | 4                         | 78           | .1         | 2.2        | 9                        | 148          | .2         | 1.5        | 12                       | 185          | .3         | 2.6        |
| FA '98          | 9                        | 442          | .2         | 2.2        | 11                        | 169          | .3         | 2.6        | 4                         | 72           | .1         | 2.3        | 12                       | 162          | .3         | 2.0        | 14                       | 214          | .4         | 2.9        |
| SU '98          | 14                       | 433          | .4         | 2.9        | 8                         | 121          | .2         | 2.0        | 12                        | 155          | .3         | 2.2        | 13                       | 151          | .3         | 2.2        | 21                       | 200          | .5         | 4.4        |
| 4-Book          | 11                       | 446          | .3         | 2.5        | 10                        | 155          | .3         | 2.3        | 6                         | 90           | .2         | 1.9        | 13                       | 165          | .3         | 2.2        | 15                       | 197          | .4         | 3.2        |
| 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        |
| <b>WDAS-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 1                        | 51           |            | .3         |                           | 6            |            |            |                           | 7            |            |            |                          |              |            |            |                          |              |            |            |
| WI '99          | 2                        | 84           | .1         | .5         | 3                         | 49           | .1         | .6         | 1                         | 14           |            | .5         | 2                        | 13           | .1         | .3         | 2                        | 21           | .1         | .4         |
| FA '98          | 1                        | 59           |            | .2         | 1                         | 8            |            | .2         |                           | 6            |            |            |                          |              |            |            |                          |              |            |            |
| SU '98          | 1                        | 27           |            | .2         |                           | 14           |            |            |                           | 5            |            |            |                          |              |            |            |                          | 5            |            |            |
| 4-Book          | 1                        | 55           |            | .3         | 1                         | 19           |            | .2         |                           | 8            |            | .1         | 1                        | 3            |            | .1         | 1                        | 7            |            | .1         |
| SP '98          | 3                        | 101          | .1         | .7         | 2                         | 35           | .1         | .4         | 1                         | 21           |            | .4         | 4                        | 50           | .1         | .7         | 2                        | 16           | .1         | .4         |
| <b>WDAS-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 11                       | 283          | .3         | 2.9        | 12                        | 107          | .3         | 3.1        | 3                         | 57           | .1         | 1.5        | 8                        | 81           | .2         | 1.4        | 8                        | 78           | .2         | 1.9        |
| WI '99          | 7                        | 233          | .2         | 1.7        | 5                         | 80           | .1         | 1.1        | 2                         | 25           | .1         | 1.1        | 9                        | 74           | .2         | 1.5        | 13                       | 107          | .3         | 2.8        |
| FA '98          | 10                       | 286          | .3         | 2.5        | 6                         | 94           | .2         | 1.4        | 3                         | 50           | .1         | 1.7        | 17                       | 144          | .4         | 2.9        | 16                       | 170          | .4         | 3.3        |
| SU '98          | 8                        | 257          | .2         | 1.6        | 6                         | 69           | .2         | 1.5        | 10                        | 59           | .3         | 1.9        | 11                       | 94           | .3         | 1.9        | 6                        | 119          | .2         | 1.2        |
| 4-Book          | 9                        | 265          | .3         | 2.2        | 7                         | 88           | .2         | 1.8        | 5                         | 48           | .2         | 1.6        | 11                       | 98           | .3         | 1.9        | 11                       | 119          | .3         | 2.3        |
| 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        |
| <b>+WEMG-AM</b> |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| <b>WURD-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 3                        | 74           | .1         | .8         | 2                         | 10           | .1         | .5         | 2                         | 19           | .1         | 1.0        | 4                        | 44           | .1         | .7         | 4                        | 45           | .1         | 1.0        |
| WI '99          | 1                        | 35           |            | .2         |                           | 10           |            |            |                           |              |            |            | 2                        | 19           | .1         | .3         |                          | 6            |            |            |
| FA '98          | 1                        | 27           |            | .2         |                           |              |            |            | 2                         | 19           | .1         | 1.1        | 1                        | 17           |            | .2         |                          |              |            |            |
| SU '98          | 2                        | 12           | .1         | .4         | 6                         | 9            | .2         | 1.5        |                           | 3            |            |            | 2                        | 9            | .1         | .3         |                          |              |            |            |
| 4-Book          | 2                        | 37           | .1         | .4         | 2                         | 7            | .1         | .5         | 1                         | 10           | .1         | .5         | 2                        | 22           | .1         | .4         | 1                        | 13           |            | .3         |
| SP '98          |                          | 30           |            |            |                           |              |            |            | 1                         | 9            |            | .4         | 1                        | 14           |            | .2         |                          | 7            |            |            |
| <b>WFIL-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          |                          | 15           |            |            |                           | 5            |            |            |                           |              |            |            |                          |              |            |            |                          | 9            |            |            |
| WI '99          |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| FA '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SU '98          |                          | 4            |            |            |                           |              |            |            |                           | 4            |            |            |                          |              |            |            |                          |              |            |            |
| 4-Book          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| SP '98          | **                       | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         |
| <b>WHAT-AM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          |                          | 19           |            |            |                           | 5            |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| WI '99          |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| FA '98          |                          | 4            |            |            |                           | 4            |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SU '98          |                          | 18           |            |            |                           | 11           |            |            |                           | 11           |            |            |                          |              |            |            |                          |              |            |            |
| 4-Book          |                          | 10           |            |            |                           | 5            |            |            |                           | 3            |            |            |                          |              |            |            |                          |              |            |            |
| SP '98          |                          | 5            |            |            |                           | 5            |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| <b>W100-FM</b>  |                          |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |
| SP '99          | 60                       | 1603         | 1.6        | 15.9       | 61                        | 619          | 1.6        | 15.6       | 26                        | 491          | .7         | 13.0       | 95                       | 1097         | 2.5        | 16.7       | 78                       | 809          | 2.1        | 18.8       |
| WI '99          | 64                       | 1434         | 1.7        | 15.6       | 71                        | 722          | 1.9        | 14.9       | 28                        | 392          | .7         | 15.1       | 100                      | 932          | 2.6        | 16.9       | 74                       | 851          | 1.9        | 15.7       |
| FA '98          | 62                       | 1424         | 1.6        | 15.3       | 55                        | 760          | 1.4        | 13.2       | 25                        | 393          | .7         | 14.2       | 107                      | 881          | 2.8        | 18.0       | 71                       | 798          | 1.9        | 14.5       |
| SU '98          | 71                       | 1385         | 1.9        | 14.5       | 57                        | 555          | 1.5        | 14.0       | 84                        | 791          | 2.2        | 15.6       | 95                       | 794          | 2.5        | 16.2       | 66                       | 626          | 1.7        | 13.7       |
| 4-Book          | 64                       | 1462         | 1.7        | 15.3       | 61                        | 664          | 1.6        | 14.4       | 41                        | 517          | 1.1        | 14.5       | 99                       | 926          | 2.6        | 17.0       | 72                       | 771          | 1.9        | 15.7       |
| 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        |

Target Listener Trends - Teens 12-17

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

| Teens 12-17              |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|------|----|
| Monday-Sunday<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |      |    |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |      |    |
| <b>WIP -AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 5            | 173        | .1         | 1.3                       | 9            | 81         | .2         | 2.3                       | 1            | 16         | .5         | 3                        | 42           | .1         | .5         | 4                        | 61           | .1         | 1.0        |      |    |
| WI '99                   | 3            | 199        | .1         | .7                        | 4            | 44         | .1         | .8                        |              | 18         |            | 2                        | 71           | .1         | .3         | 9                        | 110          | .2         | 1.9        |      |    |
| FA '98                   | 5            | 181        | .1         | 1.2                       | 6            | 66         | .2         | 1.4                       | 3            | 27         | .1         | 1.7                      | 8            | 58         | .2         | 1.3                      | 6            | 73         | .2         | 1.2  |    |
| SU '98                   | 2            | 104        | .1         | .4                        | 5            | 38         | .1         | 1.2                       | 2            | 30         | .1         | .4                       | 1            | 30         | .2         | .2                       | 3            | 46         | .1         | .6   |    |
| 4-Book                   | 4            | 164        | .1         | .9                        | 6            | 57         | .2         | 1.4                       | 2            | 23         | .1         | .7                       | 4            | 50         | .1         | .6                       | 6            | 73         | .2         | 1.2  |    |
| 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  |    |
| <b>WJZZ-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 4            | 150        | .1         | 1.1                       | 2            | 35         | .1         | .5                        | 3            | 43         | .1         | 1.5                      | 3            | 40         | .1         | .5                       | 5            | 41         | .1         | 1.2  |    |
| WI '99                   | 7            | 161        | .2         | 1.7                       | 6            | 58         | .2         | 1.3                       | 5            | 48         | .1         | 2.7                      | 11           | 42         | .3         | 1.9                      | 4            | 55         | .1         | .9   |    |
| FA '98                   | 3            | 155        | .1         | .7                        | 4            | 46         | .1         | 1.0                       | 1            | 23         | .6         |                          | 3            | 46         | .1         | .5                       | 2            | 29         | .1         | .4   |    |
| SU '98                   | 4            | 78         | .1         | .8                        |              | 9          |            |                           | 10           | 52         | .3         | 1.9                      | 3            | 31         | .1         | .5                       | 1            | 8          |            | .2   |    |
| 4-Book                   | 5            | 136        | .1         | 1.1                       | 3            | 37         | .1         | .7                        | 5            | 42         | .1         | 1.7                      | 5            | 40         | .2         | .9                       | 3            | 33         | .1         | .7   |    |
| 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   |    |
| <b>WMGK-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 6            | 215        | .2         | 1.6                       | 3            | 56         | .1         | .8                        | 1            | 31         | .5         |                          | 13           | 121        | .3         | 2.3                      | 7            | 85         | .2         | 1.7  |    |
| WI '99                   | 4            | 216        | .1         | 1.0                       | 4            | 82         | .1         | .8                        | 2            | 50         | .1         | 1.1                      | 9            | 119        | .2         | 1.5                      | 3            | 65         | .1         | .6   |    |
| FA '98                   | 8            | 292        | .2         | 2.0                       | 12           | 157        | .3         | 2.9                       | 5            | 91         | .1         | 2.8                      | 12           | 114        | .3         | 2.0                      | 7            | 63         | .2         | 1.4  |    |
| SU '98                   | 10           | 344        | .3         | 2.0                       | 8            | 105        | .2         | 2.0                       | 14           | 157        | .4         | 2.6                      | 7            | 119        | .2         | 1.2                      | 6            | 104        | .2         | 1.2  |    |
| 4-Book                   | 7            | 267        | .2         | 1.7                       | 7            | 100        | .2         | 1.6                       | 6            | 82         | .2         | 1.8                      | 10           | 118        | .3         | 1.8                      | 6            | 79         | .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   |    |
| <b>WMMR-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 6            | 346        | .2         | 1.6                       | 4            | 60         | .1         | 1.0                       | 7            | 102        | .2         | 3.5                      | 9            | 150        | .2         | 1.6                      | 5            | 105        | .1         | 1.2  |    |
| WI '99                   | 5            | 300        | .1         | 1.2                       | 10           | 112        | .3         | 2.1                       | 5            | 40         | .1         | 2.7                      | 8            | 152        | .2         | 1.4                      | 3            | 71         | .1         | .6   |    |
| FA '98                   | 6            | 300        | .2         | 1.5                       | 4            | 77         | .1         | 1.0                       | 3            | 76         | .1         | 1.7                      | 11           | 157        | .3         | 1.9                      | 6            | 86         | .2         | 1.2  |    |
| SU '98                   | 10           | 394        | .3         | 2.0                       | 2            | 52         | .1         | .5                        | 14           | 146        | .4         | 2.6                      | 10           | 179        | .3         | 1.7                      | 12           | 167        | .3         | 2.5  |    |
| 4-Book                   | 7            | 335        | .2         | 1.6                       | 5            | 75         | .2         | 1.2                       | 7            | 91         | .2         | 2.6                      | 10           | 160        | .3         | 1.7                      | 7            | 107        | .2         | 1.4  |    |
| 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  |    |
| <b>WNAP-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | *            |            |            |                           |              |            |            |                           |              |            |            |                          | *            |            |            |                          |              | **         | **         | **   | ** |
| WI '99                   |              | 7          |            |                           |              |            |            |                           |              | 7          |            |                          |              |            |            |                          |              | **         | **         | **   | ** |
| FA '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   | ** |
| SU '98                   | 2            | 30         | .1         | .4                        | 3            | 14         | .1         | .7                        | 3            | 30         | .1         | .6                       | 1            | 7          | .2         | .2                       | **           | **         | **         | **   |    |
| 4-Book                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   | ** |
| SP '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **   | ** |
| <b>WVGL-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 4            | 248        | .1         | 1.1                       | 2            | 59         | .1         | .5                        | 4            | 66         | .1         | 2.0                      | 5            | 90         | .1         | .9                       | 4            | 74         | .1         | 1.0  |    |
| WI '99                   | 4            | 193        | .1         | 1.0                       | 6            | 61         | .2         | 1.3                       | 5            | 47         | .1         | 2.7                      | 5            | 78         | .1         | .8                       | 4            | 63         | .1         | .9   |    |
| FA '98                   | 6            | 290        | .2         | 1.5                       | 5            | 86         | .1         | 1.2                       | 2            | 33         | .1         | 1.1                      | 9            | 107        | .2         | 1.5                      | 6            | 84         | .2         | 1.2  |    |
| SU '98                   | 9            | 307        | .2         | 1.8                       | 3            | 51         | .1         | .7                        | 10           | 136        | .3         | 1.9                      | 16           | 135        | .4         | 2.7                      | 8            | 106        | .2         | 1.7  |    |
| 4-Book                   | 6            | 260        | .2         | 1.4                       | 4            | 64         | .1         | .9                        | 5            | 71         | .2         | 1.9                      | 9            | 103        | .2         | 1.5                      | 6            | 82         | .2         | 1.2  |    |
| SP '98                   | 6            | 308        | .2         | 1.3                       | 4            | 83         | .1         | .8                        | 2            | 42         | .1         | .7                       | 7            | 116        | .2         | 1.2                      | 3            | 54         | .1         | .6   |    |
| <b>WPEN-AM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   |              | 9          |            |                           |              |            |            |                           |              | 9          |            |                          |              |            |            |                          |              |            |            |      |    |
| WI '99                   |              | 12         |            |                           | 1            | 12         |            | .2                        |              |            |            |                          |              |            |            |                          |              | 5          |            |      |    |
| FA '98                   |              | 8          |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SU '98                   |              | 17         |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| 4-Book                   |              | 12         |            |                           |              | 3          |            | .1                        |              | 2          |            |                          |              |            |            |                          |              | 1          |            |      |    |
| SP '98                   |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| <b>WPHI-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |      |    |
| SP '99                   | 62           | 1281       | 1.6        | 16.4                      | 62           | 657        | 1.6        | 15.8                      | 41           | 516        | 1.1        | 20.5                     | 86           | 850        | 2.3        | 15.1                     | 64           | 737        | 1.7        | 15.5 |    |
| WI '99                   | 63           | 1379       | 1.7        | 15.3                      | 69           | 737        | 1.8        | 14.5                      | 26           | 449        | .7         | 14.1                     | 98           | 856        | 2.6        | 16.6                     | 65           | 718        | 1.7        | 13.8 |    |
| FA '98                   | 70           | 1259       | 1.8        | 17.2                      | 54           | 594        | 1.4        | 12.9                      | 32           | 482        | .8         | 18.2                     | 107          | 819        | 2.8        | 18.0                     | 83           | 745        | 2.2        | 16.9 |    |
| SU '98                   | 75           | 1334       | 2.0        | 15.3                      | 45           | 487        | 1.2        | 11.1                      | 84           | 807        | 2.2        | 15.6                     | 100          | 761        | 2.6        | 17.1                     | 83           | 752        | 2.2        | 17.2 |    |
| 4-Book                   | 68           | 1313       | 1.8        | 16.1                      | 58           | 619        | 1.5        | 13.6                      | 46           | 564        | 1.2        | 17.1                     | 98           | 822        | 2.6        | 16.7                     | 74           | 738        | 2.0        | 15.9 |    |
| 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 |    |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Teens 12-17

Target Listener Trends - Teens 12-17

|                 | Monday-Sunday<br>6AM-MID |              |            |             | Monday-Friday<br>6AM-10AM |              |            |             | Monday-Friday<br>10AM-3PM |              |            |             | Monday-Friday<br>3PM-7PM |              |            |             | Monday-Friday<br>7PM-MID |              |            |             |           |
|-----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|-----------|
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr  |           |
| <b>WPHT-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| SP '99          |                          | 9            |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          | 9            |            |             |           |
| WI '99          |                          | 9            |            |             |                           |              |            |             |                           |              |            |             |                          | 9            |            |             |                          |              |            |             |           |
| FA '98          |                          | 19           |            |             |                           | 11           |            |             |                           |              |            |             |                          | 8            |            |             |                          |              |            |             |           |
| SU '98          |                          | 15           |            |             |                           |              |            |             |                           |              |            |             |                          | 5            |            |             | 1                        | 9            |            | .2          |           |
| <b>4-Book</b>   |                          | <b>13</b>    |            |             |                           | <b>3</b>     |            |             |                           |              |            |             |                          | <b>6</b>     |            |             |                          | <b>5</b>     |            | <b>.1</b>   |           |
| SP '98          | 1                        | 64           |            | .2          | 1                         | 15           |            | .2          |                           | 9            |            |             |                          |              |            | 2           | 25                       |              | .1         | .4          |           |
| <b>WPLY-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| SP '99          | 34                       | 999          | .9         | 9.0         | 35                        | 400          | .9         | 8.9         | 19                        | 363          | .5         | 9.5         | 58                       | 677          | 1.5        | 10.2        | 38                       | 528          | 1.0        | 9.2         |           |
| WI '99          | 30                       | 991          | .8         | 7.3         | 28                        | 466          | .7         | 5.9         | 16                        | 327          | .4         | 8.6         | 50                       | 612          | 1.3        | 8.5         | 35                       | 464          | .9         | 7.4         |           |
| FA '98          | 29                       | 928          | .8         | 7.1         | 29                        | 419          | .8         | 7.0         | 11                        | 255          | .3         | 6.3         | 51                       | 620          | 1.3        | 8.6         | 33                       | 544          | .9         | 6.7         |           |
| SU '98          | 46                       | 1133         | 1.2        | 9.4         | 44                        | 534          | 1.1        | 10.8        | 48                        | 660          | 1.3        | 8.9         | 58                       | 628          | 1.5        | 9.9         | 48                       | 473          | 1.3        | 10.0        |           |
| <b>4-Book</b>   | <b>35</b>                | <b>1013</b>  | <b>.9</b>  | <b>8.2</b>  | <b>34</b>                 | <b>455</b>   | <b>.9</b>  | <b>8.2</b>  | <b>24</b>                 | <b>401</b>   | <b>.6</b>  | <b>8.3</b>  | <b>54</b>                | <b>634</b>   | <b>1.4</b> | <b>9.3</b>  | <b>39</b>                | <b>502</b>   | <b>1.0</b> | <b>8.3</b>  |           |
| 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         |           |
| <b>WSSJ-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| SP '99          |                          | 19           |            |             | 1                         | 10           |            | .3          |                           | 10           |            |             |                          | 9            |            |             |                          | 9            |            |             |           |
| WI '99          |                          | 5            |            |             |                           | 5            |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| FA '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |           |
| SU '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |           |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   |           |
| SP '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          |           |
| <b>WUSL-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| SP '99          | 83                       | 1451         | 2.2        | 22.0        | 91                        | 790          | 2.4        | 23.2        | 45                        | 559          | 1.2        | 22.5        | 131                      | 917          | 3.4        | 23.1        | 98                       | 808          | 2.6        | 23.7        |           |
| WI '99          | 92                       | 1618         | 2.4        | 22.4        | 114                       | 913          | 3.0        | 24.0        | 37                        | 564          | 1.0        | 20.0        | 136                      | 1044         | 3.6        | 23.1        | 110                      | 875          | 2.9        | 23.4        |           |
| FA '98          | 80                       | 1490         | 2.1        | 19.7        | 100                       | 827          | 2.6        | 24.0        | 38                        | 513          | 1.0        | 21.6        | 114                      | 908          | 3.0        | 19.2        | 103                      | 868          | 2.7        | 21.0        |           |
| SU '98          | 82                       | 1427         | 2.1        | 16.8        | 67                        | 601          | 1.7        | 16.5        | 89                        | 858          | 2.3        | 16.5        | 106                      | 856          | 2.8        | 18.1        | 84                       | 775          | 2.2        | 17.4        |           |
| <b>4-Book</b>   | <b>84</b>                | <b>1497</b>  | <b>2.2</b> | <b>20.2</b> | <b>93</b>                 | <b>783</b>   | <b>2.4</b> | <b>21.9</b> | <b>52</b>                 | <b>624</b>   | <b>1.4</b> | <b>20.2</b> | <b>122</b>               | <b>931</b>   | <b>3.2</b> | <b>20.9</b> | <b>99</b>                | <b>832</b>   | <b>2.6</b> | <b>21.4</b> |           |
| 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        |           |
| <b>+WVDB-AM</b> |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| SP '99          | *                        | 10           |            |             |                           |              |            |             |                           |              |            |             | *                        |              |            |             |                          |              |            |             |           |
| WI '99          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          | **           | **         | **          | **        |
| FA '98          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          | **           | **         | **          | **        |
| SU '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          | **        |
| <b>4-Book</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>   | <b>**</b> |
| SP '98          | **                       | **           | **         | **          | **                        | **           | **         | **          | **                        | **           | **         | **          | **                       | **           | **         | **          | **                       | **           | **         | **          | **        |
| <b>WVDB-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| SP '99          |                          | 46           |            |             | 1                         | 13           |            | .3          | 2                         | 28           | .1         | 1.0         |                          | 9            |            |             |                          |              |            |             |           |
| WI '99          | 1                        | 21           |            | .2          |                           | 7            |            |             |                           | 6            |            |             | 2                        | 6            | .1         | .3          |                          |              |            |             |           |
| FA '98          |                          | 46           |            |             | 1                         | 20           |            | .2          |                           | 19           |            |             |                          |              |            |             | 1                        | 17           |            | .2          |           |
| SU '98          |                          | 31           |            |             |                           | 22           |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| <b>4-Book</b>   | <b>36</b>                |              |            | <b>.1</b>   | <b>1</b>                  | <b>16</b>    |            | <b>.1</b>   | <b>1</b>                  | <b>13</b>    |            | <b>.3</b>   | <b>1</b>                 | <b>4</b>     |            | <b>.1</b>   |                          | <b>4</b>     |            | <b>.1</b>   |           |
| SP '98          |                          | 11           |            |             |                           | 11           |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| <b>WVJZ-AM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| SP '99          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| WI '99          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| FA '98          |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| SU '98          |                          | 7            |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              | 7          |             |           |
| <b>4-Book</b>   |                          | <b>2</b>     |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              | <b>2</b>   |             |           |
| SP '98          | 1                        | 10           |            | .2          | 2                         | 10           |            | .4          |                           |              |            |             |                          |              |            |             | 2                        | 10           |            | .1          | .4        |
| <b>WXTU-FM</b>  |                          |              |            |             |                           |              |            |             |                           |              |            |             |                          |              |            |             |                          |              |            |             |           |
| SP '99          | 4                        | 121          | .1         | 1.1         | 5                         | 59           | .1         | 1.3         | 5                         | 40           | .1         | 2.5         | 5                        | 66           | .1         | .9          | 6                        | 54           | .2         | 1.4         |           |
| WI '99          | 7                        | 120          | .2         | 1.7         | 6                         | 49           | .2         | 1.3         | 7                         | 45           | .2         | 3.8         | 10                       | 77           | .3         | 1.7         | 7                        | 61           | .2         | 1.5         |           |
| FA '98          | 9                        | 171          | .2         | 2.2         | 7                         | 79           | .2         | 1.7         | 5                         | 35           | .1         | 2.8         | 8                        | 52           | .2         | 1.3         | 7                        | 67           | .2         | 1.4         |           |
| SU '98          | 14                       | 174          | .4         | 2.9         | 15                        | 93           | .4         | 3.7         | 17                        | 89           | .4         | 3.1         | 17                       | 118          | .4         | 2.9         | 12                       | 87           | .3         | 2.5         |           |
| <b>4-Book</b>   | <b>9</b>                 | <b>147</b>   | <b>.2</b>  | <b>2.0</b>  | <b>8</b>                  | <b>70</b>    | <b>.2</b>  | <b>2.0</b>  | <b>9</b>                  | <b>52</b>    | <b>.2</b>  | <b>3.1</b>  | <b>10</b>                | <b>78</b>    | <b>.3</b>  | <b>1.7</b>  | <b>8</b>                 | <b>67</b>    | <b>.2</b>  | <b>1.7</b>  |           |
| 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         |           |

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

\* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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<br>6AM-MID |              |            |            | Monday-Friday<br>6AM-10AM |              |            |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |            |            | Monday-Friday<br>7PM-MID |              |            |            |            |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |            |
| <b>VXXM-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 9            | 430        | .2         | 2.4                       | 11           | 168        | .3         | 2.8                       | 2            | 48         | .1         | 1.0                      | 18           | 283        | .5         | 3.2                      | 8            | 145        | .2         | 1.9        |
| WI '99                   | 16           | 744        | .4         | 3.9                       | 25           | 331        | .7         | 5.3                       | 6            | 143        | .2         | 3.2                      | 20           | 402        | .5         | 3.4                      | 15           | 396        | .4         | 3.2        |
| FA '98                   | 24           | 916        | .6         | 5.9                       | 31           | 416        | .8         | 7.4                       | 6            | 178        | .2         | 3.4                      | 37           | 485        | 1.0        | 6.2                      | 30           | 397        | .8         | 6.1        |
| SU '98                   | 22           | 795        | .6         | 4.5                       | 16           | 264        | .4         | 3.9                       | 23           | 372        | .6         | 4.3                      | 30           | 453        | .8         | 5.1                      | 16           | 255        | .4         | 3.3        |
| <b>4-Book</b>            | <b>18</b>    | <b>721</b> | <b>.5</b>  | <b>4.2</b>                | <b>21</b>    | <b>295</b> | <b>.6</b>  | <b>4.9</b>                | <b>9</b>     | <b>185</b> | <b>.3</b>  | <b>3.0</b>               | <b>26</b>    | <b>406</b> | <b>.7</b>  | <b>4.5</b>               | <b>17</b>    | <b>298</b> | <b>.5</b>  | <b>3.6</b> |
| 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        |
| <b>WYSP-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 16           | 445        | .4         | 4.2                       | 18           | 192        | .5         | 4.6                       | 9            | 100        | .2         | 4.5                      | 26           | 242        | .7         | 4.6                      | 15           | 212        | .4         | 3.6        |
| WI '99                   | 23           | 539        | .6         | 5.6                       | 32           | 249        | .8         | 6.7                       | 11           | 188        | .3         | 5.9                      | 29           | 331        | .8         | 4.9                      | 26           | 232        | .7         | 5.5        |
| FA '98                   | 12           | 413        | .3         | 3.0                       | 18           | 210        | .5         | 4.3                       | 6            | 86         | .2         | 3.4                      | 12           | 153        | .3         | 2.0                      | 14           | 166        | .4         | 2.9        |
| SU '98                   | 25           | 589        | .7         | 5.1                       | 43           | 282        | 1.1        | 10.6                      | 26           | 271        | .7         | 4.8                      | 22           | 229        | .6         | 3.8                      | 22           | 218        | .6         | 4.6        |
| <b>4-Book</b>            | <b>19</b>    | <b>497</b> | <b>.5</b>  | <b>4.5</b>                | <b>28</b>    | <b>233</b> | <b>.7</b>  | <b>6.6</b>                | <b>13</b>    | <b>161</b> | <b>.4</b>  | <b>4.7</b>               | <b>22</b>    | <b>239</b> | <b>.6</b>  | <b>3.8</b>               | <b>19</b>    | <b>207</b> | <b>.5</b>  | <b>4.2</b> |
| 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        |
| <b>WYXR-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 8            | 399        | .2         | 2.1                       | 8            | 135        | .2         | 2.0                       | 3            | 54         | .1         | 1.5                      | 12           | 109        | .3         | 2.1                      | 10           | 150        | .3         | 2.4        |
| WI '99                   | 14           | 511        | .4         | 3.4                       | 16           | 200        | .4         | 3.4                       | 6            | 103        | .2         | 3.2                      | 11           | 207        | .3         | 1.9                      | 20           | 180        | .5         | 4.3        |
| FA '98                   | 13           | 515        | .3         | 3.2                       | 7            | 128        | .2         | 1.7                       | 3            | 56         | .1         | 1.7                      | 16           | 186        | .4         | 2.7                      | 27           | 248        | .7         | 5.5        |
| SU '98                   | 16           | 441        | .4         | 3.3                       | 7            | 92         | .2         | 1.7                       | 17           | 159        | .4         | 3.1                      | 18           | 174        | .5         | 3.1                      | 22           | 218        | .6         | 4.6        |
| <b>4-Book</b>            | <b>13</b>    | <b>467</b> | <b>.3</b>  | <b>3.0</b>                | <b>10</b>    | <b>139</b> | <b>.3</b>  | <b>2.2</b>                | <b>7</b>     | <b>93</b>  | <b>.2</b>  | <b>2.4</b>               | <b>14</b>    | <b>169</b> | <b>.4</b>  | <b>2.5</b>               | <b>20</b>    | <b>199</b> | <b>.5</b>  | <b>4.2</b> |
| 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        |
| <b>WBYN-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 15           |            |            |                           |              |            |            |                           |              |            |            |                          | 15           |            |            |                          |              |            |            |            |
| WI '99                   | 9            |            |            |                           |              |            |            | 9                         |              |            |            |                          |              |            |            |                          |              |            |            |            |
| FA '98                   |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SU '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |
| <b>WJBR-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 2            | 60         | .1         | .5                        | 1            | 17         | .3         |                           | 2            | 17         | .1         | 1.0                      | 4            | 31         | .1         | .7                       | 1            | 22         |            | .2         |
| WI '99                   | 1            | 47         |            | .2                        |              | 8          |            |                           | 1            | 21         |            | .5                       | 1            | 18         |            | .2                       |              | 8          |            |            |
| FA '98                   | 1            | 63         |            | .2                        | 1            | 21         | .2         |                           | 1            | 14         |            | .6                       | 2            | 41         | .1         | .3                       | 2            | 27         | .1         | .4         |
| SU '98                   | 1            | 30         |            | .2                        | 1            | 26         | .2         |                           | 1            | 9          |            | .2                       | 3            | 9          |            |                          | 3            | 14         | .1         | .6         |
| <b>4-Book</b>            | <b>1</b>     | <b>50</b>  |            | <b>.3</b>                 | <b>1</b>     | <b>18</b>  | <b>.2</b>  |                           | <b>1</b>     | <b>15</b>  |            | <b>.6</b>                | <b>2</b>     | <b>25</b>  | <b>.1</b>  | <b>.3</b>                | <b>2</b>     | <b>18</b>  | <b>.1</b>  | <b>.3</b>  |
| SP '98                   |              | 50         |            |                           |              | 25         |            |                           |              | 7          |            |                          | 1            | 25         |            | .2                       |              | 8          |            |            |
| <b>WKXV-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 1            | 27         |            | .3                        |              | 6          |            |                           |              |            |            |                          | 4            | 14         | .1         | .7                       |              |            |            |            |
| WI '99                   | 1            | 54         |            | .2                        |              | 5          |            |                           |              | 5          |            |                          | 2            | 36         | .1         | .3                       | 2            | 14         | .1         | .4         |
| FA '98                   | 1            | 28         |            | .2                        | 2            | 11         | .5         |                           |              |            |            |                          | 1            | 8          |            |                          | 1            | 7          |            | .2         |
| SU '98                   | 1            | 60         |            | .2                        |              | 28         |            |                           |              | 19         |            |                          | 1            | 20         |            | .2                       |              | 9          |            |            |
| <b>4-Book</b>            | <b>1</b>     | <b>42</b>  |            | <b>.2</b>                 | <b>1</b>     | <b>13</b>  | <b>.1</b>  |                           |              | <b>6</b>   |            |                          | <b>2</b>     | <b>20</b>  | <b>.1</b>  | <b>.3</b>                | <b>1</b>     | <b>8</b>   |            | <b>.2</b>  |
| SP '98                   | 1            | 63         |            | .2                        |              | 16         |            |                           |              |            |            |                          | 2            | 23         | .1         | .3                       | 4            | 24         | .1         | .8         |
| <b>WLEV-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 15           |            |            |                           | **           | **         | **         | **                        | **           | **         | **         | **                       | 1            | 15         |            | .2                       | 1            | 15         |            | .2         |
| WI '99                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |
| FA '98                   | **           | **         | **         | **                        | **           | **         | **         | **                        | **           | **         | **         | **                       | **           | **         | **         | **                       | **           | **         | **         | **         |
| SU '98                   | 3            | 27         | .1         | .6                        | 1            | 18         | .2         |                           | 2            | 18         | .1         | .4                       | 6            | 27         | .2         | 1.0                      | 2            | 17         | .1         | .4         |
| <b>4-Book</b>            | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                 | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>                | <b>**</b>    | <b>**</b>  | <b>**</b>  | <b>**</b>  |
| SP '98                   |              | 14         |            |                           |              | 7          |            |                           |              | 7          |            |                          |              | **         | **         | **                       | **           | **         | **         | **         |
| <b>WNJO-FM</b>           |              |            |            |                           |              |            |            |                           |              |            |            |                          |              |            |            |                          |              |            |            |            |
| SP '99                   | 2            | 59         | .1         | .5                        | 1            | 17         | .3         |                           |              | 8          |            |                          | 3            | 17         | .1         | .5                       | 2            | 44         | .1         | .5         |
| WI '99                   | 1            | 57         |            | .2                        |              | 10         |            |                           | 1            | 19         |            | .5                       | 1            | 39         |            | .2                       |              | 14         |            |            |
| FA '98                   | 2            | 60         | .1         | .5                        | 1            | 25         | .2         |                           |              |            |            |                          | 7            | 15         | .2         | 1.2                      | 3            | 25         | .1         | .6         |
| SU '98                   | 1            | 46         |            | .2                        |              |            |            |                           | 1            | 37         |            | .2                       | 1            | 7          |            | .2                       | 1            | 8          |            | .2         |
| <b>4-Book</b>            | <b>2</b>     | <b>56</b>  | <b>.1</b>  | <b>.4</b>                 | <b>1</b>     | <b>13</b>  | <b>.1</b>  |                           | <b>1</b>     | <b>16</b>  |            | <b>.2</b>                | <b>3</b>     | <b>20</b>  | <b>.1</b>  | <b>.5</b>                | <b>2</b>     | <b>23</b>  | <b>.1</b>  | <b>.3</b>  |
| SP '98                   | 3            | 90         | .1         | .7                        |              | 7          |            |                           | 3            | 29         | .1         | 1.1                      | 4            | 66         | .1         | .7                       | 4            | 36         | .1         | .8         |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Teens 12-17

WPST-FM

|               | Monday-Sunday<br>6AM-MID |              |             |            | Monday-Friday<br>6AM-10AM |              |             |            | Monday-Friday<br>10AM-3PM |              |            |            | Monday-Friday<br>3PM-7PM |              |             |            | Monday-Friday<br>7PM-MID |              |             |            |
|---------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|
|               | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)               | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg  | AQH<br>Shr |
| SP '99        | 19                       | 695          | .5          | 5.0        | 24                        | 289          | .6          | 6.1        | 4                         | 130          | .1         | 2.0        | 33                       | 390          | .9          | 5.8        | 19                       | 346          | .5          | 4.6        |
| WI '99        | 25                       | 845          | .7          | 6.1        | 27                        | 381          | .7          | 5.7        | 6                         | 177          | .2         | 3.2        | 33                       | 505          | .9          | 5.6        | 37                       | 484          | 1.0         | 7.9        |
| FA '98        | 24                       | 721          | .6          | 5.9        | 21                        | 327          | .6          | 5.0        | 9                         | 187          | .2         | 5.1        | 33                       | 405          | .9          | 5.6        | 34                       | 409          | .9          | 6.9        |
| SU '98        | 26                       | 849          | .7          | 5.3        | 18                        | 273          | .5          | 4.4        | 28                        | 386          | .7         | 5.2        | 28                       | 424          | .7          | 4.8        | 32                       | 441          | .8          | 6.6        |
| <b>4-Book</b> | <b>24</b>                | <b>778</b>   | <b>.6</b>   | <b>5.6</b> | <b>23</b>                 | <b>318</b>   | <b>.6</b>   | <b>5.3</b> | <b>12</b>                 | <b>220</b>   | <b>.3</b>  | <b>3.9</b> | <b>32</b>                | <b>431</b>   | <b>.9</b>   | <b>5.5</b> | <b>31</b>                | <b>420</b>   | <b>.8</b>   | <b>6.5</b> |
| 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        |
| <b>TOTALS</b> |                          |              |             |            |                           |              |             |            |                           |              |            |            |                          |              |             |            |                          |              |             |            |
| SP '99        | 377                      | 3648         | 9.9         |            | 392                       | 2656         | 10.3        |            | 200                       | 1774         | 5.3        |            | 568                      | 3039         | 15.0        |            | 414                      | 2680         | 10.9        |            |
| WI '99        | 411                      | 3655         | 10.8        |            | 475                       | 2880         | 12.5        |            | 185                       | 1695         | 4.9        |            | 590                      | 3062         | 15.5        |            | 470                      | 2819         | 12.4        |            |
| FA '98        | 406                      | 3630         | 10.7        |            | 417                       | 2821         | 11.0        |            | 176                       | 1744         | 4.6        |            | 594                      | 2899         | 15.6        |            | 490                      | 2832         | 12.9        |            |
| SU '98        | 489                      | 3580         | 12.8        |            | 407                       | 2442         | 10.6        |            | 540                       | 2807         | 14.1       |            | 585                      | 2942         | 15.3        |            | 482                      | 2685         | 12.6        |            |
| <b>4-Book</b> | <b>421</b>               | <b>3628</b>  | <b>11.1</b> |            | <b>423</b>                | <b>2700</b>  | <b>11.1</b> |            | <b>275</b>                | <b>2005</b>  | <b>7.2</b> |            | <b>584</b>               | <b>2986</b>  | <b>15.4</b> |            | <b>464</b>               | <b>2754</b>  | <b>12.2</b> |            |
| SP '98        | 449                      | 3681         | 11.7        |            | 471                       | 2854         | 12.3        |            | 281                       | 2049         | 7.3        |            | 590                      | 3113         | 15.4        |            | 482                      | 2815         | 12.6        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Teens 12-17

# Target Listener Estimates

| Teens 12-17              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|----|
| Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |    |
| AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |    |
| <b>KYW -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 7            | 209        | .2         | 1.9                | 3            | 135        | .1         | .8                   | 9            | 39         | .2         | 3.8                  | 4            | 26         | .1         | .7                  | 1            | 8          | .2         |    |
| 4-Book                   | 7            | 217        | .2         | 1.6                | 4            | 121        | .1         | 1.0                  | 12           | 42         | .3         | 4.3                  | 4            | 23         | .1         | .6                  | 3            | 14         | .1         |    |
| <b>WBEB-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 10           | 309        | .3         | 2.7                | 10           | 205        | .3         | 2.8                  | 4            | 32         | .1         | 1.7                  | 14           | 59         | .4         | 2.5                 | 6            | 30         | .2         |    |
| 4-Book                   | 9            | 296        | .3         | 2.3                | 10           | 208        | .3         | 2.6                  | 8            | 34         | .2         | 2.6                  | 17           | 63         | .5         | 2.8                 | 10           | 38         | .3         |    |
| <b>WDAS-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   |              | 13         |            |                    | 2            | 38         | .1         | .6                   | 1            | 5          |            | .4                   |              |            |            |                     |              |            |            |    |
| 4-Book                   | 1            | 25         |            | .1                 | 2            | 34         | .1         | .6                   | 2            | 5          | .1         | .7                   |              | 1          |            | .1                  | 1            | 1          | .1         |    |
| <b>WDAS-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 7            | 186        | .2         | 1.9                | 21           | 208        | .6         | 5.8                  | 19           | 53         | .5         | 8.1                  | 22           | 82         | .6         | 4.0                 | 41           | 60         | 1.1        |    |
| 4-Book                   | 7            | 168        | .2         | 1.8                | 11           | 139        | .3         | 2.8                  | 8            | 28         | .2         | 3.0                  | 12           | 42         | .3         | 2.1                 | 16           | 36         | .4         |    |
| <b>+WEMG-AM</b>          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| <b>WURD-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 3            | 44         | .1         | .8                 | 2            | 37         | .1         | .6                   | 1            | 5          |            | .4                   | 4            | 11         | .1         | .7                  | 4            | 16         | .1         |    |
| 4-Book                   | 2            | 28         | .1         | .5                 | 1            | 20         | .1         | .3                   | 1            | 4          |            | .3                   | 3            | 7          | .1         | .5                  | 3            | 6          | .1         |    |
| <b>WFIL-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | ** |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | ** |
| <b>WHAT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   |              | 5          |            |                    |              | 14         |            |                      |              |            |            |                      |              |            |            |                     |              | 1          | 2          |    |
| 4-Book                   |              | 5          |            |                    |              | 5          |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| <b>WIOQ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 58           | 1363       | 1.5        | 15.6               | 50           | 1016       | 1.3        | 13.9                 | 26           | 126        | .7         | 11.1                 | 79           | 393        | 2.1        | 14.2                | 52           | 286        | 1.4        |    |
| 4-Book                   | 65           | 1254       | 1.7        | 15.7               | 57           | 962        | 1.5        | 14.4                 | 33           | 152        | .9         | 11.7                 | 91           | 424        | 2.4        | 15.2                | 71           | 317        | 1.9        |    |
| <b>WIP -AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 4            | 109        | .1         | 1.1                | 7            | 92         | .2         | 1.9                  | 7            | 44         | .2         | 3.0                  | 19           | 35         | .5         | 3.4                 | 15           | 34         | .4         |    |
| 4-Book                   | 3            | 100        | .1         | .8                 | 3            | 85         | .1         | .8                   | 2            | 15         | .1         | .9                   | 6            | 23         | .2         | 1.1                 | 7            | 20         | .2         |    |
| <b>WJJZ-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 3            | 107        | .1         | .8                 | 5            | 82         | .1         | 1.4                  | 4            | 5          | .1         | 1.7                  | 8            | 31         | .2         | 1.4                 | 7            | 7          | .2         |    |
| 4-Book                   | 5            | 91         | .1         | 1.1                | 6            | 68         | .1         | 1.4                  | 6            | 15         | .2         | 2.3                  | 9            | 21         | .2         | 1.5                 | 7            | 11         | .2         |    |
| <b>WMGK-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 5            | 158        | .1         | 1.3                | 5            | 80         | .1         | 1.4                  | 1            | 9          |            | .4                   | 6            | 26         | .2         | 1.1                 | 5            | 17         | .1         |    |
| 4-Book                   | 7            | 213        | .2         | 1.7                | 6            | 118        | .2         | 1.5                  | 4            | 20         | .1         | 1.4                  | 9            | 35         | .3         | 1.5                 | 10           | 37         | .3         |    |
| <b>WMMR-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 6            | 209        | .2         | 1.6                | 7            | 178        | .2         | 1.9                  | 5            | 17         | .1         | 2.1                  | 27           | 90         | .7         | 4.9                 | 1            | 17         | .2         |    |
| 4-Book                   | 7            | 235        | .2         | 1.8                | 6            | 162        | .2         | 1.6                  | 4            | 13         | .1         | 1.3                  | 15           | 70         | .4         | 2.5                 | 11           | 45         | .3         |    |
| <b>WNAP-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | *            | **         | **         | **                 | *            | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | *          | **         | ** |
| 4-Book                   | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         | ** |
| <b>WQGL-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 4            | 163        | .1         | 1.1                | 4            | 123        | .1         | 1.1                  | 3            | 14         | .1         | 1.3                  | 10           | 37         | .3         | 1.8                 | 4            | 20         | .1         |    |
| 4-Book                   | 6            | 171        | .2         | 1.4                | 7            | 124        | .2         | 1.6                  | 4            | 18         | .1         | 1.3                  | 14           | 43         | .4         | 2.2                 | 8            | 29         | .2         |    |
| <b>WPEN-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   |              | 9          |            |                    |              | 9          |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| 4-Book                   |              | 5          |            |                    | 1            | 12         |            | .1                   | 2            | 7          | .1         | .6                   | 1            | 6          |            | .1                  | 1            | 2          | .1         |    |
| <b>WPHI-FM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   | 62           | 1118       | 1.6        | 16.7               | 62           | 830        | 1.6        | 17.2                 | 41           | 168        | 1.1        | 17.4                 | 110          | 371        | 2.9        | 19.8                | 74           | 253        | 1.9        |    |
| 4-Book                   | 66           | 1130       | 1.7        | 15.9               | 67           | 828        | 1.8        | 16.8                 | 42           | 162        | 1.1        | 15.1                 | 106          | 369        | 2.8        | 17.8                | 91           | 298        | 2.4        |    |
| <b>WPHT-AM</b>           |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| SP '99                   |              |            |            |                    |              | 9          |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |    |
| 4-Book                   |              | 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

Target Listener Estimates - Teens 12-17

|                 | Teens 12-17              |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
|                 | Monday-Friday<br>6AM-7PM |              |            |            | Weekend<br>6AM-MID |              |            |            | Saturday<br>6AM-10AM |              |            |            | Saturday<br>10AM-3PM |              |            |            | Saturday<br>3PM-7PM |              |            |            |
|                 | AQH<br>(00)              | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)          | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| <b>WPLY-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 36                       | 897          | .9         | 9.7        | 27                 | 493          | .7         | 7.5        | 10                   | 58           | .3         | 4.3        | 34                   | 189          | .9         | 6.1        | 33                  | 162          | .9         | 7.7        |
| 4-Book          | 36                       | 866          | 1.0        | 8.7        | 30                 | 594          | .8         | 7.5        | 17                   | 79           | .5         | 6.0        | 45                   | 247          | 1.2        | 7.5        | 40                  | 196          | 1.1        | 7.7        |
| <b>VSSJ-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | **                       | 19           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WUSL-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 86                       | 1286         | 2.3        | 23.1       | 69                 | 918          | 1.8        | 19.2       | 44                   | 175          | 1.2        | 18.7       | 96                   | 354          | 2.5        | 17.3       | 98                  | 333          | 2.6        | 22.7       |
| 4-Book          | 87                       | 1291         | 2.3        | 21.1       | 71                 | 915          | 1.9        | 17.9       | 53                   | 187          | 1.4        | 19.0       | 104                  | 392          | 2.7        | 17.4       | 102                 | 338          | 2.7        | 20.6       |
| <b>+WVDB-AM</b> |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | *                        | **           | **         | **         | * 2                | 10           | .1         | .6         | 1                    | 10           | .4         | .4         | 7                    | 10           | .2         | 1.3        | *                   | **           | **         | **         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WVDB-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 37           | .3         | .3         | 1                  | 9            | .1         | .1         |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book          | 1                        | 27           | .2         | .2         | 1                  | 12           | .1         | .1         |                      | 3            | .1         | .1         |                      | 2            | .1         | .1         |                     |              |            |            |
| <b>WVJZ-AM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| 4-Book          |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| <b>WXTU-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 5                        | 90           | .1         | 1.3        | 2                  | 56           | .1         | .6         | 1                    | 15           | .4         | .4         | 1                    | 6            | .2         | .2         | 3                   | 23           | .1         | .7         |
| 4-Book          | 9                        | 105          | .2         | 2.1        | 9                  | 96           | .3         | 2.1        | 7                    | 23           | .2         | 2.5        | 10                   | 34           | .3         | 1.7        | 13                  | 33           | .3         | 2.3        |
| <b>WXXM-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 10                       | 376          | .3         | 2.7        | 8                  | 187          | .2         | 2.2        | 16                   | 63           | .4         | 6.8        | 4                    | 41           | .1         | .7         | 11                  | 40           | .3         | 2.6        |
| 4-Book          | 18                       | 572          | .5         | 4.3        | 18                 | 413          | .5         | 4.3        | 11                   | 59           | .3         | 4.1        | 27                   | 148          | .7         | 4.4        | 23                  | 102          | .6         | 4.4        |
| <b>WYSP-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 17                       | 345          | .4         | 4.6        | 14                 | 245          | .4         | 3.9        | 3                    | 16           | .1         | 1.3        | 11                   | 76           | .3         | 2.0        | 16                  | 84           | .4         | 3.7        |
| 4-Book          | 20                       | 411          | .5         | 4.8        | 16                 | 251          | .5         | 4.1        | 12                   | 53           | .3         | 3.9        | 23                   | 102          | .6         | 3.8        | 11                  | 65           | .3         | 2.3        |
| <b>WYXR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 7                        | 239          | .2         | 1.9        | 7                  | 156          | .2         | 1.9        | 2                    | 9            | .1         | .9         | 4                    | 22           | .1         | .7         | 7                   | 17           | .2         | 1.6        |
| 4-Book          | 10                       | 298          | .3         | 2.3        | 13                 | 231          | .3         | 3.2        | 10                   | 27           | .3         | 3.3        | 15                   | 46           | .4         | 2.4        | 12                  | 43           | .3         | 2.3        |
| <b>WBYN-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | **                       | 15           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WJBR-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 2                        | 46           | .1         | .5         | 2                  | 13           | .1         | .6         |                      |              |            |            | 6                    | 13           | .2         | 1.1        | 7                   | 7            | .2         | 1.6        |
| 4-Book          | 1                        | 41           | .3         | .3         | 2                  | 15           | .1         | .4         | 1                    | 2            | .3         | .3         | 3                    | 7            | .1         | .5         | 3                   | 6            | .1         | .7         |
| <b>WKXV-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 14           | .3         | .3         | 1                  | 13           | .2         | .2         | 2                    | 8            | .1         | .7         | 2                    | 13           | .1         | .4         |                     |              |            |            |
| 4-Book          | 1                        | 27           | .3         | .3         | 1                  | 17           | .2         | .2         | 2                    | 8            | .1         | .7         | 2                    | 6            | .1         | .3         |                     | 2            | .1         | .1         |
| <b>WLEV-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | **                       | 15           | **         | **         | **                 | 15           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| 4-Book          | **                       | **           | **         | **         | **                 | **           | **         | **         | **                   | **           | **         | **         | **                   | **           | **         | **         | **                  | **           | **         | **         |
| <b>WNJD-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 1                        | 25           | .3         | .3         | 3                  | 32           | .1         | .8         | 1                    | 8            | .4         | .4         | 10                   | 32           | .3         | 1.8        | 6                   | 16           | .2         | 1.4        |
| 4-Book          | 1                        | 36           | .3         | .3         | 2                  | 28           | .1         | .4         | 2                    | 4            | .6         | .6         | 5                    | 24           | .2         | .8         | 3                   | 13           | .1         | .5         |
| <b>WPST-FM</b>  |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 19                       | 575          | .5         | 5.1        | 19                 | 411          | .5         | 5.3        | 16                   | 72           | .4         | 6.8        | 31                   | 147          | .8         | 5.6        | 13                  | 88           | .3         | 3.0        |
| 4-Book          | 21                       | 610          | .6         | 5.2        | 22                 | 486          | .6         | 5.6        | 13                   | 73           | .3         | 4.8        | 30                   | 154          | .8         | 5.1        | 26                  | 130          | .7         | 5.0        |
| <b>TOTALS</b>   |                          |              |            |            |                    |              |            |            |                      |              |            |            |                      |              |            |            |                     |              |            |            |
| SP '99          | 372                      | 3485         | 9.8        |            | 360                | 3098         | 9.5        |            | 235                  | 888          | 6.2        |            | 556                  | 1719         | 14.6       |            | 431                 | 1298         | 11.3       |            |
| 4-Book          | 416                      | 3478         | 10.9       |            | 399                | 3054         | 10.5       |            | 279                  | 907          | 7.3        |            | 597                  | 1791         | 15.7       |            | 508                 | 1398         | 13.3       |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

| 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 |
| <b>KYW -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 1         | 9       | .3      | 7               | 42        | .2      | 3.4     | 2               | 25        | .1      | .5      | 1              | 8         | .3      |         | 3              | 32        | .1      | 1.0     |
| 4-Book           | 2         | 7       | .1      | 8               | 35        | .2      | 3.7     | 3               | 27        | .1      | .7      | 3              | 13        | .1      | .6      | 3              | 15        | .1      | .8      |
| <b>WBEB-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 12        | 53      | .3      | 3               | 19        | .1      | 1.5     | 8               | 40        | .2      | 2.1     | 10             | 51        | .3      | 2.9     | 16             | 61        | .4      | 5.1     |
| 4-Book           | 12        | 55      | .3      | 2               | 13        | .1      | 1.2     | 9               | 43        | .3      | 2.3     | 10             | 47        | .3      | 2.4     | 12             | 56        | .3      | 3.5     |
| <b>WDAS-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           |           |         |         | 7               | 27        | .2      | 3.4     | 3               | 18        | .1      | .8      |                |           |         |         | 3              | 5         | .1      | 1.0     |
| 4-Book           |           |         |         | 10              | 29        | .3      | 4.8     | 6               | 17        | .2      | 1.3     |                | 2         | .1      |         | 1              | 3         | .1      | .4      |
| <b>WDAS-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 33        | 52      | .9      | 14              | 48        | .4      | 6.9     | 14              | 60        | .4      | 3.7     | 9              | 47        | .2      | 2.6     | 17             | 36        | .4      | 5.4     |
| 4-Book           | 14        | 32      | .4      | 7               | 23        | .2      | 3.7     | 7               | 25        | .2      | 1.7     | 11             | 38        | .3      | 2.7     | 12             | 28        | .3      | 3.7     |
| <b>+WEMG-AM</b>  |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| <b>WURD-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 7         | 26      | .2      |                 |           |         |         | 1               | 10        |         | .3      |                |           |         |         |                |           |         |         |
| 4-Book           | 2         | 7       | .1      | 1               | 4         |         | .2      | 3               | 8         | .1      | .6      |                |           |         |         |                |           |         |         |
| <b>WFIL-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | **        | **      | **      | 1               | 5         |         | .5      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |
| <b>WHAT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           |           |         |         |                 |           |         |         | 2               | 14        | .1      | .5      |                |           |         |         |                |           |         |         |
| 4-Book           |           |         |         |                 |           |         |         | 1               | 4         |         | .1      |                |           |         |         |                |           |         |         |
| <b>WIDD-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 49        | 257     | 1.3     | 37              | 183       | 1.0     | 18.1    | 61              | 350       | 1.6     | 16.1    | 53             | 234       | 1.4     | 15.3    | 38             | 156       | 1.0     | 12.1    |
| 4-Book           | 56        | 288     | 1.5     | 31              | 142       | .8      | 14.9    | 73              | 336       | 1.9     | 17.9    | 67             | 256       | 1.8     | 16.2    | 33             | 160       | .9      | 10.1    |
| <b>WIP -AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 11        | 34      | .3      |                 |           |         |         |                 | 8         |         |         |                |           |         |         | 3              | 17        | .1      | 1.0     |
| 4-Book           | 4         | 21      | .1      |                 |           |         |         | 1               | 9         |         | .1      | 1              | 9         |         | .3      | 5              | 33        | .1      | 1.6     |
| <b>WJJZ-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 15        | 36      | .4      | 2               | 9         | .1      | 1.0     | 2               | 16        | .1      | .5      | 1              | 9         |         | .3      |                |           |         |         |
| 4-Book           | 8         | 20      | .2      | 3               | 10        | .1      | 1.1     | 2               | 11        | .1      | .6      | 4              | 10        | .1      | 1.0     | 4              | 11        | .1      | 1.1     |
| <b>WMGK-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 10        | 34      | .3      |                 |           |         |         | 9               | 56        | .2      | 2.4     |                |           |         |         | 4              | 26        | .1      | 1.3     |
| 4-Book           | 8         | 40      | .2      | 2               | 8         | .1      | .7      | 6               | 37        | .2      | 1.5     | 4              | 18        | .1      | .8      | 4              | 21        | .1      | 1.3     |
| <b>WMMR-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 6         | 41      | .2      |                 |           |         |         | 1               | 8         |         | .3      | 5              | 16        | .1      | 1.4     | 6              | 25        | .2      | 1.9     |
| 4-Book           | 7         | 35      | .2      |                 |           |         |         | 5               | 32        | .1      | 1.2     | 4              | 19        | .1      | 1.0     | 4              | 18        | .1      | 1.1     |
| <b>WNAP-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | *              | **        | **      | **      | **             | **        | **      | **      |
| 4-Book           | **        | **      | **      | **              | **        | **      | **      | **              | **        | **      | **      | **             | **        | **      | **      | **             | **        | **      | **      |
| <b>WOGL-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 1         | 7       | .3      | 8               | 26        | .2      | 3.9     | 2               | 17        | .1      | .5      | 2              | 9         | .1      | .6      | 3              | 21        | .1      | 1.0     |
| 4-Book           | 4         | 17      | .1      | 5               | 17        | .1      | 2.3     | 7               | 23        | .2      | 1.7     | 6              | 21        | .2      | 1.4     | 5              | 24        | .2      | 1.5     |
| <b>WPEN-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           |           |         |         | 1               | 1         |         | .2      |                 |           |         |         |                |           |         |         | 1              | 9         |         | .3      |
| 4-Book           |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         | 2              | 2         |         | .1      |
| <b>WPHI-FM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           | 50        | 201     | 1.3     | 35              | 85        | .9      | 17.2    | 64              | 235       | 1.7     | 16.9    | 55             | 196       | 1.4     | 15.9    | 56             | 221       | 1.5     | 17.8    |
| 4-Book           | 73        | 282     | 1.9     | 29              | 100       | .8      | 14.1    | 60              | 232       | 1.6     | 14.7    | 70             | 215       | 1.8     | 16.9    | 58             | 206       | 1.5     | 18.0    |
| <b>WPHT-AM</b>   |           |         |         |                 |           |         |         |                 |           |         |         |                |           |         |         |                |           |         |         |
| SP '99           |           |         |         |                 |           |         |         |                 |           |         |         | 2              | 9         | .1      | .6      |                |           |         |         |
| 4-Book           |           |         |         |                 |           |         |         |                 |           |         |         | 1              | 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

## Teens 12-17

|          | Saturday<br>7PM-MID |              |            |            | Sunday<br>6AM-10AM |              |            |            | Sunday<br>10AM-3PM |              |            |            | Sunday<br>3PM-7PM |              |            |            | Sunday<br>7PM-MID |              |            |            |
|----------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
|          | AQH<br>(00)         | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)        | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr | AQH<br>(00)       | Cume<br>(00) | AQH<br>Rtg | AQH<br>Shr |
| WPLY-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 28                  | 130          | .7         | 7.6        | 13                 | 94           | .3         | 6.4        | 44                 | 216          | 1.2        | 11.6       | 34                | 123          | .9         | 9.8        | 16                | 88           | .4         | 5.1        |
| 4-Book   | 33                  | 171          | .9         | 8.0        | 15                 | 90           | .4         | 7.1        | 36                 | 197          | .9         | 8.7        | 31                | 141          | .8         | 7.5        | 21                | 114          | .6         | 6.3        |
| WSSJ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WUSL-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 71                  | 273          | 1.9        | 19.3       | 33                 | 114          | .9         | 16.2       | 68                 | 262          | 1.8        | 17.9       | 72                | 256          | 1.9        | 20.8       | 63                | 191          | 1.7        | 20.1       |
| 4-Book   | 78                  | 278          | 2.1        | 19.1       | 35                 | 127          | .9         | 16.7       | 70                 | 270          | 1.9        | 17.1       | 67                | 245          | 1.8        | 16.6       | 53                | 200          | 1.4        | 16.5       |
| +WVDB-AM |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WVDB-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            | 1                  | 2            |            | .2         | 1                  | 9            |            | .3         |                   |              |            |            | 3                 |              |            | .1         |
| 4-Book   |                     |              |            |            | 1                  | 2            |            | .2         | 1                  | 7            |            | .3         |                   |              |            |            | 3                 |              |            | .1         |
| WVJZ-AM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WXTU-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 4                   | 16           | .1         | 1.1        |                    |              |            |            |                    |              |            |            | 4                 | 15           | .1         | 1.2        | 4                 | 13           | .1         | 1.3        |
| 4-Book   | 11                  | 28           | .3         | 2.5        | 4                  | 14           | .1         | 2.0        | 5                  | 20           | .1         | 1.2        | 9                 | 25           | .3         | 2.1        | 8                 | 27           | .2         | 2.6        |
| WXXM-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 7                   | 35           | .2         | 1.9        | 3                  | 30           | .1         | 1.5        | 3                  | 39           | .1         | .8         | 11                | 48           | .3         | 3.2        | 8                 | 54           | .2         | 2.5        |
| 4-Book   | 18                  | 100          | .5         | 4.3        | 6                  | 34           | .2         | 3.0        | 20                 | 129          | .5         | 4.9        | 17                | 94           | .5         | 3.9        | 16                | 98           | .4         | 4.6        |
| WYSP-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 20                  | 74           | .5         | 5.4        | 4                  | 15           | .1         | 2.0        | 24                 | 67           | .6         | 6.3        | 20                | 43           | .5         | 5.8        | 13                | 62           | .3         | 4.1        |
| 4-Book   | 18                  | 65           | .5         | 4.3        | 6                  | 25           | .2         | 2.7        | 19                 | 73           | .5         | 4.7        | 22                | 68           | .6         | 5.3        | 18                | 61           | .5         | 5.4        |
| WYXR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 2                   | 23           | .1         | .5         | 11                 | 28           | .3         | 5.4        | 9                  | 65           | .2         | 2.4        | 11                | 19           | .3         | 3.2        | 11                | 42           | .3         | 3.5        |
| 4-Book   | 8                   | 36           | .2         | 1.8        | 13                 | 51           | .4         | 6.1        | 18                 | 81           | .5         | 4.3        | 13                | 47           | .4         | 3.2        | 14                | 57           | .4         | 4.4        |
| WBYN-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WJBR-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            | 1                 | 6            |            | .3         | 3                 | 6            | .1         | 1.0        |
| 4-Book   | 1                   | 4            |            | .3         |                    |              |            |            | 3                  | 3            |            | .1         | 1                 | 3            |            | .1         | 2                 | 3            | .1         | .5         |
| WXXW-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| 4-Book   | 1                   | 5            |            | .3         | 1                  |              |            | .2         |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| WLEV-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | 3                 | 15           | .1         | .9         | **                | **           | **         | **         |
| 4-Book   | **                  | **           | **         | **         | **                 | **           | **         | **         | **                 | **           | **         | **         | **                | **           | **         | **         | **                | **           | **         | **         |
| WNJD-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   |                     | 8            |            |            | 1                  | 8            |            | .5         | 1                  | 8            |            | .3         |                   |              |            |            |                   |              |            |            |
| 4-Book   |                     | 2            |            |            | 1                  | 4            |            | .7         | 1                  | 4            |            | .2         |                   | 2            |            | .1         |                   |              |            |            |
| WPST-FM  |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 17                  | 89           | .4         | 4.6        | 5                  | 47           | .1         | 2.5        | 33                 | 160          | .9         | 8.7        | 19                | 73           | .5         | 5.5        | 14                | 74           | .4         | 4.5        |
| 4-Book   | 25                  | 142          | .7         | 6.1        | 9                  | 60           | .2         | 4.1        | 28                 | 148          | .7         | 6.8        | 24                | 111          | .7         | 5.9        | 20                | 99           | .5         | 6.0        |
| TOTALS   |                     |              |            |            |                    |              |            |            |                    |              |            |            |                   |              |            |            |                   |              |            |            |
| SP '99   | 367                 | 1215         | 9.7        |            | 204                | 787          | 5.4        |            | 379                | 1371         | 10.0       |            | 346               | 1046         | 9.1        |            | 314               | 1026         | 8.3        |            |
| 4-Book   | 411                 | 1284         | 10.8       |            | 210                | 757          | 5.5        |            | 410                | 1365         | 10.8       |            | 412               | 1149         | 10.8       |            | 325               | 1046         | 8.5        |            |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Teens 12-17

# 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+ |
| <b>KYW -AM</b>        | 405         | 5           | 209     | 6         | 16        | 39        | 47        | 47        | 55      | 191       | 3           | 13          | 22          | 36          | 30          | 87        |
| (%)                   | 100         | 1           | 52      | 2         | 4         | 10        | 12        | 11        | 14      | 47        | 1           | 3           | 5           | 9           | 7           | 22        |
| Rating                | 1.0         | .1          | 1.2     | .3        | .5        | 1.0       | 1.5       | 2.2       | 2.1     | 1.0       | .1          | .4          | .5          | 1.1         | 1.3         | 2.2       |
| Share                 | 5.9         | 1.3         | 6.6     | 1.6       | 2.3       | 5.6       | 7.8       | 11.8      | 13.4    | 5.8       | .8          | 2.1         | 3.1         | 6.1         | 7.8         | 13.5      |
| <b>WBEB-FM</b>        | 478         | 10          | 152     | 5         | 34        | 35        | 32        | 33        | 12      | 316       | 38          | 53          | 76          | 78          | 51          | 20        |
| (%)                   | 100         | 2           | 32      | 1         | 7         | 7         | 7         | 7         | 2       | 66        | 8           | 11          | 16          | 16          | 11          | 4         |
| Rating                | 1.2         | .3          | .9      | .2        | 1.0       | 9         | 1.0       | 1.6       | .5      | 1.6       | 1.8         | 1.5         | 1.9         | 2.3         | 2.1         | .5        |
| Share                 | 7.0         | 2.7         | 4.8     | 1.3       | 4.8       | 5.0       | 5.3       | 8.3       | 2.9     | 9.6       | 10.5        | 8.8         | 10.6        | 13.2        | 13.2        | 3.1       |
| <b>WDAS-AM</b>        | 89          | 1           | 19      | 1         | 2         | 2         | 4         | 8         | 4       | 69        |             | 9           | 6           | 6           | 20          | 27        |
| (%)                   | 100         | 1           | 22      | 1         | 2         | 2         | 4         | 9         | 4       | 78        |             | 10          | 7           | 7           | 22          | 30        |
| Rating                | .2          |             | .1      |           | .1        | .1        | .1        | .4        | .2      | .4        |             | .3          | .1          | .2          | .8          | .7        |
| Share                 | 1.3         | .3          | .6      | .3        | .3        | .3        | .7        | 2.0       | 1.0     | 2.1       |             | 1.5         | .8          | 1.0         | 5.2         | 4.2       |
| <b>WDAS-FM</b>        | 381         | 11          | 165     | 15        | 37        | 51        | 44        | 13        | 6       | 205       | 20          | 42          | 77          | 46          | 14          | 6         |
| (%)                   | 100         | 3           | 43      | 4         | 10        | 13        | 11        | 3         | 2       | 54        | 5           | 11          | 20          | 12          | 4           | 1         |
| Rating                | .9          | .3          | 1.0     | .7        | 1.1       | 1.3       | 1.4       | .6        | .2      | 1.1       | .9          | 1.2         | 1.9         | 1.3         | .6          | .1        |
| Share                 | 5.5         | 2.9         | 5.2     | 4.0       | 5.2       | 7.3       | 7.3       | 3.3       | 1.5     | 6.2       | 5.5         | 6.9         | 10.8        | 7.8         | 3.6         | .9        |
| <b>+WEMG-AM</b>       |             |             |         |           |           |           |           |           |         |           |             |             |             |             |             |           |
| <b>WURD-AM</b>        | 36          | 3           | 16      | 1         | 2         | 7         | 1         | 5         |         | 17        |             | 1           | 8           | 7           | 1           |           |
| (%)                   | 100         | 8           | 43      | 2         | 6         | 20        | 2         | 14        |         | 49        |             | 3           | 22          | 20          | 3           |           |
| Rating                | .1          | .1          | .1      |           | .1        | .2        |           | .2        |         | .1        |             |             | .2          | .2          |             |           |
| Share                 | .5          | .8          | .5      | .3        | .3        | 1.0       | .2        | 1.3       |         | .5        |             | .2          | 1.1         | 1.2         | .3          |           |
| <b>WFIL-AM</b>        | 32          |             | 9       |           | 1         | 2         |           | 2         | 3       | 23        |             |             | 8           | 1           | 5           | 8         |
| (%)                   | 100         |             | 28      |           | 3         | 7         |           | 7         | 11      | 72        |             |             | 26          | 2           | 17          | 26        |
| Rating                | .1          |             | .1      |           | .1        | .1        |           | .1        | .1      | .1        |             |             | .2          | .2          | .2          | .2        |
| Share                 | .5          |             | .3      |           | .1        | .3        |           | .5        | .7      | .7        |             |             | 1.1         | .2          | 1.3         | 1.2       |
| <b>WHAT-AM</b>        | 69          |             | 20      |           |           |           | 11        | 4         | 5       | 49        |             | 1           | 2           | 5           | 11          | 30        |
| (%)                   | 100         |             | 29      |           |           |           | 16        | 6         | 7       | 70        |             | 1           | 3           | 8           | 16          | 43        |
| Rating                | .2          |             | .1      |           |           |           | .3        | .2        | .2      | .3        |             |             |             | .1          | .5          | .7        |
| Share                 | 1.0         |             | .6      |           |           |           | 1.8       | 1.0       | 1.2     | 1.5       |             | .2          | .3          | .8          | 2.8         | 4.6       |
| <b>WIOQ-FM</b>        | 318         | 60          | 100     | 24        | 47        | 17        | 9         | 2         | 1       | 158       | 43          | 63          | 31          | 17          | 3           | 1         |
| (%)                   | 100         | 19          | 32      | 7         | 15        | 5         | 3         | 1         |         | 50        | 14          | 20          | 10          | 5           | 1           |           |
| Rating                | .8          | 1.6         | .6      | 1.1       | 1.3       | .4        | .3        | .1        |         | .8        | 2.0         | 1.8         | .8          | .5          | .1          |           |
| Share                 | 4.6         | 15.9        | 3.1     | 6.4       | 6.6       | 2.4       | 1.5       | .5        | .2      | 4.8       | 11.9        | 10.4        | 4.3         | 2.9         | .8          | .2        |
| <b>WIP -AM</b>        | 208         | 5           | 184     | 8         | 47        | 51        | 34        | 25        | 18      | 20        |             | 2           | 3           | 4           | 7           |           |
| (%)                   | 100         | 2           | 88      | 4         | 22        | 25        | 16        | 12        | 9       | 9         |             | 1           | 1           | 2           | 3           |           |
| Rating                | .5          | .1          | 1.1     | .4        | 1.3       | 1.3       | 1.1       | 1.2       | .7      | .1        |             | .1          | .1          | .1          | .2          | .2        |
| Share                 | 3.0         | 1.3         | 5.8     | 2.1       | 6.6       | 7.3       | 5.6       | 6.3       | 4.4     | .6        |             | .3          | .4          | .5          | 1.0         | 1.1       |
| <b>WJZZ-FM</b>        | 368         | 4           | 170     | 3         | 11        | 40        | 63        | 30        | 24      | 194       | 4           | 31          | 55          | 59          | 25          | 20        |
| (%)                   | 100         | 1           | 46      | 1         | 3         | 11        | 17        | 8         | 6       | 53        | 1           | 8           | 15          | 16          | 7           | 5         |
| Rating                | .9          | .1          | 1.0     | .1        | .3        | 1.0       | 2.0       | 1.4       | .9      | 1.0       | .2          | .9          | 1.4         | 1.7         | 1.1         | .5        |
| Share                 | 5.4         | 1.1         | 5.3     | .8        | 1.6       | 5.8       | 10.4      | 7.6       | 5.9     | 5.9       | 1.1         | 5.1         | 7.7         | 10.0        | 6.5         | 3.1       |
| <b>WMGK-FM</b>        | 259         | 6           | 157     | 10        | 48        | 53        | 41        | 5         | 1       | 97        | 8           | 27          | 39          | 19          | 3           | 1         |
| (%)                   | 100         | 2           | 61      | 4         | 19        | 20        | 16        | 2         |         | 37        | 3           | 10          | 15          | 7           | 1           |           |
| Rating                | .6          | .2          | .9      | .5        | 1.4       | 1.4       | 1.3       | .2        |         | .5        | .4          | .8          | 1.0         | .6          | .1          |           |
| Share                 | 3.8         | 1.6         | 4.9     | 2.7       | 6.8       | 7.6       | 6.8       | 1.3       | .2      | 2.9       | 2.2         | 4.5         | 5.5         | 3.2         | .8          | .2        |
| <b>WMMR-FM</b>        | 235         | 6           | 164     | 25        | 51        | 54        | 33        | 1         |         | 65        | 7           | 23          | 23          | 7           | 4           |           |
| (%)                   | 100         | 3           | 70      | 11        | 22        | 23        | 14        |           |         | 28        | 3           | 10          | 10          | 3           | 2           |           |
| Rating                | .6          | .2          | .9      | 1.2       | 1.4       | 1.4       | 1.0       |           |         | .3        | .3          | .6          | .6          | .2          | .2          |           |
| Share                 | 3.4         | 1.6         | 5.1     | 6.7       | 7.2       | 7.8       | 5.5       | .3        |         | 2.0       | 1.9         | 3.8         | 3.2         | 1.2         | 1.0         |           |
| <b>*WNAP-AM</b>       | 24          |             | 7       |           |           |           | 1         | 5         |         | 18        |             |             |             | 4           | 3           | 10        |
| (%)                   | 100         |             | 28      |           |           |           | 3         | 22        |         | 72        |             |             |             | 17          | 13          | 39        |
| Rating                | .1          |             |         |           |           |           | .2        | .2        |         | .1        |             |             |             | .1          | .1          | .2        |
| Share                 | .3          |             | .2      |           |           |           | .2        | 1.3       |         | .5        |             |             |             | .7          | .8          | 1.5       |
| <b>WQGL-FM</b>        | 299         | 4           | 133     | 16        | 9         | 23        | 46        | 32        | 7       | 162       | 9           | 11          | 35          | 71          | 25          | 11        |
| (%)                   | 100         | 1           | 44      | 5         | 3         | 8         | 15        | 11        | 3       | 54        | 3           | 4           | 12          | 24          | 8           | 4         |
| Rating                | .7          | .1          | .8      | .8        | .3        | .6        | 1.5       | 1.5       | .3      | .8        | .4          | .3          | .9          | 2.1         | 1.1         | .3        |
| Share                 | 4.4         | 1.1         | 4.2     | 4.3       | 1.3       | 3.3       | 7.6       | 8.1       | 1.7     | 4.9       | 2.5         | 1.8         | 4.9         | 12.0        | 6.5         | 1.7       |

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



# Listener Cume Composition

## Monday-Sunday 6AM-MID

Cume Persons (00)

|                 | Persons 12+ | Teens 12-17 | Men 18+ | Men 18-24 | Men 25-34 | Men 35-44 | Men 45-54 | Men 55-64 | Men 65+ | Women 18+ | Women 18-24 | Women 25-34 | Women 35-44 | Women 45-54 | Women 55-64 | Women 65+ |
|-----------------|-------------|-------------|---------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-------------|-------------|-------------|-------------|-------------|-----------|
| <b>KYW -AM</b>  | 10682       | 290         | 5370    | 199       | 656       | 1153      | 1271      | 897       | 1194    | 5021      | 152         | 471         | 995         | 1012        | 812         | 1580      |
| (%)             | 100         | 3           | 50      | 2         | 6         | 11        | 12        | 8         | 11      | 47        | 1           | 4           | 9           | 9           | 8           | 15        |
| Rating          | 26.3        | 7.6         | 31.0    | 9.3       | 18.6      | 30.1      | 40.4      | 42.2      | 46.2    | 25.7      | 7.1         | 13.3        | 24.6        | 29.7        | 34.1        | 39.4      |
| <b>WBEB-FM</b>  | 6970        | 445         | 2174    | 151       | 364       | 515       | 489       | 417       | 237     | 4352      | 532         | 839         | 1003        | 928         | 558         | 491       |
| (%)             | 100         | 6           | 31      | 2         | 5         | 7         | 7         | 6         | 3       | 62        | 8           | 12          | 14          | 13          | 8           | 7         |
| Rating          | 17.1        | 11.7        | 12.5    | 7.1       | 10.3      | 13.4      | 15.5      | 19.6      | 9.2     | 22.3      | 24.9        | 23.7        | 24.8        | 27.2        | 23.5        | 12.3      |
| <b>WDAS-AM</b>  | 1213        | 51          | 369     | 9         | 23        | 56        | 88        | 85        | 107     | 793       | 14          | 72          | 120         | 139         | 168         | 280       |
| (%)             | 100         | 4           | 30      | 1         | 2         | 5         | 7         | 7         | 9       | 65        | 1           | 6           | 10          | 11          | 14          | 23        |
| Rating          | 3.0         | 1.3         | 2.1     | .4        | .7        | 1.5       | 2.8       | 4.0       | 4.1     | 4.1       | .7          | 2.0         | 3.0         | 4.1         | 7.1         | 7.0       |
| <b>WDAS-FM</b>  | 4394        | 283         | 1791    | 229       | 436       | 448       | 417       | 150       | 111     | 2321      | 230         | 572         | 658         | 510         | 213         | 136       |
| (%)             | 100         | 6           | 41      | 5         | 10        | 10        | 9         | 3         | 3       | 53        | 5           | 13          | 15          | 12          | 5           | 3         |
| Rating          | 10.8        | 7.4         | 10.3    | 10.7      | 12.4      | 11.7      | 13.3      | 7.1       | 4.3     | 11.9      | 10.8        | 16.1        | 16.3        | 15.0        | 9.0         | 3.4       |
| <b>+WEMG-AM</b> | 389         | 74          | 132     | 13        | 32        | 52        | 23        | 13        |         | 183       |             | 22          | 90          | 52          | 9           | 11        |
| (%)             | 100         | 19          | 34      | 3         | 8         | 13        | 6         | 3         |         | 47        |             | 6           | 23          | 13          | 2           | 3         |
| Rating          | 1.0         | 1.9         | .8      | .6        | .9        | 1.4       | .7        | .6        |         | .9        |             | .6          | 2.2         | 1.5         | .4          | .3        |
| <b>WFIL-AM</b>  | 580         | 15          | 222     |           | 43        | 57        | 23        | 66        | 34      | 343       | 9           | 30          | 83          | 25          | 55          | 142       |
| (%)             | 100         | 3           | 38      |           | 7         | 10        | 4         | 11        | 6       | 59        | 2           | 5           | 14          | 4           | 9           | 24        |
| Rating          | 1.4         | .4          | 1.3     |           | 1.2       | 1.5       | .7        | 3.1       | 1.3     | 1.8       | .4          | .8          | 2.0         | .7          | 2.3         | 3.5       |
| <b>WHAT-AM</b>  | 654         | 19          | 232     | 9         | 20        | 12        | 54        | 53        | 83      | 402       |             | 25          | 48          | 58          | 80          | 192       |
| (%)             | 100         | 3           | 35      | 1         | 3         | 2         | 8         | 8         | 13      | 62        |             | 4           | 7           | 9           | 12          | 29        |
| Rating          | 1.6         | .5          | 1.3     | .4        | .6        | .3        | 1.7       | 2.5       | 3.2     | 2.1       |             | .7          | 1.2         | 1.7         | 3.4         | 4.8       |
| <b>W100-FM</b>  | 7351        | 1603        | 2134    | 578       | 787       | 430       | 238       | 70        | 32      | 3614      | 1045        | 1190        | 814         | 439         | 56          | 70        |
| (%)             | 100         | 22          | 29      | 8         | 11        | 6         | 3         | 1         |         | 49        | 14          | 16          | 11          | 6           | 1           | 1         |
| Rating          | 18.1        | 42.2        | 12.3    | 27.1      | 22.4      | 11.2      | 7.6       | 3.3       | 1.2     | 18.5      | 49.0        | 33.6        | 20.1        | 12.9        | 2.4         | 1.7       |
| <b>WIP -AM</b>  | 3802        | 173         | 2999    | 164       | 699       | 778       | 621       | 439       | 298     | 630       | 9           | 75          | 173         | 142         | 115         | 115       |
| (%)             | 100         | 5           | 79      | 4         | 18        | 20        | 16        | 12        | 8       | 17        |             | 2           | 5           | 4           | 3           | 3         |
| Rating          | 9.4         | 4.6         | 17.3    | 7.7       | 19.9      | 20.3      | 19.7      | 20.6      | 11.5    | 3.2       | .4          | 2.1         | 4.3         | 4.2         | 4.8         | 2.9       |
| <b>WJZ-FM</b>   | 4578        | 150         | 2126    | 72        | 290       | 602       | 579       | 353       | 230     | 2302      | 94          | 359         | 746         | 559         | 318         | 227       |
| (%)             | 100         | 3           | 46      | 2         | 6         | 13        | 13        | 8         | 5       | 50        | 2           | 8           | 16          | 12          | 7           | 5         |
| Rating          | 11.3        | 3.9         | 12.3    | 3.4       | 8.2       | 15.7      | 18.4      | 16.6      | 8.9     | 11.8      | 4.4         | 10.1        | 18.4        | 16.4        | 13.4        | 5.7       |
| <b>WMGK-FM</b>  | 4632        | 215         | 2174    | 215       | 603       | 765       | 487       | 86        | 18      | 2244      | 253         | 674         | 896         | 331         | 41          | 50        |
| (%)             | 100         | 5           | 47      | 5         | 13        | 17        | 11        | 2         |         | 48        | 5           | 15          | 19          | 7           | 1           | 1         |
| Rating          | 11.4        | 5.7         | 12.5    | 10.1      | 17.1      | 20.0      | 15.5      | 4.0       | .7      | 11.5      | 11.9        | 19.0        | 22.1        | 9.7         | 1.7         | 1.2       |
| <b>WMMR-FM</b>  | 4613        | 346         | 2654    | 478       | 958       | 774       | 352       | 82        | 9       | 1613      | 241         | 617         | 479         | 185         | 67          | 24        |
| (%)             | 100         | 8           | 58      | 10        | 21        | 17        | 8         | 2         |         | 35        | 5           | 13          | 10          | 4           | 1           | 1         |
| Rating          | 11.3        | 9.1         | 15.3    | 22.4      | 27.2      | 20.2      | 11.2      | 3.9       | .3      | 8.3       | 11.3        | 17.4        | 11.8        | 5.4         | 2.8         | .6        |
| <b>*WNAP-AM</b> | 329         |             | 101     |           | 5         | 11        | 20        | 37        | 28      | 228       | 3           | 8           | 10          | 56          | 20          | 131       |
| (%)             | 100         |             | 31      |           | 2         | 3         | 6         | 11        | 8       | 69        | 1           | 2           | 3           | 17          | 6           | 40        |
| Rating          | .8          |             | .6      |           | .1        | .3        | .6        | 1.7       | 1.1     | 1.2       | .1          | .2          | .2          | 1.6         | .8          | 3.3       |
| <b>WVGL-FM</b>  | 5854        | 248         | 2472    | 202       | 213       | 574       | 756       | 569       | 157     | 3134      | 231         | 307         | 845         | 1022        | 474         | 256       |
| (%)             | 100         | 4           | 42      | 3         | 4         | 10        | 13        | 10        | 3       | 54        | 4           | 5           | 14          | 17          | 8           | 4         |
| Rating          | 14.4        | 6.5         | 14.3    | 9.5       | 6.1       | 15.0      | 24.0      | 26.8      | 6.1     | 16.1      | 10.8        | 8.7         | 20.9        | 30.0        | 19.9        | 6.4       |

\* 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+ |
| <b>WPEN-AM</b>        | 276         |             | 96      |           | 2         | 1         | 4         | 12        | 77      | 180       | 1           | 2           | 3           | 7           | 19          | 148       |
| (%)                   | 100         |             | 35      |           | 1         | 1         | 1         | 4         | 28      | 65        | 1           | 1           | 1           | 2           | 7           | 54        |
| Rating                | .7          |             | .6      |           | .1        | .1        | .1        | .6        | 3.0     | .9        |             | .1          | .1          | .2          | .8          | 3.7       |
| Share                 | 4.0         |             | 3.0     |           | .3        | .1        | .7        | 3.0       | 18.8    | 5.4       | .3          | .3          | .4          | 1.2         | 4.9         | 22.9      |
| <b>WPHI-FM</b>        | 204         | 62          | 85      | 46        | 30        | 8         | 1         |           | 1       | 56        | 25          | 18          | 10          | 1           | 1           | 1         |
| (%)                   | 100         | 30          | 42      | 23        | 15        | 4         |           |           | 1       | 28        | 12          | 9           | 5           | 1           |             | 1         |
| Rating                | .5          | 1.6         | .5      | 2.2       | .9        | 2         |           |           |         | .3        | 1.2         | .5          | .2          |             |             |           |
| Share                 | 3.0         | 16.4        | 2.7     | 12.3      | 4.2       | 1.2       | .2        |           | .2      | 1.7       | 6.9         | 3.0         | 1.4         | .2          | .3          | .2        |
| <b>WPHT-AM</b>        | 76          |             | 47      |           | 1         | 5         | 12        | 18        | 10      | 28        |             |             | 1           | 4           | 10          | 13        |
| (%)                   | 100         |             | 62      |           | 1         | 6         | 16        | 24        | 14      | 37        |             |             | 1           | 5           | 13          | 18        |
| Rating                | .2          |             | .3      |           | .1        | .1        | .4        | .8        | .4      | .1        |             |             | .1          | .4          | .3          | .3        |
| Share                 | 1.1         |             | 1.5     |           | .1        | .7        | 2.0       | 4.5       | 2.4     | .8        |             |             | .1          | .7          | 2.6         | 2.0       |
| <b>WPLY-FM</b>        | 216         | 34          | 88      | 31        | 38        | 10        | 5         | 5         |         | 94        | 30          | 38          | 19          | 4           | 2           |           |
| (%)                   | 100         | 16          | 41      | 14        | 18        | 5         | 2         | 2         |         | 44        | 14          | 18          | 9           | 2           | 1           |           |
| Rating                | .5          | .9          | .5      | 1.5       | 1.1       | .3        | .2        | .2        |         | .5        | 1.4         | 1.1         | .5          | .1          | .1          |           |
| Share                 | 3.1         | 9.0         | 2.8     | 8.3       | 5.4       | 1.4       | .8        | 1.3       |         | 2.8       | 8.3         | 6.3         | 2.7         | .7          | .5          |           |
| <b>WSSJ-AM</b>        | 25          |             | 14      |           |           | 13        | 2         |           |         | 10        |             | 2           | 4           | 1           |             | 3         |
| (%)                   | 100         | 1           | 57      |           |           | 51        | 6         |           |         | 42        |             | 9           | 17          | 5           |             | 10        |
| Rating                | .1          |             | .1      |           |           | .3        | .1        |           |         | .1        |             | .1          | .1          | .1          |             | .1        |
| Share                 | .4          |             | .4      |           |           | 1.9       | .3        |           |         | .3        |             | .3          | .6          | .2          |             | .5        |
| <b>WUSL-FM</b>        | 319         | 83          | 125     | 53        | 44        | 19        | 2         | 5         | 3       | 111       | 40          | 43          | 16          | 6           | 4           | 2         |
| (%)                   | 100         | 26          | 39      | 17        | 14        | 6         |           | 1         | 1       | 35        | 12          | 13          | 5           | 2           | 1           | 1         |
| Rating                | .8          | 2.2         | .7      | 2.5       | 1.3       | .5        | .1        | .2        | .1      | .6        | 1.9         | 1.2         | .4          | .2          | .2          | .2        |
| Share                 | 4.6         | 22.0        | 3.9     | 14.1      | 6.2       | 2.7       | .3        | 1.3       | .7      | 3.4       | 11.1        | 7.1         | 2.2         | 1.0         | 1.0         | .3        |
| <b>WVDB-AM</b>        | 29          |             | 19      |           |           | 1         | 5         | 3         | 9       | 10        |             |             | 1           | 2           | 4           | 2         |
| (%)                   | 100         | 2           | 64      |           | 1         | 3         | 18        | 12        | 31      | 34        |             |             | 3           | 8           | 14          | 9         |
| Rating                | .1          |             | .1      |           |           | .2        | .1        | .3        | .1      | .1        |             |             | .1          | .2          | .2          | .2        |
| Share                 | .4          |             | .6      |           |           | .1        | .8        | .8        | 2.2     | .3        |             |             | .1          | .3          | 1.0         | .3        |
| <b>WVDB-FM</b>        | 230         |             | 96      | 4         | 6         | 10        | 24        | 26        | 26      | 134       | 1           | 14          | 15          | 16          | 27          | 60        |
| (%)                   | 100         |             | 42      | 2         | 2         | 4         | 11        | 11        | 11      | 58        | 1           | 6           | 6           | 7           | 12          | 26        |
| Rating                | .6          |             | .6      | .2        | .2        | .3        | .8        | 1.2       | 1.0     | .7        |             | .4          | .4          | .5          | 1.1         | 1.5       |
| Share                 | 3.3         |             | 3.0     | 1.1       | .8        | 1.4       | 4.0       | 6.5       | 6.4     | 4.1       | .3          | 2.3         | 2.1         | 2.7         | 7.0         | 9.3       |
| <b>WVJZ-AM</b>        | 43          |             | 23      |           |           |           |           | 3         | 20      | 19        |             |             | 1           |             | 2           | 16        |
| (%)                   | 100         |             | 55      |           |           |           |           | 7         | 47      | 45        |             |             | 2           |             | 5           | 37        |
| Rating                | .1          |             | .1      |           |           |           |           | .8        | .1      | .1        |             |             |             |             | .1          | .4        |
| Share                 | .6          |             | .7      |           |           |           |           | 4.9       | .6      | .6        |             |             | .2          |             | .5          | 2.5       |
| <b>WXTU-FM</b>        | 238         | 4           | 104     | 12        | 15        | 24        | 21        | 18        | 14      | 130       | 15          | 21          | 35          | 23          | 18          | 18        |
| (%)                   | 100         | 2           | 44      | 5         | 6         | 10        | 9         | 7         | 6       | 55        | 6           | 9           | 15          | 10          | 7           | 8         |
| Rating                | .6          | .1          | .6      | .6        | .4        | .6        | .7        | .8        | .5      | .7        | .7          | .6          | .9          | .7          | .8          | .4        |
| Share                 | 3.5         | 1.1         | 3.3     | 3.2       | 2.1       | 3.5       | 3.5       | 4.5       | 3.4     | 3.9       | 4.2         | 3.5         | 4.9         | 3.9         | 4.7         | 2.8       |
| <b>WXXM-FM</b>        | 152         | 9           | 56      | 6         | 27        | 15        | 6         | 2         |         | 88        | 11          | 28          | 30          | 7           | 8           | 3         |
| (%)                   | 100         | 6           | 37      | 4         | 18        | 10        | 4         | 1         |         | 58        | 7           | 19          | 19          | 5           | 5           | 2         |
| Rating                | .4          | .2          | .3      | .3        | .8        | .4        | .2        | .1        |         | .5        | .5          | .8          | .7          | .2          | .3          | .1        |
| Share                 | 2.2         | 2.4         | 1.8     | 1.6       | 3.8       | 2.2       | 1.0       | .5        |         | 2.7       | 3.0         | 4.6         | 4.2         | 1.2         | 2.1         | .5        |
| <b>WYSP-FM</b>        | 414         | 16          | 302     | 76        | 128       | 66        | 26        | 5         | 2       | 97        | 34          | 29          | 24          | 6           | 4           |           |
| (%)                   | 100         | 4           | 73      | 18        | 31        | 16        | 6         | 1         |         | 23        | 8           | 7           | 6           | 1           | 1           |           |
| Rating                | 1.0         | .4          | 1.7     | 3.6       | 3.6       | 1.7       | .8        | .2        | .1      | .5        | 1.6         | .8          | .6          | .2          | .2          |           |
| Share                 | 6.0         | 4.2         | 9.5     | 20.3      | 18.1      | 9.5       | 4.3       | 1.3       | .5      | 2.9       | 9.4         | 4.8         | 3.4         | 1.0         | 1.0         |           |
| <b>WYXR-FM</b>        | 185         | 8           | 58      | 6         | 26        | 12        | 5         | 8         | 2       | 119       | 19          | 35          | 35          | 26          | 1           | 2         |
| (%)                   | 100         | 4           | 32      | 3         | 14        | 6         | 3         | 4         | 1       | 64        | 10          | 19          | 19          | 14          | 1           | 1         |
| Rating                | .5          | .2          | .3      | .3        | .7        | .3        | .2        | .4        | .1      | .6        | .9          | 1.0         | .9          | .8          |             |           |
| Share                 | 2.7         | 2.1         | 1.8     | 1.6       | 3.7       | 1.7       | .8        | 2.0       | .5      | 3.6       | 5.3         | 5.8         | 4.9         | 4.4         | .3          | .3        |
| <b>WBYN-FM</b>        | 21          |             | 10      | 1         |           | 1         | 5         | 2         | 1       | 11        |             | 1           | 2           | 2           | 3           | 3         |
| (%)                   | 100         |             | 48      | 7         |           | 7         | 25        | 7         | 3       | 51        |             | 2           | 10          | 11          | 13          | 13        |
| Rating                | .1          |             | .1      |           |           | .2        | .1        | .1        |         | .1        |             |             | .1          | .1          | .1          | .1        |
| Share                 | .3          |             | .3      | .3        |           | .1        | .8        | .5        | .2      | .3        |             | .2          | .3          | .3          | .8          | .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<br>12+ | Teens<br>12-17 | Men<br>18+ | Men<br>18-24 | Men<br>25-34 | Men<br>35-44 | Men<br>45-54 | Men<br>55-64 | Men<br>65+ | Women<br>18+ | Women<br>18-24 | Women<br>25-34 | Women<br>35-44 | Women<br>45-54 | Women<br>55-64 | Women<br>65+ |
|-----------------|----------------|----------------|------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|----------------|----------------|----------------|----------------|----------------|--------------|
| <b>WPEN-AM</b>  | 3084           | 9              | 1292       |              | 32           | 50           | 109          | 229          | 872        | 1783         | 27             | 16             | 97             | 123            | 263            | 1256         |
| (%)             | 100            |                | 42         |              | 1            | 2            | 4            | 7            | 28         | 58           | 1              | 1              | 3              | 4              | 9              | 41           |
| Rating          | 7.6            | .2             | 7.5        |              | .9           | 1.3          | 3.5          | 10.8         | 33.8       | 9.1          | 1.3            | .5             | 2.4            | 3.6            | 11.1           | 31.4         |
| <b>WPHI-FM</b>  | 4388           | 1281           | 1551       | 685          | 566          | 219          | 51           | 11           | 19         | 1555         | 680            | 442            | 255            | 93             | 45             | 41           |
| (%)             | 100            | 29             | 35         | 16           | 13           | 5            | 1            |              |            | 35           | 15             | 10             | 6              | 2              | 1              | 1            |
| Rating          | 10.8           | 33.7           | 8.9        | 32.1         | 16.1         | 5.7          | 1.6          | .5           | .7         | 8.0          | 31.9           | 12.5           | 6.3            | 2.7            | 1.9            | 1.0          |
| <b>WPHT-AM</b>  | 1933           | 9              | 1246       | 27           | 77           | 192          | 332          | 257          | 361        | 678          | 5              | 25             | 50             | 100            | 129            | 369          |
| (%)             | 100            |                | 64         | 1            | 4            | 10           | 17           | 13           | 19         | 35           |                | 1              | 3              | 5              | 7              | 19           |
| Rating          | 4.8            | .2             | 7.2        | 1.3          | 2.2          | 5.0          | 10.5         | 12.1         | 14.0       | 3.5          | .2             | .7             | 1.2            | 2.9            | 5.4            | 9.2          |
| <b>WPLY-FM</b>  | 5243           | 999            | 1994       | 696          | 797          | 312          | 116          | 72           |            | 2251         | 687            | 826            | 501            | 172            | 44             | 20           |
| (%)             | 100            | 19             | 38         | 13           | 15           | 6            | 2            | 1            |            | 43           | 13             | 16             | 10             | 3              | 1              |              |
| Rating          | 12.9           | 26.3           | 11.5       | 32.7         | 22.6         | 8.1          | 3.7          | 3.4          |            | 11.5         | 32.2           | 23.3           | 12.4           | 5.0            | 1.8            | .5           |
| <b>WSSJ-AM</b>  | 206            | 19             | 62         |              |              | 39           | 23           |              |            | 125          | 11             | 21             | 38             | 42             |                | 13           |
| (%)             | 100            | 9              | 30         |              |              | 19           | 11           |              |            | 61           | 5              | 10             | 18             | 21             |                | 6            |
| Rating          | .5             | .5             | .4         |              |              | 1.0          | .7           |              |            | .6           | .5             | .6             | .9             | 1.2            |                | .3           |
| <b>WUSL-FM</b>  | 5505           | 1451           | 1904       | 749          | 670          | 295          | 82           | 75           | 33         | 2149         | 765            | 644            | 364            | 198            | 97             | 82           |
| (%)             | 100            | 26             | 35         | 14           | 12           | 5            | 1            | 1            | 1          | 39           | 14             | 12             | 7              | 4              | 2              | 1            |
| Rating          | 13.5           | 38.2           | 11.0       | 35.1         | 19.0         | 7.7          | 2.6          | 3.5          | 1.3        | 11.0         | 35.9           | 18.2           | 9.0            | 5.8            | 4.1            | 2.0          |
| <b>*WVDB-AM</b> | 483            | 10             | 257        |              | 20           | 31           | 39           | 57           | 109        | 215          |                |                | 29             | 38             | 26             | 122          |
| (%)             | 100            | 2              | 53         |              | 4            | 7            | 8            | 12           | 23         | 45           |                |                | 6              | 8              | 5              | 25           |
| Rating          | 1.2            | .3             | 1.5        |              | .6           | .8           | 1.2          | 2.7          | 4.2        | 1.1          |                |                | .7             | 1.1            | 1.1            | 3.0          |
| <b>WVDB-FM</b>  | 3656           | 46             | 1710       | 99           | 143          | 270          | 356          | 407          | 435        | 1899         | 47             | 208            | 284            | 306            | 402            | 652          |
| (%)             | 100            | 1              | 47         | 3            | 4            | 7            | 10           | 11           | 12         | 52           | 1              | 6              | 8              | 8              | 11             | 18           |
| Rating          | 9.0            | 1.2            | 9.9        | 4.6          | 4.1          | 7.0          | 11.3         | 19.1         | 16.8       | 9.7          | 2.2            | 5.9            | 7.0            | 9.0            | 16.9           | 16.3         |
| <b>WVJZ-AM</b>  | 491            |                | 263        |              |              | 10           |              | 28           | 225        | 228          |                | 8              |                | 22             | 35             | 163          |
| (%)             | 100            |                | 54         |              |              | 2            |              | 6            | 46         | 46           |                | 2              |                | 5              | 7              | 33           |
| Rating          | 1.2            |                | 1.5        |              |              | .3           |              | 1.3          | 8.7        | 1.2          |                | .2             |                | .6             | 1.5            | 4.1          |
| <b>WXTU-FM</b>  | 3397           | 121            | 1479       | 140          | 230          | 404          | 266          | 243          | 197        | 1797         | 195            | 329            | 426            | 365            | 282            | 201          |
| (%)             | 100            | 4              | 44         | 4            | 7            | 12           | 8            | 7            | 6          | 53           | 6              | 10             | 13             | 11             | 8              | 6            |
| Rating          | 8.4            | 3.2            | 8.5        | 6.6          | 6.5          | 10.5         | 8.5          | 11.4         | 7.6        | 9.2          | 9.1            | 9.3            | 10.5           | 10.7           | 11.9           | 5.0          |
| <b>WXXM-FM</b>  | 3963           | 430            | 1493       | 384          | 462          | 313          | 218          | 89           | 27         | 2041         | 425            | 684            | 577            | 195            | 61             | 99           |
| (%)             | 100            | 11             | 38         | 10           | 12           | 8            | 5            | 2            | 1          | 51           | 11             | 17             | 15             | 5              | 2              | 3            |
| Rating          | 9.7            | 11.3           | 8.6        | 18.0         | 13.1         | 8.2          | 6.9          | 4.2          | 1.0        | 10.5         | 19.9           | 19.3           | 14.3           | 5.7            | 2.6            | 2.5          |
| <b>WYSP-FM</b>  | 6320           | 445            | 3830       | 824          | 1508         | 992          | 334          | 133          | 38         | 2045         | 502            | 744            | 546            | 164            | 88             |              |
| (%)             | 100            | 7              | 61         | 13           | 24           | 16           | 5            | 2            | 1          | 32           | 8              | 12             | 9              | 3              | 1              |              |
| Rating          | 15.5           | 11.7           | 22.1       | 38.7         | 42.9         | 25.9         | 10.6         | 6.3          | 1.5        | 10.5         | 23.5           | 21.0           | 13.5           | 4.8            | 3.7            |              |
| <b>WYXR-FM</b>  | 4338           | 399            | 1190       | 134          | 548          | 225          | 151          | 82           | 51         | 2748         | 566            | 917            | 739            | 411            | 43             | 71           |
| (%)             | 100            | 9              | 27         | 3            | 13           | 5            | 3            | 2            | 1          | 63           | 13             | 21             | 17             | 9              | 1              | 2            |
| Rating          | 10.7           | 10.5           | 6.9        | 6.3          | 15.6         | 5.9          | 4.8          | 3.9          | 2.0        | 14.1         | 26.5           | 25.9           | 18.3           | 12.0           | 1.8            | 1.8          |
| <b>WBYN-FM</b>  | 376            | 15             | 179        | 9            | 9            | 43           | 90           | 9            | 19         | 181          | 8              | 8              | 28             | 67             | 36             | 33           |
| (%)             | 100            | 4              | 48         | 2            | 2            | 12           | 24           | 3            | 5          | 48           | 2              | 2              | 8              | 18             | 10             | 9            |
| Rating          | .9             | .4             | 1.0        | .4           | .3           | 1.1          | 2.9          | .4           | .7         | .9           | .4             | .2             | .7             | 2.0            | 1.5            | .8           |

Listener Composition

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

# Listener AQH Composition

| Monday-Sunday 6AM-MID |             |             |         |           |           |           |           |           |         |           |             |             |             |             |             |           |
|-----------------------|-------------|-------------|---------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-------------|-------------|-------------|-------------|-------------|-----------|
| AQH Persons (00)      |             |             |         |           |           |           |           |           |         |           |             |             |             |             |             |           |
|                       | Persons 12+ | Teens 12-17 | Men 18+ | Men 18-24 | Men 25-34 | Men 35-44 | Men 45-54 | Men 55-64 | Men 65+ | Women 18+ | Women 18-24 | Women 25-34 | Women 35-44 | Women 45-54 | Women 55-64 | Women 65+ |
| <b>WJBR-FM</b>        | 42          | 2           | 10      |           | 1         |           | 3         |           | 5       | 30        | 1           | 4           | 4           | 11          | 7           | 3         |
| (%)                   | 100         | 5           | 24      |           | 2         | 1         | 7         | 1         | 12      | 72        | 3           | 11          | 10          | 26          | 16          | 6         |
| Rating                | .1          | .1          | .1      |           |           |           | .1        |           | .2      | .2        |             | .1          | .1          | .3          | .3          | .1        |
| Share                 | .6          | .5          | .3      |           | .1        |           | .5        |           | 1.2     | .9        | .3          | .7          | .6          | 1.9         | 1.8         | .5        |
| <b>WKXW-FM</b>        | 71          | 1           | 32      | 1         | 5         | 9         | 11        | 5         | 2       | 38        | 3           | 9           | 10          | 9           | 6           | 1         |
| (%)                   | 100         | 1           | 45      | 1         | 7         | 13        | 15        | 7         | 3       | 54        | 4           | 13          | 14          | 13          | 9           | 1         |
| Rating                | .2          | .2          | .2      | .1        | .2        | .3        | .3        | .2        | .1      | .2        | .1          | .3          | .2          | .3          | .3          | .1        |
| Share                 | 1.0         | .3          | 1.0     | .3        | .7        | 1.3       | 1.8       | 1.3       | .5      | 1.2       | .8          | 1.5         | 1.4         | 1.5         | 1.6         | .2        |
| <b>WLEV-FM</b>        | 30          |             | 11      |           |           | 6         | 5         |           |         | 19        |             | 6           | 3           | 9           |             |           |
| (%)                   | 100         |             | 37      |           | 1         | 19        | 17        |           |         | 62        | 1           | 19          | 10          | 29          | 2           |           |
| Rating                | .1          |             | .1      |           |           | .2        | .2        |           |         | .1        |             | .2          | .1          | .3          |             |           |
| Share                 | .4          |             | .3      |           |           | .9        | .8        |           |         | .6        |             | 1.0         | .4          | 1.5         |             |           |
| <b>WNJO-FM</b>        | 55          | 2           | 25      |           | 3         | 12        | 7         | 3         |         | 28        | 1           | 6           | 7           | 6           | 6           | 3         |
| (%)                   | 100         | 3           | 46      |           | 5         | 21        | 13        | 5         |         | 51        | 1           | 11          | 12          | 11          | 11          | 5         |
| Rating                | .1          | .1          | .1      |           | .1        | .3        | .2        | .1        |         | .1        |             | .2          | .2          | .2          | .3          | .1        |
| Share                 | .8          | .5          | .8      |           | .4        | 1.7       | 1.2       | .8        |         | .8        | .3          | 1.0         | 1.0         | 1.0         | 1.6         | .5        |
| <b>WPST-FM</b>        | 97          | 19          | 24      | 5         | 14        | 3         | 2         |           |         | 54        | 14          | 22          | 16          | 2           | 1           |           |
| (%)                   | 100         | 19          | 25      | 5         | 14        | 3         | 2         |           |         | 56        | 14          | 22          | 16          | 2           | 1           |           |
| Rating                | .2          | .5          | .1      | .2        | .4        | .1        | .1        |           |         | .3        | .7          | .6          | .4          | .1          |             |           |
| Share                 | 1.4         | 5.0         | .8      | 1.3       | 2.0       | .4        | .3        |           |         | 1.6       | 3.9         | 3.6         | 2.2         | .3          |             |           |
| <b>TOTALS</b>         | 6868        | 377         | 3187    | 375       | 709       | 694       | 604       | 397       | 409     | 3304      | 361         | 605         | 714         | 591         | 387         | 646       |
| (%)                   | 100         | 5           | 46      | 5         | 10        | 10        | 9         | 6         | 6       | 48        | 5           | 9           | 10          | 9           | 6           | 9         |
| Rating                | 16.9        | 9.9         | 18.4    | 17.6      | 20.1      | 18.1      | 19.2      | 18.7      | 15.8    | 16.9      | 16.9        | 17.1        | 17.6        | 17.3        | 16.3        | 16.1      |

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

# Listener Cume Composition

## Monday-Sunday 6AM-MID

Cume Persons (00)

|                | Persons<br>12+ | Teens<br>12-17 | Men<br>18+ | Men<br>18-24 | Men<br>25-34 | Men<br>35-44 | Men<br>45-54 | Men<br>55-64 | Men<br>65+ | Women<br>18+ | Women<br>18-24 | Women<br>25-34 | Women<br>35-44 | Women<br>45-54 | Women<br>55-64 | Women<br>65+ |
|----------------|----------------|----------------|------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|----------------|----------------|----------------|----------------|----------------|--------------|
| <b>WJBR-FM</b> | 836            | 60             | 224        | 8            | 62           | 30           | 66           | 35           | 23         | 552          | 47             | 148            | 79             | 167            | 70             | 42           |
| (%)            | 100            | 7              | 27         | 1            | 7            | 4            | 8            | 4            | 3          | 66           | 6              | 18             | 9              | 20             | 8              | 5            |
| Rating         | 2.1            | 1.6            | 1.3        | .4           | 1.8          | .8           | 2.1          | 1.6          | .9         | 2.8          | 2.2            | 4.2            | 2.0            | 4.9            | 2.9            | 1.0          |
| <b>WKXV-FM</b> | 1355           | 27             | 544        | 10           | 69           | 102          | 200          | 101          | 60         | 784          | 37             | 159            | 208            | 263            | 80             | 37           |
| (%)            | 100            | 2              | 40         | 1            | 5            | 8            | 15           | 7            | 4          | 58           | 3              | 12             | 15             | 19             | 6              | 3            |
| Rating         | 3.3            | .7             | 3.1        | .5           | 2.0          | 2.7          | 6.4          | 4.7          | 2.3        | 4.0          | 1.7            | 4.5            | 5.1            | 7.7            | 3.4            | .9           |
| <b>WLEV-FM</b> | 459            | 15             | 189        |              | 35           | 62           | 65           | 9            | 18         | 254          | 28             | 71             | 51             | 80             | 24             |              |
| (%)            | 100            | 3              | 41         |              | 8            | 13           | 14           | 2            | 4          | 55           | 6              | 15             | 11             | 18             | 5              |              |
| Rating         | 1.1            | .4             | 1.1        |              | 1.0          | 1.6          | 2.1          | .4           | .7         | 1.3          | 1.3            | 2.0            | 1.3            | 2.3            | 1.0            |              |
| <b>WHJO-FM</b> | 1099           | 59             | 414        | 20           | 59           | 106          | 167          | 53           | 10         | 625          | 29             | 107            | 144            | 189            | 129            | 28           |
| (%)            | 100            | 5              | 38         | 2            | 5            | 10           | 15           | 5            | 1          | 57           | 3              | 10             | 13             | 17             | 12             | 3            |
| Rating         | 2.7            | 1.6            | 2.4        | .9           | 1.7          | 2.8          | 5.3          | 2.5          | .4         | 3.2          | 1.4            | 3.0            | 3.6            | 5.5            | 5.4            | .7           |
| <b>WPST-FM</b> | 3362           | 695            | 1049       | 275          | 466          | 140          | 112          | 46           | 9          | 1619         | 510            | 600            | 293            | 141            | 53             | 22           |
| (%)            | 100            | 21             | 31         | 8            | 14           | 4            | 3            | 1            |            | 48           | 15             | 18             | 9              | 4              | 2              | 1            |
| Rating         | 8.3            | 18.3           | 6.1        | 12.9         | 13.2         | 3.7          | 3.6          | 2.2          | .3         | 8.3          | 23.9           | 16.9           | 7.2            | 4.1            | 2.2            | .5           |
| <b>TOTALS</b>  | 39201          | 3648           | 16662      | 2064         | 3376         | 3740         | 3031         | 2069         | 2383       | 18891        | 2100           | 3491           | 3973           | 3384           | 2251           | 3692         |
| (%)            | 100            | 9              | 43         | 5            | 9            | 10           | 8            | 5            | 6          | 48           | 5              | 9              | 10             | 9              | 6              | 9            |
| Rating         | 96.4           | 96.0           | 96.1       | 96.9         | 95.9         | 97.6         | 96.3         | 97.3         | 92.3       | 96.8         | 98.5           | 98.5           | 98.1           | 99.2           | 94.6           | 92.2         |

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

# Listening Locations

| Persons 18+                |                                   |           |           |         |                           |           |           |         |                     |           |          |          |                          |           |           |         |
|----------------------------|-----------------------------------|-----------|-----------|---------|---------------------------|-----------|-----------|---------|---------------------|-----------|----------|----------|--------------------------|-----------|-----------|---------|
| AQH (00)                   |                                   |           |           |         |                           |           |           |         |                     |           |          |          |                          |           |           |         |
|                            | Monday-Friday<br>6AM-10AM+3PM-7PM |           |           |         | Monday-Friday<br>10AM-3PM |           |           |         | Weekend<br>10AM-7PM |           |          |          | Monday-Sunday<br>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<br>(%)             | 406<br>57                         | 276<br>39 | 28<br>4   | 2       | 158<br>44                 | 148<br>41 | 49<br>14  | 1       | 129<br>61           | 76<br>36  | 5<br>2   | 3<br>1   | 235<br>59                | 144<br>36 | 20<br>5   | 1       |
| WBEB-FM<br>(%)             | 156<br>27                         | 146<br>25 | 277<br>47 | 6<br>1  | 119<br>13                 | 113<br>12 | 663<br>73 | 19<br>2 | 152<br>47           | 90<br>28  | 67<br>21 | 15<br>5  | 126<br>27                | 95<br>20  | 238<br>51 | 9<br>2  |
| WDAS-AM<br>(%)             | 87<br>79                          | 20<br>18  | 2<br>2    | 2<br>2  | 59<br>72                  | 13<br>16  | 5<br>6    | 5<br>6  | 83<br>83            | 15<br>15  | 1<br>1   | 2<br>2   | 71<br>81                 | 13<br>15  | 2<br>2    | 2<br>3  |
| WDAS-FM<br>(%)             | 183<br>38                         | 142<br>30 | 143<br>30 | 12<br>2 | 103<br>24                 | 71<br>16  | 253<br>58 | 8<br>2  | 145<br>51           | 85<br>30  | 42<br>15 | 11<br>4  | 159<br>43                | 88<br>24  | 114<br>31 | 10<br>3 |
| +WEMG-AM<br>WURD-AM<br>(%) | 27<br>58                          | 16<br>34  | 3<br>6    | 1<br>2  | 27<br>57                  | 13<br>28  | 5<br>10   | 2<br>4  | 31<br>84            | 6<br>15   |          | 1        | 22<br>66                 | 9<br>26   | 2<br>5    | 1<br>2  |
| WFIL-AM<br>(%)             | 33<br>66                          | 15<br>30  | 2<br>3    | 1<br>2  | 33<br>67                  | 8<br>15   | 7<br>14   | 2<br>4  | 12<br>76            | 4<br>24   |          |          | 21<br>66                 | 8<br>26   | 2<br>6    | 1<br>2  |
| WHAT-AM<br>(%)             | 59<br>70                          | 10<br>11  | 14<br>17  | 1<br>2  | 70<br>79                  | 7<br>8    | 11<br>12  | 1<br>2  | 65<br>83            | 7<br>9    | 6<br>8   |          | 53<br>77                 | 7<br>10   | 8<br>11   | 2<br>2  |
| WIOQ-FM<br>(%)             | 73<br>23                          | 148<br>47 | 89<br>28  | 7<br>2  | 87<br>22                  | 93<br>23  | 203<br>50 | 19<br>5 | 106<br>40           | 106<br>41 | 28<br>11 | 22<br>8  | 73<br>28                 | 97<br>38  | 75<br>29  | 12<br>5 |
| WIP -AM<br>(%)             | 121<br>37                         | 164<br>50 | 39<br>12  | 4<br>1  | 71<br>26                  | 115<br>43 | 82<br>30  | 1<br>1  | 47<br>43            | 55<br>49  | 9<br>8   | 1<br>1   | 75<br>37                 | 94<br>46  | 32<br>16  | 2<br>1  |
| WJJZ-FM<br>(%)             | 165<br>38                         | 90<br>21  | 169<br>39 | 14<br>3 | 141<br>23                 | 62<br>10  | 384<br>63 | 24<br>4 | 200<br>60           | 77<br>23  | 37<br>11 | 19<br>6  | 145<br>40                | 62<br>17  | 143<br>39 | 14<br>4 |
| WMGK-FM<br>(%)             | 45<br>14                          | 90<br>29  | 177<br>56 | 3<br>1  | 40<br>8                   | 69<br>14  | 366<br>77 | 3<br>1  | 100<br>44           | 79<br>34  | 36<br>16 | 14<br>6  | 48<br>19                 | 63<br>25  | 139<br>55 | 4<br>1  |
| WMMR-FM<br>(%)             | 45<br>15                          | 122<br>41 | 124<br>41 | 10<br>3 | 50<br>12                  | 89<br>21  | 282<br>65 | 10<br>2 | 66<br>38            | 75<br>43  | 22<br>12 | 10<br>6  | 42<br>19                 | 76<br>33  | 103<br>45 | 8<br>3  |
| WNAP-AM<br>(%)             | * 16<br>77                        | 5<br>23   |           |         | 17<br>65                  | 9<br>32   | 1<br>3    |         | * 18<br>57          | 9<br>28   | 1<br>3   | 4<br>12  | * 17<br>69               | 6<br>26   |           | 1<br>3  |
| WVGL-FM<br>(%)             | 95<br>27                          | 126<br>36 | 117<br>34 | 8<br>2  | 106<br>22                 | 107<br>22 | 255<br>53 | 11<br>2 | 143<br>49           | 89<br>31  | 52<br>18 | 7<br>3   | 99<br>33                 | 88<br>30  | 100<br>34 | 8<br>3  |
| WPEN-AM<br>(%)             | 258<br>76                         | 61<br>18  | 14<br>4   | 6<br>2  | 270<br>66                 | 99<br>24  | 29<br>7   | 13<br>3 | 215<br>79           | 43<br>16  | 8<br>3   | 6<br>2   | 205<br>74                | 50<br>18  | 12<br>4   | 9<br>3  |
| WPHI-FM<br>(%)             | 61<br>36                          | 64<br>37  | 38<br>22  | 9<br>5  | 51<br>31                  | 38<br>23  | 62<br>38  | 15<br>9 | 62<br>45            | 52<br>38  | 14<br>10 | 9<br>7   | 55<br>39                 | 47<br>33  | 30<br>21  | 10<br>7 |
| WPHT-AM<br>(%)             | 49<br>47                          | 36<br>35  | 18<br>17  | 1<br>1  | 30<br>46                  | 14<br>22  | 20<br>32  |         | 23<br>50            | 15<br>34  | 5<br>11  | 2<br>5   | 42<br>55                 | 20<br>27  | 12<br>16  | 1<br>1  |
| WPLY-FM<br>(%)             | 63<br>27                          | 96<br>40  | 76<br>32  | 2<br>1  | 47<br>17                  | 60<br>21  | 169<br>60 | 5<br>2  | 65<br>40            | 62<br>38  | 31<br>19 | 5<br>3   | 51<br>28                 | 62<br>34  | 65<br>36  | 4<br>2  |
| WSSJ-AM<br>(%)             | 10<br>37                          | 11<br>41  | 6<br>22   |         | 15<br>56                  | 8<br>28   | 4<br>15   |         | 19<br>53            | 11<br>31  | 3<br>8   | 3<br>8   | 12<br>49                 | 8<br>32   | 4<br>16   | 1<br>2  |
| WUSL-FM<br>(%)             | 115<br>42                         | 84<br>30  | 62<br>23  | 15<br>6 | 82<br>29                  | 61<br>22  | 115<br>41 | 22<br>8 | 127<br>52           | 65<br>27  | 25<br>10 | 27<br>11 | 107<br>45                | 60<br>25  | 52<br>22  | 17<br>7 |
| WVDB-AM<br>(%)             | * 17<br>74                        | 2<br>10   | 4<br>16   |         | 33<br>59                  | 9<br>17   | 13<br>24  |         | * 6<br>67           | 3<br>33   |          |          | * 19<br>66               | 4<br>15   | 5<br>19   |         |
| WVDB-FM<br>(%)             | 124<br>60                         | 58<br>28  | 24<br>12  | 1       | 195<br>48                 | 88<br>22  | 116<br>28 | 9<br>2  | 187<br>81           | 36<br>16  | 5<br>2   | 1<br>1   | 148<br>64                | 47<br>21  | 32<br>14  | 3<br>1  |
| WVJZ-AM<br>(%)             | 37<br>62                          | 22<br>37  |           | 1<br>1  | 33<br>52                  | 29<br>46  |           | 1<br>1  | 35<br>66            | 18<br>34  |          |          | 25<br>60                 | 17<br>39  |           | 1       |
| WXTU-FM<br>(%)             | 106<br>33                         | 136<br>42 | 75<br>23  | 4<br>1  | 87<br>26                  | 114<br>33 | 135<br>40 | 5<br>1  | 114<br>49           | 85<br>37  | 17<br>7  | 15<br>6  | 82<br>35                 | 90<br>38  | 57<br>24  | 6<br>2  |

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Listening Locations

## Persons 18+

AQH (00)

|                | Monday-Friday<br>6AM-10AM+3PM-7PM |            |            |          | Monday-Friday<br>10AM-3PM |            |            |          | Weekend<br>10AM-7PM |            |           |          | Monday-Sunday<br>6AM-MID |            |            |          |
|----------------|-----------------------------------|------------|------------|----------|---------------------------|------------|------------|----------|---------------------|------------|-----------|----------|--------------------------|------------|------------|----------|
|                | At Home                           | In Car     | At Work    | Other    | At Home                   | In Car     | At Work    | Other    | At Home             | In Car     | At Work   | Other    | At Home                  | In Car     | At Work    | Other    |
| WXXM-FM<br>(%) | 44<br>23                          | 76<br>40   | 65<br>34   | 4<br>2   | 21<br>10                  | 37<br>17   | 153<br>71  | 4<br>2   | 70<br>54            | 46<br>35   | 6<br>5    | 9<br>7   | 39<br>27                 | 45<br>31   | 54<br>37   | 6<br>4   |
| WYSP-FM<br>(%) | 216<br>29                         | 279<br>37  | 239<br>32  | 12<br>2  | 108<br>22                 | 101<br>20  | 271<br>55  | 11<br>2  | 86<br>47            | 68<br>37   | 22<br>12  | 6<br>3   | 118<br>30                | 130<br>33  | 139<br>35  | 12<br>3  |
| WYXR-FM<br>(%) | 54<br>23                          | 84<br>36   | 95<br>40   | 4<br>2   | 31<br>11                  | 41<br>15   | 196<br>71  | 7<br>3   | 50<br>33            | 53<br>35   | 41<br>27  | 8<br>6   | 44<br>25                 | 50<br>28   | 79<br>44   | 5<br>3   |
| WBYN-FM<br>(%) | 14<br>54                          | 9<br>33    | 3<br>12    |          | 12<br>46                  | 7<br>27    | 7<br>26    |          | 11<br>48            | 11<br>50   |           | 2        | 11<br>52                 | 7<br>35    | 3<br>13    |          |
| WJBR-FM<br>(%) | 16<br>32                          | 14<br>29   | 19<br>38   | 1        | 9<br>13                   | 16<br>24   | 42<br>61   | 2<br>2   | 14<br>43            | 13<br>40   | 5<br>16   | 1        | 12<br>31                 | 11<br>28   | 16<br>40   | 1<br>1   |
| WKXW-FM<br>(%) | 18<br>18                          | 46<br>47   | 34<br>34   |          | 8<br>7                    | 35<br>31   | 68<br>61   | 1<br>1   | 15<br>25            | 17<br>27   | 8<br>13   | 21<br>34 | 12<br>17                 | 27<br>39   | 27<br>39   | 4<br>6   |
| WLEV-FM<br>(%) | 3<br>8                            | 9<br>22    | 28<br>69   | 1        | 1                         | 4<br>8     | 48<br>90   | 1<br>1   | 10<br>41            | 7<br>28    | 7<br>30   | 1        | 3<br>11                  | 6<br>20    | 21<br>68   | 1        |
| WNJO-FM<br>(%) | 9<br>13                           | 22<br>33   | 36<br>53   | 1<br>1   | 8<br>8                    | 14<br>14   | 78<br>77   |          | 21<br>42            | 18<br>35   | 10<br>20  | 2<br>4   | 9<br>17                  | 14<br>27   | 29<br>55   | 1<br>1   |
| WPST-FM<br>(%) | 17<br>17                          | 47<br>46   | 33<br>32   | 4<br>4   | 17<br>14                  | 25<br>21   | 74<br>63   | 2<br>2   | 32<br>42            | 37<br>48   | 6<br>8    | 2<br>3   | 18<br>23                 | 30<br>39   | 28<br>35   | 3<br>3   |
| TOTALS<br>(%)  | 3296<br>38                        | 2921<br>34 | 2297<br>26 | 159<br>2 | 2595<br>27                | 1997<br>21 | 4649<br>49 | 232<br>2 | 3002<br>54          | 1673<br>30 | 566<br>10 | 284<br>5 | 2647<br>41               | 1825<br>28 | 1835<br>28 | 184<br>3 |

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

# Time Spent Listening

| Monday-Sunday 6AM-MID |                |                  |                  |                  |              |              |              |                |                |                |
|-----------------------|----------------|------------------|------------------|------------------|--------------|--------------|--------------|----------------|----------------|----------------|
| Hours and Minutes     |                |                  |                  |                  |              |              |              |                |                |                |
|                       | Persons<br>12+ | Persons<br>18-34 | Persons<br>25-54 | Persons<br>35-64 | Men<br>18-34 | Men<br>25-54 | Men<br>35-64 | Women<br>18-34 | Women<br>25-54 | Women<br>35-64 |
| <b>KYW -AM</b>        |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99                | 4:45           | 3:15             | 4:00             | 4:30             | 3:15         | 4:15         | 5:00         | 3:15           | 3:30           | 4:00           |
| WI '99                | 5:45           | 3:15             | 4:15             | 5:00             | 3:45         | 4:15         | 4:45         | 2:30           | 4:30           | 5:30           |
| FA '98                | 5:15           | 2:45             | 4:15             | 5:15             | 2:30         | 4:15         | 5:15         | 2:45           | 4:15           | 5:15           |
| SU '98                | 5:15           | 3:00             | 4:15             | 4:45             | 3:30         | 4:15         | 4:45         | 2:30           | 4:00           | 4:45           |
| <b>4-Book</b>         | <b>5:15</b>    | <b>3:00</b>      | <b>4:15</b>      | <b>5:00</b>      | <b>3:15</b>  | <b>4:15</b>  | <b>5:00</b>  | <b>2:45</b>    | <b>4:00</b>    | <b>5:00</b>    |
| SP '98                | 5:30           | 3:00             | 4:00             | 4:45             | 3:15         | 4:30         | 5:15         | 2:30           | 3:45           | 4:30           |
| <b>WBEB-FM</b>        |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99                | 8:45           | 8:45             | 9:30             | 9:45             | 9:30         | 9:15         | 9:00         | 8:15           | 9:30           | 10:30          |
| WI '99                | 8:30           | 9:15             | 9:15             | 9:30             | 8:15         | 7:15         | 7:45         | 9:30           | 10:15          | 10:15          |
| FA '98                | 8:15           | 8:15             | 9:15             | 9:30             | 8:00         | 8:30         | 8:15         | 8:30           | 9:30           | 10:00          |
| SU '98                | 9:00           | 8:00             | 9:15             | 9:45             | 5:15         | 7:00         | 8:00         | 9:00           | 10:30          | 10:45          |
| <b>4-Book</b>         | <b>8:45</b>    | <b>8:30</b>      | <b>9:15</b>      | <b>9:45</b>      | <b>7:45</b>  | <b>8:00</b>  | <b>8:15</b>  | <b>8:45</b>    | <b>10:00</b>   | <b>10:30</b>   |
| SP '98                | 9:30           | 9:30             | 10:00            | 10:15            | 11:00        | 8:45         | 9:15         | 9:00           | 10:30          | 11:00          |
| <b>WDAS-AM</b>        |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99                | 9:15           | 12:30            | 7:15             | 8:45             | 9:00         | 5:00         | 7:15         | 14:00          | 8:15           | 9:30           |
| WI '99                | 8:45           | 8:45             | 11:00            | 10:45            | 3:15         | 5:15         | 5:45         | 11:15          | 13:30          | 12:45          |
| FA '98                | 9:30           | 7:45             | 7:30             | 9:30             | 5:15         | 5:00         | 5:30         | 9:00           | 8:30           | 11:15          |
| SU '98                | 9:45           | 11:45            | 7:45             | 7:00             | 12:30        | 7:00         | 3:45         | 11:30          | 8:00           | 8:00           |
| <b>4-Book</b>         | <b>9:15</b>    | <b>10:15</b>     | <b>8:30</b>      | <b>9:00</b>      | <b>7:30</b>  | <b>5:30</b>  | <b>5:30</b>  | <b>11:30</b>   | <b>9:30</b>    | <b>10:30</b>   |
| SP '98                | 8:30           | 4:45             | 8:30             | 10:45            | 2:45         | 7:00         | 8:00         | 5:30           | 9:15           | 12:00          |
| <b>WDAS-FM</b>        |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99                | 11:00          | 9:45             | 12:15            | 13:00            | 9:45         | 12:45        | 13:15        | 9:45           | 12:00          | 12:30          |
| WI '99                | 12:30          | 12:00            | 14:30            | 14:15            | 13:30        | 14:45        | 13:45        | 11:00          | 14:30          | 14:30          |
| FA '98                | 12:00          | 12:15            | 13:45            | 13:15            | 11:45        | 13:45        | 13:00        | 12:30          | 13:45          | 13:30          |
| SU '98                | 12:00          | 9:45             | 13:30            | 14:45            | 9:00         | 13:30        | 14:30        | 10:00          | 13:45          | 14:45          |
| <b>4-Book</b>         | <b>12:00</b>   | <b>11:00</b>     | <b>13:30</b>     | <b>13:45</b>     | <b>11:00</b> | <b>13:45</b> | <b>13:45</b> | <b>10:45</b>   | <b>13:30</b>   | <b>13:45</b>   |
| SP '98                | 12:15          | 10:45            | 13:45            | 14:45            | 10:30        | 12:30        | 14:30        | 11:00          | 14:30          | 15:00          |
| <b>+WEMG-AM</b>       |                |                  |                  |                  |              |              |              |                |                |                |
| <b>WURD-AM</b>        |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99                | 11:30          | 7:15             | 12:00            | 15:15            | 7:45         | 11:30        | 18:15        | 5:45           | 12:30          | 13:45          |
| WI '99                | 12:30          | 15:45            | 15:00            | 15:15            | 19:45        | 10:30        | 5:15         | 13:00          | 17:00          | 20:00          |
| FA '98                | 13:15          | 13:00            | 12:30            | 15:15            | 8:45         | 8:45         | 14:45        | 15:30          | 16:00          | 16:00          |
| SU '98                | 11:15          | 11:00            | 13:30            | 12:00            | 14:45        | 10:30        | 6:00         | 9:00           | 15:45          | 18:45          |
| <b>4-Book</b>         | <b>12:15</b>   | <b>11:45</b>     | <b>13:15</b>     | <b>14:30</b>     | <b>12:45</b> | <b>10:15</b> | <b>11:00</b> | <b>10:45</b>   | <b>15:15</b>   | <b>17:15</b>   |
| SP '98                | 13:00          | 12:00            | 16:15            | 16:00            | 9:45         | 14:00        | 14:30        | 13:30          | 17:30          | 17:15          |
| <b>WFIL-AM</b>        |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99                | 7:00           | 2:30             | 6:00             | 7:30             | 3:00         | 3:30         | 4:00         | 1:45           | 8:15           | 10:45          |
| WI '99                | 5:00           | 3:15             | 4:45             | 5:15             | 3:30         | 6:30         | 6:30         | 3:00           | 3:30           | 4:30           |
| FA '98                | **             | **               | **               | **               | **           | **           | **           | **             | **             | **             |
| SU '98                | 6:00           | 3:15             | 6:00             | 6:30             | 3:30         | 6:15         | 6:45         | 3:00           | 5:15           | 6:30           |
| <b>4-Book</b>         | <b>**</b>      | <b>**</b>        | <b>**</b>        | <b>**</b>        | <b>**</b>    | <b>**</b>    | <b>**</b>    | <b>**</b>      | <b>**</b>      | <b>**</b>      |
| SP '98                | **             | **               | **               | **               | **           | **           | **           | **             | **             | **             |
| <b>WHAT-AM</b>        |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99                | 13:15          | 2:00             | 11:15            | 13:45            | 1:00         | 16:45        | 16:15        | 3:15           | 7:45           | 12:15          |
| WI '99                | 14:00          | 2:15             | 8:15             | 10:45            | 3:00         | 12:00        | 14:30        | 2:00           | 5:45           | 8:45           |
| FA '98                | 9:30           | 7:00             | 7:30             | 9:00             | 8:00         | 7:00         | 9:30         | 6:45           | 8:00           | 8:30           |
| SU '98                | 13:00          | 5:45             | 8:30             | 11:00            | 6:00         | 9:30         | 11:00        | 5:15           | 7:30           | 11:00          |
| <b>4-Book</b>         | <b>12:30</b>   | <b>4:15</b>      | <b>9:00</b>      | <b>11:15</b>     | <b>4:30</b>  | <b>11:15</b> | <b>12:45</b> | <b>4:15</b>    | <b>7:15</b>    | <b>10:15</b>   |
| SP '98                | 11:00          | 15:45            | 12:00            | 9:30             | 27:45        | 16:00        | 9:30         | 6:00           | 9:30           | 9:45           |
| <b>W100-FM</b>        |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99                | 5:30           | 6:15             | 6:00             | 4:45             | 6:30         | 6:30         | 4:45         | 6:00           | 5:45           | 4:45           |
| WI '99                | 5:30           | 5:45             | 5:15             | 5:00             | 5:45         | 4:30         | 5:00         | 5:45           | 5:45           | 4:45           |
| FA '98                | 6:00           | 5:45             | 6:45             | 6:45             | 5:45         | 7:30         | 8:15         | 5:45           | 6:15           | 5:45           |
| SU '98                | 6:00           | 6:00             | 6:00             | 5:30             | 6:30         | 6:00         | 4:15         | 6:00           | 6:00           | 6:00           |
| <b>4-Book</b>         | <b>5:45</b>    | <b>6:00</b>      | <b>6:00</b>      | <b>5:30</b>      | <b>6:15</b>  | <b>6:15</b>  | <b>5:30</b>  | <b>6:00</b>    | <b>6:00</b>    | <b>5:15</b>    |
| SP '98                | 6:00           | 6:15             | 6:00             | 6:00             | 7:30         | 7:15         | 6:15         | 5:30           | 5:15           | 5:45           |
| <b>VIP -AM</b>        |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99                | 7:00           | 7:30             | 7:00             | 6:45             | 8:00         | 8:00         | 7:30         | 3:15           | 2:45           | 3:15           |
| WI '99                | 7:00           | 6:30             | 7:15             | 7:15             | 7:15         | 8:00         | 8:00         | 2:30           | 3:15           | 4:00           |
| FA '98                | 6:30           | 6:45             | 7:15             | 7:00             | 7:45         | 7:45         | 7:30         | 2:30           | 4:45           | 5:15           |
| SU '98                | 7:30           | 7:00             | 7:30             | 8:15             | 7:30         | 8:00         | 9:00         | 4:45           | 5:30           | 5:00           |
| <b>4-Book</b>         | <b>7:00</b>    | <b>7:00</b>      | <b>7:15</b>      | <b>7:15</b>      | <b>7:45</b>  | <b>8:00</b>  | <b>8:00</b>  | <b>3:15</b>    | <b>4:00</b>    | <b>4:30</b>    |
| SP '98                | 6:45           | 6:30             | 7:00             | 7:00             | 6:45         | 7:30         | 7:45         | 5:15           | 4:45           | 3:45           |

\*\* 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<br>12+ | Persons<br>18-34 | Persons<br>25-54 | Persons<br>35-64 | Men<br>18-34 | Men<br>25-54 | Men<br>35-64 | Women<br>18-34 | Women<br>25-54 | Women<br>35-64 |
|-----------------|----------------|------------------|------------------|------------------|--------------|--------------|--------------|----------------|----------------|----------------|
| <b>WJJZ-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99          | 10:15          | 7:30             | 10:30            | 10:45            | 4:45         | 9:45         | 11:00        | 9:45           | 11:00          | 10:45          |
| WI '99          | 9:30           | 7:00             | 8:45             | 10:15            | 6:45         | 8:15         | 10:00        | 7:15           | 9:15           | 10:30          |
| FA '98          | 8:15           | 8:30             | 8:15             | 8:45             | 9:15         | 9:15         | 9:45         | 7:45           | 7:30           | 7:45           |
| SU '98          | 8:30           | 7:00             | 9:00             | 9:15             | 7:15         | 9:30         | 9:45         | 6:45           | 8:30           | 8:45           |
| <b>4-Book</b>   | <b>9:15</b>    | <b>7:30</b>      | <b>9:15</b>      | <b>9:45</b>      | <b>7:00</b>  | <b>9:15</b>  | <b>10:15</b> | <b>8:00</b>    | <b>9:00</b>    | <b>9:30</b>    |
| SP '98          | 8:45           | 7:30             | 9:00             | 9:45             | 8:30         | 9:15         | 9:45         | 7:00           | 8:45           | 9:30           |
| <b>VMGK-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99          | 7:00           | 6:45             | 7:30             | 7:45             | 9:00         | 9:30         | 9:15         | 4:45           | 5:45           | 6:00           |
| WI '99          | 6:15           | 4:45             | 6:45             | 7:30             | 5:15         | 7:45         | 9:00         | 4:15           | 5:30           | 6:00           |
| FA '98          | 7:15           | 7:45             | 7:45             | 7:30             | 9:15         | 8:45         | 8:00         | 6:00           | 6:45           | 6:30           |
| SU '98          | 7:45           | 8:30             | 8:00             | 7:30             | 9:30         | 9:00         | 8:15         | 7:30           | 7:15           | 6:30           |
| <b>4-Book</b>   | <b>7:00</b>    | <b>7:00</b>      | <b>7:30</b>      | <b>7:30</b>      | <b>8:15</b>  | <b>8:45</b>  | <b>8:45</b>  | <b>5:45</b>    | <b>6:15</b>    | <b>6:15</b>    |
| SP '98          | 7:30           | 7:45             | 8:00             | 8:15             | 8:15         | 9:00         | 9:15         | 7:15           | 6:45           | 7:00           |
| <b>VMMR-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99          | 6:30           | 5:45             | 7:15             | 8:00             | 6:45         | 8:15         | 9:15         | 4:30           | 5:15           | 6:00           |
| WI '99          | 6:15           | 5:45             | 7:00             | 7:30             | 7:00         | 8:30         | 9:15         | 3:45           | 4:30           | 4:45           |
| FA '98          | 6:45           | 7:45             | 7:15             | 6:30             | 8:30         | 7:30         | 6:45         | 6:30           | 6:45           | 6:15           |
| SU '98          | 6:30           | 7:00             | 6:45             | 6:45             | 7:45         | 8:00         | 8:45         | 5:15           | 4:30           | 3:45           |
| <b>4-Book</b>   | <b>6:30</b>    | <b>6:30</b>      | <b>7:00</b>      | <b>7:15</b>      | <b>7:30</b>  | <b>8:00</b>  | <b>8:30</b>  | <b>5:00</b>    | <b>5:15</b>    | <b>5:15</b>    |
| SP '98          | 6:00           | 5:45             | 6:45             | 6:45             | 7:30         | 8:45         | 8:45         | 3:15           | 3:30           | 3:15           |
| <b>*WNAP-AM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99          | 6:30           | 3:45             | 4:30             | 8:00             | 1:30         | 2:15         | 8:15         | 4:45           | 5:45           | 7:45           |
| WI '99          | 6:15           | 4:00             | 5:30             | 7:45             | 2:15         | 4:00         | 9:45         | 5:00           | 6:00           | 7:30           |
| FA '98          | **             | **               | **               | **               | **           | **           | **           | **             | **             | **             |
| SU '98          | 7:30           | 6:15             | 8:00             | 8:15             | 10:00        | 11:15        | 9:15         | 2:45           | 6:45           | 7:45           |
| <b>4-Book</b>   | <b>**</b>      | <b>**</b>        | <b>**</b>        | <b>**</b>        | <b>**</b>    | <b>**</b>    | <b>**</b>    | <b>**</b>      | <b>**</b>      | <b>**</b>      |
| SP '98          | **             | **               | **               | **               | **           | **           | **           | **             | **             | **             |
| <b>VOGL-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99          | 6:30           | 6:00             | 6:30             | 7:00             | 7:30         | 6:15         | 6:45         | 4:30           | 6:45           | 7:00           |
| WI '99          | 7:30           | 6:30             | 6:45             | 7:45             | 9:00         | 7:00         | 8:45         | 3:45           | 6:30           | 7:00           |
| FA '98          | 7:30           | 5:15             | 8:00             | 8:30             | 6:30         | 9:30         | 9:30         | 4:30           | 7:15           | 7:30           |
| SU '98          | 7:15           | 5:00             | 7:00             | 8:00             | 5:30         | 7:30         | 8:30         | 4:45           | 6:30           | 7:15           |
| <b>4-Book</b>   | <b>7:15</b>    | <b>5:45</b>      | <b>7:00</b>      | <b>7:45</b>      | <b>7:15</b>  | <b>7:30</b>  | <b>8:30</b>  | <b>4:30</b>    | <b>6:45</b>    | <b>7:15</b>    |
| SP '98          | 7:30           | 6:00             | 7:30             | 8:15             | 9:30         | 8:45         | 9:15         | 3:00           | 6:30           | 7:15           |
| <b>WPEN-AM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99          | 11:15          | 6:45             | 5:30             | 6:45             | 7:00         | 4:15         | 5:30         | 6:30           | 6:15           | 7:45           |
| WI '99          | 10:45          | 7:30             | 7:15             | 10:15            | 7:30         | 5:45         | 8:30         | 7:30           | 8:45           | 11:30          |
| FA '98          | 12:30          | 1:00             | 10:15            | 10:30            | 1:00         | 13:15        | 12:30        | 0:15           | 7:45           | 9:00           |
| SU '98          | 10:45          | 4:45             | 6:45             | 8:45             | 1:00         | 4:15         | 8:15         | 8:00           | 8:15           | 9:00           |
| <b>4-Book</b>   | <b>11:15</b>   | <b>5:00</b>      | <b>7:30</b>      | <b>9:00</b>      | <b>4:15</b>  | <b>7:00</b>  | <b>8:45</b>  | <b>5:30</b>    | <b>7:45</b>    | <b>9:15</b>    |
| SP '98          | 11:30          | 4:00             | 6:00             | 9:30             | 0:30         | 5:30         | 9:00         | 9:15           | 6:15           | 9:45           |
| <b>WPHI-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99          | 5:45           | 6:15             | 5:15             | 4:00             | 7:30         | 5:45         | 3:45         | 4:45           | 4:45           | 4:00           |
| WI '99          | 6:30           | 7:30             | 6:30             | 5:30             | 7:45         | 7:30         | 7:00         | 7:00           | 5:30           | 4:30           |
| FA '98          | 7:00           | 7:30             | 6:30             | 6:15             | 8:30         | 6:30         | 5:15         | 6:30           | 6:30           | 7:15           |
| SU '98          | 7:15           | 7:15             | 6:30             | 6:45             | 8:00         | 7:45         | 9:30         | 6:45           | 5:45           | 5:15           |
| <b>4-Book</b>   | <b>6:45</b>    | <b>7:15</b>      | <b>6:15</b>      | <b>5:45</b>      | <b>8:00</b>  | <b>7:00</b>  | <b>6:30</b>  | <b>6:15</b>    | <b>5:45</b>    | <b>5:15</b>    |
| SP '98          | 7:30           | 8:00             | 7:00             | 4:15             | 8:30         | 8:00         | 4:30         | 7:45           | 6:15           | 4:00           |
| <b>WPHT-AM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99          | 5:00           | 1:45             | 3:45             | 6:00             | 1:30         | 3:45         | 5:45         | 2:15           | 3:30           | 6:30           |
| WI '99          | 5:30           | 5:00             | 5:30             | 5:15             | 5:15         | 6:00         | 5:45         | 4:15           | 4:00           | 4:15           |
| FA '98          | 6:00           | 6:15             | 5:30             | 6:45             | 8:30         | 4:15         | 6:00         | 3:30           | 7:30           | 7:45           |
| SU '98          | 5:15           | 3:15             | 5:00             | 5:45             | 3:00         | 5:00         | 6:00         | 3:45           | 4:45           | 5:15           |
| <b>4-Book</b>   | <b>5:30</b>    | <b>4:00</b>      | <b>5:00</b>      | <b>6:00</b>      | <b>4:30</b>  | <b>4:45</b>  | <b>6:00</b>  | <b>3:30</b>    | <b>5:00</b>    | <b>6:00</b>    |
| SP '98          | 4:45           | 3:15             | 3:45             | 3:45             | 3:30         | 4:15         | 4:15         | 2:45           | 2:15           | 2:30           |
| <b>WPLY-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99          | 5:15           | 5:45             | 5:15             | 4:30             | 5:45         | 5:30         | 4:45         | 5:45           | 5:00           | 4:30           |
| WI '99          | 5:00           | 5:15             | 5:00             | 5:15             | 6:15         | 6:15         | 7:00         | 4:30           | 3:45           | 4:00           |
| FA '98          | 4:00           | 4:15             | 4:00             | 4:00             | 4:15         | 3:45         | 3:15         | 4:00           | 4:30           | 4:30           |
| SU '98          | 4:15           | 3:30             | 4:00             | 5:00             | 4:00         | 5:00         | 6:45         | 3:15           | 3:15           | 3:30           |
| <b>4-Book</b>   | <b>4:45</b>    | <b>4:45</b>      | <b>4:30</b>      | <b>4:45</b>      | <b>5:00</b>  | <b>5:15</b>  | <b>5:30</b>  | <b>4:30</b>    | <b>4:15</b>    | <b>4:15</b>    |
| SP '98          | 4:15           | 4:30             | 3:45             | 3:15             | 5:00         | 4:30         | 3:15         | 4:15           | 3:30           | 3:15           |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

# Time Spent Listening

| Monday-Sunday 6AM-MID |             |               |               |               |           |           |           |             |             |             |
|-----------------------|-------------|---------------|---------------|---------------|-----------|-----------|-----------|-------------|-------------|-------------|
| Hours and Minutes     |             |               |               |               |           |           |           |             |             |             |
|                       | Persons 12+ | Persons 18-34 | Persons 25-54 | Persons 35-64 | Men 18-34 | Men 25-54 | Men 35-64 | Women 18-34 | Women 25-54 | Women 35-64 |
| <b>WSSJ-AM</b>        |             |               |               |               |           |           |           |             |             |             |
| SP '99                | 15:15       | 9:30          | 17:00         | 17:30         | 0:00      | 29:00     | 29:00     | 9:30        | 9:30        | 8:30        |
| WI '99                | 16:15       | 8:15          | 12:15         | 20:00         | 2:45      | 5:30      | 7:30      | 12:45       | 18:15       | 26:00       |
| FA '98                | **          | **            | **            | **            | **        | **        | **        | **          | **          | **          |
| SU '98                | **          | **            | **            | **            | **        | **        | **        | **          | **          | **          |
| <b>4-Book</b>         | **          | **            | **            | **            | **        | **        | **        | **          | **          | **          |
| SP '98                | **          | **            | **            | **            | **        | **        | **        | **          | **          | **          |
| <b>WUSL-FM</b>        |             |               |               |               |           |           |           |             |             |             |
| SP '99                | 7:15        | 8:00          | 7:15          | 5:45          | 8:45      | 7:45      | 7:00      | 7:30        | 6:45        | 5:00        |
| WI '99                | 7:45        | 8:45          | 8:45          | 7:15          | 10:00     | 8:45      | 6:00      | 7:45        | 8:30        | 8:00        |
| FA '98                | 7:45        | 9:00          | 8:45          | 6:45          | 9:15      | 9:00      | 7:30      | 8:45        | 8:30        | 6:00        |
| SU '98                | 7:30        | 9:00          | 7:15          | 5:30          | 8:00      | 7:15      | 6:00      | 9:30        | 7:15        | 5:15        |
| <b>4-Book</b>         | 7:30        | 8:45          | 8:00          | 6:15          | 9:00      | 8:15      | 6:45      | 8:30        | 7:45        | 6:00        |
| SP '98                | 8:00        | 9:00          | 9:15          | 7:15          | 8:30      | 10:00     | 8:15      | 9:30        | 8:30        | 6:45        |
| <b>&amp;WVDB-AM</b>   |             |               |               |               |           |           |           |             |             |             |
| SP '99                | 5:15        | 1:30          | 5:15          | 6:45          | 1:30      | 6:00      | 6:30      | 0:00        | 4:15        | 7:00        |
| WI '99                | 5:15        | 4:00          | 3:45          | 2:45          | 0:00      | 4:00      | 3:15      | 4:00        | 3:00        | 2:15        |
| FA '98                | 5:00        | 4:15          | 3:30          | 4:45          | 6:00      | 2:45      | 3:30      | 0:30        | 5:00        | 6:15        |
| SU '98                | **          | **            | **            | **            | **        | **        | **        | **          | **          | **          |
| <b>4-Book</b>         | **          | **            | **            | **            | **        | **        | **        | **          | **          | **          |
| SP '98                | **          | **            | **            | **            | **        | **        | **        | **          | **          | **          |
| <b>WVDB-FM</b>        |             |               |               |               |           |           |           |             |             |             |
| SP '99                | 8:00        | 6:15          | 6:45          | 7:15          | 4:45      | 6:30      | 7:15      | 7:45        | 7:00        | 7:15        |
| WI '99                | 9:30        | 6:15          | 8:00          | 8:45          | 6:30      | 7:30      | 8:00      | 6:00        | 8:30        | 9:30        |
| FA '98                | 9:00        | 4:45          | 6:45          | 8:00          | 6:45      | 7:15      | 7:45      | 3:00        | 6:00        | 8:15        |
| SU '98                | 9:45        | 5:45          | 6:30          | 7:30          | 5:30      | 6:30      | 7:15      | 6:00        | 6:30        | 7:45        |
| <b>4-Book</b>         | 9:00        | 5:45          | 7:00          | 8:00          | 6:00      | 7:00      | 7:30      | 5:45        | 7:00        | 8:15        |
| SP '98                | 9:00        | 6:15          | 6:30          | 7:30          | 7:00      | 7:00      | 7:15      | 5:15        | 5:30        | 8:00        |
| <b>WVJZ-AM</b>        |             |               |               |               |           |           |           |             |             |             |
| SP '99                | 11:00       | 14:00         | 4:45          | 8:00          | 0:00      | 1:30      | 11:00     | 14:00       | 5:45        | 6:00        |
| WI '99                | 6:15        | 1:00          | 4:15          | 4:45          | 0:00      | 2:15      | 7:30      | 1:00        | 4:30        | 3:45        |
| FA '98                | 6:45        | 3:15          | 2:00          | 3:00          | 3:00      | 3:00      | 4:15      | 3:30        | 1:45        | 2:30        |
| SU '98                | 10:15       | 1:30          | 7:45          | 13:30         | 2:15      | 9:45      | 10:45     | 1:00        | 6:15        | 17:00       |
| <b>4-Book</b>         | 8:30        | 5:00          | 4:45          | 7:15          | 1:15      | 4:15      | 8:30      | 5:00        | 4:30        | 7:15        |
| SP '98                | 9:00        | 0:00          | 2:00          | 9:00          | 0:00      | 2:15      | 9:00      | 0:00        | 1:15        | 8:45        |
| <b>WXTU-FM</b>        |             |               |               |               |           |           |           |             |             |             |
| SP '99                | 8:45        | 8:45          | 8:45          | 8:45          | 9:00      | 8:30      | 8:45      | 8:30        | 9:00        | 9:00        |
| WI '99                | 9:15        | 9:15          | 9:30          | 9:00          | 10:00     | 9:30      | 9:00      | 8:45        | 9:30        | 9:00        |
| FA '98                | 9:15        | 8:30          | 9:15          | 10:30         | 7:30      | 9:00      | 9:45      | 9:15        | 9:30        | 11:15       |
| SU '98                | 10:00       | 8:15          | 9:30          | 11:15         | 9:00      | 11:00     | 12:30     | 7:30        | 8:15        | 10:00       |
| <b>4-Book</b>         | 9:15        | 8:45          | 9:15          | 10:00         | 9:00      | 9:30      | 10:00     | 8:30        | 9:00        | 9:45        |
| SP '98                | 10:15       | 9:15          | 9:30          | 10:15         | 9:15      | 10:30     | 11:45     | 9:15        | 8:15        | 8:45        |
| <b>WXXM-FM</b>        |             |               |               |               |           |           |           |             |             |             |
| SP '99                | 4:45        | 4:45          | 5:45          | 5:45          | 5:00      | 6:00      | 4:30      | 4:30        | 5:45        | 6:45        |
| WI '99                | 4:30        | 5:30          | 5:00          | 3:45          | 5:45      | 4:45      | 3:45      | 5:00        | 5:00        | 4:00        |
| FA '98                | 4:30        | 5:15          | 4:45          | 4:30          | 4:00      | 4:00      | 4:15      | 6:00        | 5:15        | 4:45        |
| SU '98                | 4:45        | 5:45          | 5:00          | 3:30          | 6:00      | 4:45      | 3:00      | 5:30        | 5:00        | 4:00        |
| <b>4-Book</b>         | 4:45        | 5:15          | 5:15          | 4:30          | 5:15      | 5:00      | 4:00      | 5:15        | 5:15        | 5:00        |
| SP '98                | 4:30        | 4:30          | 5:15          | 5:15          | 5:00      | 6:15      | 6:30      | 4:15        | 4:15        | 4:00        |
| <b>WYSP-FM</b>        |             |               |               |               |           |           |           |             |             |             |
| SP '99                | 8:15        | 9:30          | 8:15          | 7:15          | 11:00     | 9:45      | 8:15      | 6:30        | 5:00        | 5:15        |
| WI '99                | 8:00        | 9:00          | 8:15          | 7:00          | 11:00     | 9:45      | 8:30      | 5:30        | 5:30        | 4:15        |
| FA '98                | 7:15        | 8:45          | 7:00          | 6:00          | 10:15     | 8:00      | 6:30      | 5:30        | 5:00        | 4:45        |
| SU '98                | 7:15        | 7:45          | 7:30          | 7:00          | 9:00      | 8:30      | 8:30      | 5:45        | 5:30        | 4:45        |
| <b>4-Book</b>         | 7:45        | 8:45          | 7:45          | 6:45          | 10:15     | 9:00      | 8:00      | 5:45        | 5:15        | 4:45        |
| SP '98                | 7:00        | 8:15          | 7:45          | 5:45          | 9:45      | 8:45      | 6:15      | 5:30        | 5:15        | 4:45        |
| <b>WYXR-FM</b>        |             |               |               |               |           |           |           |             |             |             |
| SP '99                | 5:30        | 5:00          | 6:00          | 6:45          | 5:45      | 5:45      | 6:45      | 4:45        | 6:00        | 6:30        |
| WI '99                | 5:45        | 5:45          | 6:15          | 6:30          | 5:00      | 5:00      | 4:30      | 6:00        | 7:00        | 7:15        |
| FA '98                | 5:45        | 5:30          | 6:15          | 6:45          | 5:15      | 5:15      | 5:00      | 5:30        | 6:45        | 8:00        |
| SU '98                | 6:15        | 6:30          | 7:00          | 6:15          | 6:30      | 7:15      | 6:45      | 6:15        | 6:45        | 6:00        |
| <b>4-Book</b>         | 5:45        | 5:45          | 6:30          | 6:30          | 5:45      | 5:45      | 5:45      | 5:45        | 6:45        | 7:00        |
| SP '98                | 6:00        | 6:30          | 6:45          | 6:15          | 5:45      | 5:15      | 5:00      | 6:45        | 7:30        | 7:00        |

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

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

# Time Spent Listening

## Monday-Sunday 6AM-MID

Hours and Minutes

|                | Persons<br>12+ | Persons<br>18-34 | Persons<br>25-54 | Persons<br>35-64 | Men<br>18-34 | Men<br>25-54 | Men<br>35-64 | Women<br>18-34 | Women<br>25-54 | Women<br>35-64 |
|----------------|----------------|------------------|------------------|------------------|--------------|--------------|--------------|----------------|----------------|----------------|
| <b>WBYN-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99         | 7:00           | 8:45             | 6:00             | 7:00             | 10:45        | 6:00         | 7:15         | 6:45           | 6:00           | 7:00           |
| WI '99         | 6:15           | 0:45             | 7:15             | 7:30             | 0:00         | 7:15         | 7:15         | 0:45           | 7:15           | 7:45           |
| FA '98         | 7:15           | 0:45             | 4:00             | 5:30             | 0:45         | 4:15         | 4:45         | 0:15           | 4:00           | 5:45           |
| SU '98         | **             | **               | **               | **               | **           | **           | **           | **             | **             | **             |
| <b>4-Book</b>  | **             | **               | **               | **               | **           | **           | **           | **             | **             | **             |
| SP '98         | **             | **               | **               | **               | **           | **           | **           | **             | **             | **             |
| <b>WJBR-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99         | 6:15           | 3:15             | 5:30             | 7:15             | 2:00         | 3:30         | 3:30         | 3:45           | 6:15           | 8:45           |
| WI '99         | 5:30           | 5:00             | 6:00             | 6:30             | 3:00         | 4:00         | 6:15         | 6:30           | 7:30           | 6:30           |
| FA '98         | 5:15           | 2:45             | 6:30             | 7:45             | 0:45         | 8:30         | 9:30         | 3:15           | 5:30           | 6:15           |
| SU '98         | 7:00           | 6:30             | 7:45             | 8:15             | 7:00         | 5:45         | 6:00         | 6:15           | 8:45           | 9:15           |
| <b>4-Book</b>  | <b>6:00</b>    | <b>4:30</b>      | <b>6:30</b>      | <b>7:30</b>      | <b>3:15</b>  | <b>5:30</b>  | <b>6:15</b>  | <b>5:00</b>    | <b>7:00</b>    | <b>7:45</b>    |
| SP '98         | 6:15           | 5:00             | 6:15             | 7:30             | 3:45         | 7:30         | 9:30         | 5:30           | 5:15           | 6:00           |
| <b>WKXV-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99         | 6:30           | 7:45             | 6:30             | 6:30             | 8:45         | 8:15         | 7:45         | 7:30           | 5:30           | 5:45           |
| WI '99         | 6:30           | 3:45             | 5:30             | 7:30             | 3:15         | 5:30         | 8:30         | 4:00           | 5:30           | 6:30           |
| FA '98         | 6:30           | 8:45             | 6:45             | 5:45             | 12:15        | 8:00         | 5:45         | 6:00           | 6:00           | 5:45           |
| SU '98         | 5:30           | 3:45             | 5:45             | 6:45             | 4:45         | 6:45         | 8:15         | 3:00           | 5:00           | 5:45           |
| <b>4-Book</b>  | <b>6:15</b>    | <b>6:00</b>      | <b>6:15</b>      | <b>6:45</b>      | <b>7:15</b>  | <b>7:15</b>  | <b>7:30</b>  | <b>5:15</b>    | <b>5:30</b>    | <b>6:00</b>    |
| SP '98         | 6:30           | 6:00             | 6:00             | 6:45             | 7:00         | 6:30         | 7:15         | 5:15           | 5:30           | 6:30           |
| <b>WLEV-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99         | 8:15           | 6:00             | 10:00            | 10:15            | 1:00         | 8:45         | 10:15        | 8:00           | 11:15          | 10:15          |
| WI '99         | **             | **               | **               | **               | **           | **           | **           | **             | **             | **             |
| FA '98         | **             | **               | **               | **               | **           | **           | **           | **             | **             | **             |
| SU '98         | 7:45           | 1:00             | 6:45             | 7:45             | 0:15         | 6:30         | 8:00         | 1:15           | 6:45           | 7:45           |
| <b>4-Book</b>  | **             | **               | **               | **               | **           | **           | **           | **             | **             | **             |
| SP '98         | 7:15           | 3:45             | 6:45             | 9:45             | 2:30         | 5:45         | 7:30         | 4:30           | 7:30           | 11:15          |
| <b>WNJO-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99         | 6:15           | 6:00             | 6:45             | 6:30             | 5:15         | 8:30         | 8:30         | 6:30           | 5:30           | 5:00           |
| WI '99         | 6:45           | 4:30             | 6:15             | 7:15             | 1:45         | 6:00         | 8:00         | 7:15           | 6:30           | 6:30           |
| FA '98         | 5:45           | 5:45             | 6:00             | 6:00             | 5:30         | 5:00         | 5:15         | 6:00           | 7:30           | 6:45           |
| SU '98         | 8:15           | 7:30             | 8:30             | 9:15             | 10:00        | 9:15         | 10:15        | 4:45           | 7:45           | 8:15           |
| <b>4-Book</b>  | <b>6:45</b>    | <b>6:00</b>      | <b>7:00</b>      | <b>7:15</b>      | <b>5:45</b>  | <b>7:15</b>  | <b>8:00</b>  | <b>6:15</b>    | <b>6:45</b>    | <b>6:45</b>    |
| SP '98         | 5:30           | 3:30             | 5:45             | 6:15             | 3:30         | 5:30         | 6:15         | 3:30           | 5:45           | 6:15           |
| <b>WPST-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| SP '99         | 3:45           | 3:45             | 4:15             | 3:45             | 3:15         | 3:15         | 2:15         | 4:00           | 4:45           | 4:45           |
| WI '99         | 3:15           | 3:15             | 3:00             | 3:00             | 2:30         | 3:00         | 3:15         | 3:45           | 3:00           | 3:00           |
| FA '98         | 3:45           | 4:15             | 3:15             | 2:45             | 4:30         | 4:00         | 3:00         | 4:00           | 3:00           | 2:45           |
| SU '98         | 4:00           | 4:15             | 4:15             | 3:45             | 4:15         | 3:45         | 3:30         | 4:15           | 4:45           | 3:45           |
| <b>4-Book</b>  | <b>3:45</b>    | <b>4:00</b>      | <b>3:45</b>      | <b>3:15</b>      | <b>3:45</b>  | <b>3:30</b>  | <b>3:00</b>  | <b>4:00</b>    | <b>4:00</b>    | <b>3:30</b>    |
| SP '98         | 4:00           | 4:15             | 4:15             | 4:30             | 4:00         | 4:45         | 5:00         | 4:15           | 3:45           | 4:00           |

Time Spent Listening

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

# Cume Duplication Percent

**Persons 12+**

Monday-Sunday 6AM-MID

|                 | KYW - AM | WBEB - FM | WDAS - AM | WDAS - FM | WEMG - AM | WFIL - AM | WHAT - AM | W100 - FM | WIP - AM | WJZ - FM | WMGK - FM | WMMR - FM | WNAP - AM | WOGL - FM | WPEN - AM | WPHI - FM | WPHT - AM | WPLY - FM | WSSJ - AM | WUSL - FM | WWDB - AM |
|-----------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Cume Pers. (00) | 10682    | 6970      | 1213      | 4394      | 389       | 580       | 654       | 7351      | 3802     | 4578     | 4632      | 4613      | 329       | 5854      | 3084      | 4388      | 1933      | 5243      | 206       | 5505      | 483       |
| KYW -AM         | 100      | 27        | 43        | 21        | 3         | 38        | 37        | 15        | 41       | 30       | 26        | 19        | 45        | 33        | 48        | 13        | 63        | 19        | 6         | 14        | 41        |
| WBEB-FM         | 18       | 100       | 7         | 8         | 22        | 15        | 5         | 25        | 15       | 19       | 20        | 17        | 10        | 29        | 13        | 9         | 13        | 17        | 21        | 10        | 9         |
| WDAS-AM         | 5        | 1         | 100       | 11        |           | 7         | 39        |           | 3        | 7        |           |           | 73        | 1         | 2         | 3         | 2         |           |           | 4         |           |
| WDAS-FM         | 9        | 5         | 40        | 100       | 2         | 6         | 39        | 8         | 9        | 35       | 4         | 2         | 26        | 6         | 2         | 31        | 3         | 2         | 5         | 37        | 4         |
| +WEMG-AM        |          | 1         |           |           | 100       |           |           | 2         |          | 1        |           |           |           |           |           | 2         |           |           | 73        | 2         |           |
| WFIL-AM         | 2        | 1         | 4         | 1         |           | 100       | 3         |           | 2        | 2        | 1         |           | 9         | 1         | 3         |           | 1         |           |           | 1         | 7         |
| WHAT-AM         | 2        |           | 21        | 6         |           |           | 100       |           | 2        | 4        |           |           | 33        |           | 1         | 1         |           |           |           | 2         | 2         |
| W100-FM         | 10       | 26        |           | 13        | 37        | 4         | 3         | 100       | 14       | 12       | 23        | 24        |           | 20        | 1         | 33        | 4         | 39        | 23        | 31        | 4         |
| WIP -AM         | 15       | 8         | 10        | 8         |           | 11        | 9         | 7         | 100      | 10       | 13        | 11        | 13        | 11        | 12        | 4         | 34        | 10        |           | 4         | 13        |
| WJZ-FM          | 13       | 12        | 26        | 37        | 15        | 13        | 25        | 7         | 12       | 100      | 10        | 7         | 25        | 13        | 9         | 14        | 11        | 5         | 11        | 15        | 7         |
| WMGK-FM         | 11       | 13        | 1         | 4         | 3         | 5         |           | 15        | 16       | 11       | 100       | 32        | 2         | 19        | 3         | 7         | 6         | 18        |           | 6         |           |
| WMMR-FM         | 8        | 11        | 1         | 2         | 5         | 2         | 2         | 15        | 14       | 7        |           | 100       | 3         | 14        | 3         | 6         | 8         | 29        |           | 6         | 1         |
| WNAP-AM         | 1        |           | 20        | 2         |           | 5         | 17        |           | 1        | 2        |           |           | 100       | 1         |           |           | 1         |           |           |           | 2         |
| WOGL-FM         | 18       | 24        | 6         | 8         | 2         | 7         | 3         | 16        | 17       | 17       | 24        | 18        | 13        | 100       | 11        | 5         | 13        | 12        |           | 8         | 22        |
| WPEN-AM         | 14       | 6         | 5         | 1         |           | 16        | 6         | 1         | 10       | 6        | 2         | 2         |           | 6         | 100       | 1         | 24        | 1         | 5         | 1         | 11        |
| WPHI-FM         | 5        | 6         | 10        | 31        | 27        | 3         | 10        | 20        | 4        | 13       | 6         | 6         | 3         | 4         | 2         | 100       | 1         | 11        | 20        | 59        | 6         |
| WPHT-AM         | 11       | 4         | 4         | 1         |           | 5         |           | 1         | 17       | 5        | 2         | 3         | 5         | 4         | 15        | 1         | 100       | 2         |           |           | 13        |
| WPLY-FM         | 9        | 13        |           | 2         |           | 3         | 1         | 28        | 13       | 6        | 20        | 33        |           | 11        | 2         | 13        | 6         | 100       |           | 10        | 5         |
| WSSJ-AM         |          | 1         |           |           | 38        |           |           | 1         |          |          |           |           |           |           |           | 1         |           |           | 100       |           | 1         |
| WUSL-FM         | 7        | 8         | 19        | 46        | 29        | 7         | 19        | 23        | 6        | 18       | 7         | 7         | 8         | 7         | 1         | 74        | 1         | 11        | 25        | 100       | 4         |
| WVDB-AM         | 2        | 1         |           |           |           | 6         | 2         |           | 2        | 1        |           |           | 3         | 2         | 2         | 1         | 3         |           |           |           | 100       |
| WVDB-FM         | 12       | 8         | 3         | 2         |           | 22        | 4         | 6         | 11       | 10       | 7         | 6         | 5         | 11        | 20        | 2         | 31        | 8         |           | 2         | 61        |
| WVJZ-AM         | 2        | 1         |           |           |           | 3         |           |           | 1        | 2        |           |           |           | 1         | 9         | 4         | 4         |           |           |           | 2         |
| WXTU-FM         | 7        | 10        |           | 1         | 5         | 7         |           | 9         | 7        | 6        | 9         | 9         |           | 12        | 5         | 2         | 4         | 8         | 9         | 2         | 9         |
| WXXM-FM         | 8        | 12        | 4         | 7         |           | 7         | 2         | 20        | 10       | 10       | 19        | 21        |           | 14        | 2         | 8         | 6         | 30        | 5         | 8         | 4         |
| WYSP-FM         | 12       | 12        |           | 4         | 7         | 1         |           | 22        | 24       | 9        | 30        | 57        |           | 15        | 3         | 13        | 10        | 40        |           | 11        | 5         |
| WYXR-FM         | 8        | 24        |           | 6         | 14        | 5         | 3         | 27        | 7        | 10       | 22        | 16        |           | 13        | 2         | 11        | 4         | 20        | 15        | 9         | 6         |
| WBYN-FM         | 1        | 1         | 1         |           |           | 4         |           |           | 1        | 1        |           |           |           | 1         |           |           | 1         |           |           |           |           |
| WJBR-FM         | 2        | 5         | 1         | 3         |           | 5         | 2         | 3         |          | 3        | 5         | 3         | 4         | 3         | 1         | 1         |           | 2         |           | 2         | 2         |
| WKXV-FM         | 2        | 6         |           |           | 3         |           |           | 3         | 2        | 3        | 6         | 3         |           | 6         | 2         | 1         | 2         | 3         | 5         |           | 7         |
| WLEV-FM         | 1        | 2         |           |           |           | 2         |           | 1         | 1        | 1        | 3         | 2         |           | 2         |           | 1         | 1         | 2         |           |           |           |
| WNJO-FM         | 3        | 5         |           | 1         |           | 2         |           | 3         | 3        | 3        | 5         | 4         |           | 8         | 3         | 1         | 3         | 2         |           | 1         | 4         |
| WPST-FM         | 5        | 11        |           | 1         |           |           |           | 23        | 7        | 4        | 15        | 18        |           | 7         | 1         | 9         | 3         | 28        | 5         | 8         | 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

|                | WWDB-FM | WWJZ-AM | WXTU-FM | WXXM-FM | WYSP-FM | WYXR-FM | WBYN-FM | WJBR-FM | WKKW-FM | WLEV-FM | WNJO-FM | WPST-FM |  |  |  |  |  |  |  |  |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--|--|--|--|--|--|--|--|
| Cume Pers (00) | 3656    | 491     | 3397    | 3963    | 6320    | 4338    | 376     | 836     | 1355    | 459     | 1099    | 3362    |  |  |  |  |  |  |  |  |
| KYW -AM        | 34      | 37      | 22      | 22      | 20      | 19      | 26      | 23      | 17      | 26      | 25      | 15      |  |  |  |  |  |  |  |  |
| WBEB-FM        | 15      | 8       | 21      | 22      | 13      | 38      | 10      | 41      | 33      | 31      | 33      | 22      |  |  |  |  |  |  |  |  |
| WDAS-AM        | 1       |         |         | 1       |         |         | 2       | 2       |         |         |         |         |  |  |  |  |  |  |  |  |
| WDAS-FM        | 2       | 1       | 1       | 8       | 2       | 6       | 4       | 17      | 1       |         | 3       | 1       |  |  |  |  |  |  |  |  |
| +WEMG-AM       |         |         | 1       |         |         | 1       |         |         | 1       |         |         |         |  |  |  |  |  |  |  |  |
| WFIL-AM        | 3       | 4       | 1       | 1       |         | 1       | 5       | 4       |         | 2       | 1       |         |  |  |  |  |  |  |  |  |
| WHAT-AM        | 1       |         |         |         |         | 1       |         | 2       |         |         |         |         |  |  |  |  |  |  |  |  |
| WIOQ-FM        | 11      |         | 19      | 38      | 26      | 46      | 6       | 23      | 15      | 23      | 22      | 51      |  |  |  |  |  |  |  |  |
| WIP -AM        | 11      | 9       | 7       | 9       | 14      | 6       | 4       | 2       | 7       | 11      | 11      | 8       |  |  |  |  |  |  |  |  |
| WJZ-FM         | 12      | 15      | 8       | 11      | 7       | 11      | 8       | 19      | 11      | 8       | 12      | 5       |  |  |  |  |  |  |  |  |
| WMGK-FM        | 9       |         | 13      | 22      | 22      | 24      | 7       | 27      | 21      | 31      | 19      | 20      |  |  |  |  |  |  |  |  |
| WMMR-FM        | 7       |         | 12      | 25      | 42      | 17      | 4       | 15      | 11      | 20      | 16      | 25      |  |  |  |  |  |  |  |  |
| WNAP-AM        |         |         |         |         |         |         |         | 2       |         |         |         |         |  |  |  |  |  |  |  |  |
| WGL-FM         | 17      | 7       | 21      | 21      | 14      | 18      | 13      | 23      | 27      | 23      | 43      | 13      |  |  |  |  |  |  |  |  |
| WPEN-AM        | 17      | 58      | 5       | 1       | 1       | 2       | 2       | 3       | 5       |         | 7       | 1       |  |  |  |  |  |  |  |  |
| WPHI-FM        | 2       |         | 3       | 9       | 9       | 11      | 2       | 7       | 2       | 4       | 4       | 11      |  |  |  |  |  |  |  |  |
| WPHT-AM        | 17      | 16      | 2       | 3       | 3       | 2       | 3       | 1       | 3       | 4       | 5       | 2       |  |  |  |  |  |  |  |  |
| WPLY-FM        | 11      |         | 12      | 40      | 33      | 24      | 6       | 12      | 10      | 26      | 9       | 43      |  |  |  |  |  |  |  |  |
| WSSJ-AM        |         |         | 1       |         |         | 1       |         |         | 1       |         |         |         |  |  |  |  |  |  |  |  |
| WUSL-FM        | 3       | 1       | 3       | 11      | 10      | 12      |         | 12      | 2       | 6       | 5       | 13      |  |  |  |  |  |  |  |  |
| WWDB-AM        | 8       | 2       | 1       |         |         | 1       |         | 1       | 2       |         | 2       |         |  |  |  |  |  |  |  |  |
| WWDB-FM        | 100     | 15      | 9       | 8       | 9       | 6       | 18      | 5       | 15      | 5       | 15      | 5       |  |  |  |  |  |  |  |  |
| WWJZ-AM        | 2       | 100     | 1       |         |         |         |         |         |         |         | 2       |         |  |  |  |  |  |  |  |  |
| WXTU-FM        | 8       | 6       | 100     | 8       | 8       | 10      | 11      | 10      | 16      | 21      | 15      | 9       |  |  |  |  |  |  |  |  |
| WXXM-FM        | 9       |         | 10      | 100     | 19      | 21      | 2       | 15      | 16      | 20      | 18      | 31      |  |  |  |  |  |  |  |  |
| WYSP-FM        | 16      |         | 15      | 30      | 100     | 20      | 4       | 14      | 18      | 31      | 20      | 37      |  |  |  |  |  |  |  |  |
| WYXR-FM        | 7       |         | 13      | 23      | 14      | 100     | 8       | 27      | 20      | 23      | 18      | 28      |  |  |  |  |  |  |  |  |
| WBYN-FM        | 2       |         | 1       |         |         | 1       | 100     |         |         |         | 2       |         |  |  |  |  |  |  |  |  |
| WJBR-FM        | 1       |         | 3       | 3       | 2       | 5       |         | 100     | 3       | 5       | 3       | 2       |  |  |  |  |  |  |  |  |
| WKKW-FM        | 6       |         | 6       | 5       | 4       | 6       |         | 4       | 100     |         | 21      | 7       |  |  |  |  |  |  |  |  |
| WLEV-FM        | 1       |         | 3       | 2       | 2       | 2       |         | 3       |         | 100     | 4       | 2       |  |  |  |  |  |  |  |  |
| WNJO-FM        | 5       | 4       | 5       | 5       | 3       | 5       | 4       | 4       | 17      | 9       | 100     | 5       |  |  |  |  |  |  |  |  |
| WPST-FM        | 5       |         | 9       | 27      | 20      | 22      | 2       | 10      | 17      | 13      | 16      | 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           | 760 | 7                 | 138       | 2396        |         | 10871             | WMMR-FM | 167               | 4         | 21          |         | 437               | 4652 | WVJZ-AM           | 39        | 8           |
| WBEB-FM       | 513               | 7   | 51                | 698       | 7022        | WNAP-AM |                   |         |                   |           | 329         | WXTU-FM | 453               | 13   | 33                | 497       | 3411        |
| WDAS-AM       | 84                | 7   | 24                | 184       | 1218        | WGL-FM  | 383               | 7       | 54                | 783       | 5908        | WXXM-FM | 63                | 2    | 17                | 403       | 4001        |
| WDAS-FM       | 323               | 7   | 106               | 1160      | 4437        | WPEN-AM | 431               | 14      | 54                | 351       | 3084        | WYSP-FM | 294               | 5    | 24                | 564       | 6353        |
| +WEMG-AM      |                   |     |                   |           |             | WPHI-FM | 166               | 4       | 49                | 767       | 4463        | WYXR-FM | 155               | 4    | 20                | 429       | 4397        |
| WURD-AM       | 34                | 9   | 4                 | 91        | 389         | WPHT-AM | 39                | 2       | 41                | 249       | 1969        | WBYN-FM | 53                | 14   | 3                 | 59        | 376         |
| WFIL-AM       | 8                 | 1   | 6                 | 69        | 597         | WPLY-FM | 168               | 3       | 26                | 536       | 5277        | WJBR-FM | 35                | 4    | 3                 | 115       | 853         |
| WHAT-AM       | 71                | 11  | 5                 | 46        | 654         | WSSJ-AM | 19                | 9       | 4                 | 72        | 206         | WKXW-FM | 87                | 6    | 6                 | 141       | 1391        |
| WIDQ-FM       | 331               | 5   | 35                | 787       | 7392        | WUSL-FM | 323               | 6       | 88                | 1104      | 5555        | WLEV-FM | 23                | 5    | 3                 | 39        | 467         |
| VIP -AM       | 164               | 4   | 40                | 463       | 3823        | WVOB-AM | 28                | 6       |                   |           | 483         | WNJD-FM | 34                | 3    | 12                | 72        | 1114        |
| WJJZ-FM       | 256               | 6   | 69                | 656       | 4593        | WVDB-FM | 261               | 7       | 75                | 685       | 3690        | WPST-FM | 77                | 2    | 9                 | 257       | 3394        |
| WMGK-FM       | 150               | 3   | 20                | 377       | 4659        |         |                   |         |                   |           |             |         |                   |      |                   |           |             |
| <b>TOTALS</b> |                   |     |                   |           |             |         |                   |         |                   |           |             |         |                   |      | 1163              | 11443     | 39230       |

\* 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 |
| <b>KYW -AM</b>        |          |       |         |           |        |          | <b>WPEN-AM</b>  |          |       |         |           |        |          |
| Total                 | 405      | 100   | 1.0     | 10682     | 100    | 26.3     | Total           | 276      | 100   | .7      | 3084      | 100    | 7.6      |
| Black                 | 67       | 17    | .9      | 1578      | 15     | 20.6     | Black           | 8        | 3     | .1      | 171       | 6      | 2.2      |
| Hispanic              | 9        | 2     | .5      | 251       | 2      | 14.9     | Hispanic        | 4        | 1     | .2      | 47        | 2      | 2.8      |
| <b>WBEB-FM</b>        |          |       |         |           |        |          | <b>WPHI-FM</b>  |          |       |         |           |        |          |
| Total                 | 478      | 100   | 1.2     | 6970      | 100    | 17.1     | Total           | 204      | 100   | .5      | 4388      | 100    | 10.8     |
| Black                 | 34       | 7     | .4      | 628       | 9      | 8.2      | Black           | 129      | 63    | 1.7     | 2325      | 53     | 30.3     |
| Hispanic              | 28       | 6     | 1.7     | 359       | 5      | 21.4     | Hispanic        | 24       | 12    | 1.4     | 381       | 9      | 22.7     |
| <b>WDAS-AM</b>        |          |       |         |           |        |          | <b>WPHT-AM</b>  |          |       |         |           |        |          |
| Total                 | 89       | 100   | .2      | 1213      | 100    | 3.0      | Total           | 76       | 100   | .2      | 1933      | 100    | 4.8      |
| Black                 | 80       | 90    | 1.0     | 1043      | 86     | 13.6     | Black           | 10       | 13    | .1      | 167       | 9      | 2.2      |
| Hispanic              | 3        | 3     | .2      | 45        | 4      | 2.7      | Hispanic        | 1        | 1     | .1      | 37        | 2      | 2.2      |
| <b>WDAS-FM</b>        |          |       |         |           |        |          | <b>WPLY-FM</b>  |          |       |         |           |        |          |
| Total                 | 381      | 100   | .9      | 4394      | 100    | 10.8     | Total           | 216      | 100   | .5      | 5243      | 100    | 12.9     |
| Black                 | 334      | 88    | 4.4     | 3678      | 84     | 48.0     | Black           | 2        | 1     | .1      | 145       | 3      | 1.9      |
| Hispanic              | 6        | 2     | .4      | 113       | 3      | 6.7      | Hispanic        | 10       | 5     | .6      | 129       | 2      | 7.7      |
| <b>+WEMG-AM</b>       |          |       |         |           |        |          | <b>WSSJ-AM</b>  |          |       |         |           |        |          |
| <b>WURD-AM</b>        |          |       |         |           |        |          | Total           | 25       | 100   | .1      | 206       | 100    | .5       |
| Total                 | 36       | 100   | .1      | 389       | 100    | 1.0      | Black           | 11       | 5     | .1      | 11        | 5      | .1       |
| Black                 | 1        | 1     | .1      | 14        | 4      | .2       | Hispanic        | 25       | 100   | 1.5     | 195       | 95     | 11.6     |
| Hispanic              | 35       | 97    | 2.1     | 356       | 91     | 21.2     | <b>WUSL-FM</b>  |          |       |         |           |        |          |
| <b>WFIL-AM</b>        |          |       |         |           |        |          | Total           | 319      | 100   | .8      | 5505      | 100    | 13.5     |
| Total                 | 32       | 100   | .1      | 580       | 100    | 1.4      | Black           | 242      | 76    | 3.2     | 3265      | 59     | 42.6     |
| Black                 | 7        | 23    | .1      | 99        | 17     | 1.3      | Hispanic        | 20       | 6     | 1.2     | 423       | 8      | 25.2     |
| Hispanic              | 2        | 7     | .1      | 56        | 10     | 3.3      | <b>*WVDB-AM</b> |          |       |         |           |        |          |
| <b>WHAT-AM</b>        |          |       |         |           |        |          | Total           | 29       | 100   | .1      | 483       | 100    | 1.2      |
| Total                 | 69       | 100   | .2      | 654       | 100    | 1.6      | Black           | 2        | 5     | .1      | 25        | 5      | .3       |
| Black                 | 66       | 96    | .9      | 579       | 89     | 7.6      | Hispanic        | 2        | 7     | .1      | 45        | 9      | 2.7      |
| Hispanic              |          |       |         |           |        |          | <b>WVDB-FM</b>  |          |       |         |           |        |          |
| <b>WIOQ-FM</b>        |          |       |         |           |        |          | Total           | 230      | 100   | .6      | 3656      | 100    | 9.0      |
| Total                 | 318      | 100   | .8      | 7351      | 100    | 18.1     | Black           | 7        | 3     | .1      | 148       | 4      | 1.9      |
| Black                 | 28       | 9     | .4      | 721       | 10     | 9.4      | Hispanic        | 5        | 2     | .3      | 71        | 2      | 4.2      |
| Hispanic              | 18       | 6     | 1.1     | 421       | 6      | 25.1     | <b>WWJZ-AM</b>  |          |       |         |           |        |          |
| <b>WIP -AM</b>        |          |       |         |           |        |          | Total           | 43       | 100   | .1      | 491       | 100    | 1.2      |
| Total                 | 208      | 100   | .5      | 3802      | 100    | 9.4      | Black           | 2        | 5     | .1      | 34        | 7      | .4       |
| Black                 | 25       | 12    | .3      | 399       | 11     | 5.2      | Hispanic        |          |       |         |           |        |          |
| Hispanic              | 6        | 3     | .4      | 83        | 2      | 4.9      | <b>WXTU-FM</b>  |          |       |         |           |        |          |
| <b>WJJZ-FM</b>        |          |       |         |           |        |          | Total           | 238      | 100   | .6      | 3397      | 100    | 8.4      |
| Total                 | 368      | 100   | .9      | 4578      | 100    | 11.3     | Black           | 6        | 2     | .1      | 88        | 3      | 1.1      |
| Black                 | 190      | 51    | 2.5     | 2041      | 45     | 26.6     | Hispanic        | 2        | 1     | .1      | 54        | 2      | 3.2      |
| Hispanic              | 11       | 3     | .7      | 156       | 3      | 9.3      | <b>WXXM-FM</b>  |          |       |         |           |        |          |
| <b>WMGK-FM</b>        |          |       |         |           |        |          | Total           | 152      | 100   | .4      | 3963      | 100    | 9.7      |
| Total                 | 259      | 100   | .6      | 4632      | 100    | 11.4     | Black           | 22       | 15    | .3      | 445       | 11     | 5.8      |
| Black                 | 7        | 3     | .1      | 193       | 4      | 2.5      | Hispanic        | 3        | 2     | .2      | 112       | 3      | 6.7      |
| Hispanic              | 8        | 3     | .5      | 149       | 3      | 8.9      | <b>WYSP-FM</b>  |          |       |         |           |        |          |
| <b>WMMR-FM</b>        |          |       |         |           |        |          | Total           | 414      | 100   | 1.0     | 6320      | 100    | 15.5     |
| Total                 | 235      | 100   | .6      | 4613      | 100    | 11.3     | Black           | 20       | 5     | .3      | 348       | 6      | 4.5      |
| Black                 | 8        | 3     | .1      | 205       | 4      | 2.7      | Hispanic        | 27       | 6     | 1.6     | 205       | 3      | 12.2     |
| Hispanic              | 12       | 5     | .7      | 100       | 2      | 6.0      | <b>WYXR-FM</b>  |          |       |         |           |        |          |
| <b>*WNAP-AM</b>       |          |       |         |           |        |          | Total           | 185      | 100   | .5      | 4338      | 100    | 10.7     |
| Total                 | 24       | 100   | .1      | 329       | 100    | .8       | Black           | 17       | 9     | .2      | 357       | 8      | 4.7      |
| Black                 | 21       | 86    | .3      | 249       | 76     | 3.2      | Hispanic        | 8        | 4     | .5      | 155       | 4      | 9.2      |
| Hispanic              |          |       |         |           |        |          | <b>WBYN-FM</b>  |          |       |         |           |        |          |
| <b>WOGL-FM</b>        |          |       |         |           |        |          | Total           | 21       | 100   | .1      | 376       | 100    | .9       |
| Total                 | 299      | 100   | .7      | 5854      | 100    | 14.4     | Black           | 4        | 17    | .1      | 42        | 11     | .5       |
| Black                 | 36       | 12    | .5      | 458       | 8      | 6.0      | Hispanic        |          |       |         |           |        |          |
| Hispanic              | 6        | 2     | .4      | 149       | 3      | 8.9      |                 |          |       |         |           |        |          |

\* 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<br>(00) | AQH<br>% | AQH<br>Rtg | Cume<br>(00) | Cume<br>% | Cume<br>Rtg |                | AQH<br>(00) | AQH<br>% | AQH<br>Rtg | Cume<br>(00) | Cume<br>% | Cume<br>Rtg |
|----------------|-------------|----------|------------|--------------|-----------|-------------|----------------|-------------|----------|------------|--------------|-----------|-------------|
| <b>VJBR-FM</b> |             |          |            |              |           |             | <b>WNJO-FM</b> |             |          |            |              |           |             |
| Total          | 42          | 100      | .1         | 836          | 100       | 2.1         | Total          | 55          | 100      | .1         | 1099         | 100       | 2.7         |
| Black          | 4           | 9        | .1         | 115          | 14        | 1.5         | Black          | 3           | 6        |            | 40           | 4         | .5          |
| Hispanic       | 3           | 7        | .2         | 14           | 2         | .8          | Hispanic       | 2           | 4        | .1         | 10           | 1         | .6          |
| <b>WKXV-FM</b> |             |          |            |              |           |             | <b>WPST-FM</b> |             |          |            |              |           |             |
| Total          | 71          | 100      | .2         | 1355         | 100       | 3.3         | Total          | 97          | 100      | .2         | 3362         | 100       | 8.3         |
| Black          | 4           | 6        | .1         | 47           | 3         | .6          | Black          | 2           | 2        |            | 103          | 3         | 1.3         |
| Hispanic       | 5           | 6        | .3         | 47           | 3         | 2.8         | Hispanic       | 2           | 2        | .1         | 83           | 2         | 4.9         |
| <b>WLEV-FM</b> |             |          |            |              |           |             |                |             |          |            |              |           |             |
| Total          | 30          | 100      | .1         | 459          | 100       | 1.1         |                |             |          |            |              |           |             |
| Black          |             | 1        |            | 42           | 9         | .5          |                |             |          |            |              |           |             |
| Hispanic       |             |          |            |              |           |             |                |             |          |            |              |           |             |
|                |             |          |            |              |           |             | <b>TOTALS</b>  |             |          |            |              |           |             |
|                |             |          |            |              |           |             | Total          | 6868        | 100      | 16.9       | 39201        | 100       | 96.4        |
|                |             |          |            |              |           |             | Black          | 1534        | 22       | 20.0       | 7418         | 19        | 96.8        |
|                |             |          |            |              |           |             | Hispanic       | 319         | 5        | 19.0       | 1632         | 4         | 97.2        |

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

**ARBITRON**

*Notations*

# TSA Target Listeners

| Monday-Sunday 6AM-MID     |                  |                  |                  |              |              |              |                |                |                |      |
|---------------------------|------------------|------------------|------------------|--------------|--------------|--------------|----------------|----------------|----------------|------|
| AQH and Cume Persons (00) |                  |                  |                  |              |              |              |                |                |                |      |
| Persons<br>12+            | Persons<br>18-34 | Persons<br>25-54 | Persons<br>35-64 | Men<br>18-34 | Men<br>25-54 | Men<br>35-64 | Women<br>18-34 | Women<br>25-54 | Women<br>35-64 |      |
| <b>KYW -AM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 444              | 41               | 186              | 239          | 24           | 110          | 145            | 17             | 76             | 94   |
| Metro AQH                 | 405              | 38               | 173              | 220          | 22           | 101          | 132            | 16             | 71             | 88   |
| TSA Cume                  | 12046            | 1629             | 6139             | 6868         | 950          | 3453         | 3808           | 679            | 2686           | 3060 |
| Metro Cume                | 10682            | 1478             | 5558             | 6140         | 855          | 3080         | 3321           | 623            | 2478           | 2819 |
| <b>WBEB-FM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 527              | 142              | 340              | 336          | 43           | 109          | 107            | 99             | 231            | 229  |
| Metro AQH                 | 478              | 130              | 309              | 306          | 39           | 102          | 101            | 91             | 207            | 205  |
| TSA Cume                  | 7952             | 2138             | 4658             | 4397         | 587          | 1515         | 1587           | 1551           | 3143           | 2810 |
| Metro Cume                | 6970             | 1886             | 4139             | 3911         | 515          | 1369         | 1422           | 1372           | 2770           | 2489 |
| <b>WDAS-AM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 89               | 12               | 28               | 46           | 2            | 7            | 13             | 9              | 22             | 32   |
| Metro AQH                 | 89               | 12               | 28               | 46           | 2            | 7            | 13             | 9              | 22             | 32   |
| TSA Cume                  | 1225             | 118              | 498              | 661          | 32           | 167          | 230            | 86             | 331            | 431  |
| Metro Cume                | 1213             | 118              | 498              | 656          | 32           | 167          | 230            | 86             | 331            | 427  |
| <b>WDAS-FM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 442              | 132              | 344              | 283          | 60           | 152          | 124            | 72             | 192            | 159  |
| Metro AQH                 | 381              | 113              | 297              | 245          | 51           | 132          | 107            | 62             | 166            | 138  |
| TSA Cume                  | 5324             | 1793             | 3639             | 2885         | 802          | 1557         | 1207           | 991            | 2082           | 1678 |
| Metro Cume                | 4394             | 1467             | 3042             | 2397         | 665          | 1301         | 1015           | 802            | 1741           | 1382 |
| <b>+WEMG-AM</b>           |                  |                  |                  |              |              |              |                |                |                |      |
| <b>WURD-AM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 37               | 4                | 27               | 29           | 3            | 10           | 13             | 1              | 16             | 16   |
| Metro AQH                 | 36               | 4                | 26               | 29           | 3            | 10           | 13             | 1              | 16             | 16   |
| TSA Cume                  | 394              | 71               | 276              | 239          | 49           | 112          | 88             | 22             | 164            | 151  |
| Metro Cume                | 389              | 66               | 271              | 239          | 44           | 107          | 88             | 22             | 164            | 151  |
| <b>WFIL-AM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 33               | 2                | 14               | 19           | 1            | 4            | 5              | 1              | 10             | 14   |
| Metro AQH                 | 32               | 2                | 13               | 19           | 1            | 4            | 5              | 1              | 9              | 14   |
| TSA Cume                  | 666              | 93               | 296              | 347          | 43           | 138          | 174            | 51             | 158            | 173  |
| Metro Cume                | 580              | 81               | 261              | 309          | 43           | 123          | 146            | 39             | 138            | 163  |
| <b>WHAT-AM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 69               | 1                | 19               | 33           |              | 11           | 15             | 1              | 8              | 18   |
| Metro AQH                 | 69               | 1                | 19               | 33           |              | 11           | 15             | 1              | 8              | 18   |
| TSA Cume                  | 661              | 59               | 224              | 308          | 29           | 86           | 119            | 29             | 138            | 189  |
| Metro Cume                | 654              | 55               | 217              | 305          | 29           | 86           | 119            | 25             | 131            | 186  |
| <b>WIOQ-FM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 409              | 223              | 237              | 109          | 90           | 99           | 42             | 133            | 138            | 67   |
| Metro AQH                 | 318              | 178              | 185              | 79           | 71           | 74           | 28             | 107            | 111            | 50   |
| TSA Cume                  | 9646             | 4783             | 4935             | 2597         | 1761         | 1812         | 923            | 3021           | 3123           | 1674 |
| Metro Cume                | 7351             | 3599             | 3897             | 2047         | 1364         | 1455         | 738            | 2235           | 2443           | 1310 |
| <b>VIP -AM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 242              | 68               | 165              | 142          | 65           | 155          | 129            | 3              | 9              | 13   |
| Metro AQH                 | 208              | 57               | 141              | 122          | 54           | 132          | 111            | 2              | 9              | 11   |
| TSA Cume                  | 4622             | 1244             | 3084             | 2680         | 1115         | 2635         | 2215           | 129            | 449            | 465  |
| Metro Cume                | 3802             | 947              | 2489             | 2269         | 863          | 2099         | 1839           | 84             | 390            | 430  |
| <b>VJJZ-FM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 447              | 58               | 311              | 327          | 16           | 142          | 163            | 41             | 168            | 163  |
| Metro AQH                 | 368              | 49               | 259              | 272          | 13           | 114          | 133            | 35             | 145            | 139  |
| TSA Cume                  | 5865             | 1011             | 3993             | 4026         | 460          | 1862         | 1939           | 551            | 2131           | 2087 |
| Metro Cume                | 4578             | 815              | 3134             | 3157         | 362          | 1471         | 1535           | 453            | 1663           | 1622 |
| <b>VMGK-FM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 334              | 118              | 290              | 206          | 69           | 182          | 131            | 49             | 108            | 76   |
| Metro AQH                 | 259              | 93               | 227              | 160          | 58           | 142          | 98             | 35             | 85             | 61   |
| TSA Cume                  | 6221             | 2369             | 5013             | 3464         | 1106         | 2494         | 1811           | 1263           | 2518           | 1653 |
| Metro Cume                | 4632             | 1744             | 3754             | 2605         | 818          | 1854         | 1338           | 926            | 1900           | 1267 |
| <b>VMMR-FM</b>            |                  |                  |                  |              |              |              |                |                |                |      |
| TSA AQH                   | 304              | 137              | 248              | 159          | 98           | 182          | 116            | 39             | 66             | 43   |
| Metro AQH                 | 235              | 107              | 191              | 122          | 77           | 138          | 88             | 30             | 53             | 35   |
| TSA Cume                  | 6326             | 3073             | 4692             | 2755         | 1905         | 2928         | 1738           | 1168           | 1763           | 1017 |
| Metro Cume                | 4613             | 2295             | 3366             | 1939         | 1436         | 2085         | 1208           | 858            | 1281           | 731  |

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

# TSA Target Listeners

## Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

|                 | Persons<br>12+ | Persons<br>18-34 | Persons<br>25-54 | Persons<br>35-64 | Men<br>18-34 | Men<br>25-54 | Men<br>35-64 | Women<br>18-34 | Women<br>25-54 | Women<br>35-64 |
|-----------------|----------------|------------------|------------------|------------------|--------------|--------------|--------------|----------------|----------------|----------------|
| <b>•WNAP-AM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 29             | 1                | 7                | 18               |              | 1            | 7            | 1              | 6              | 11             |
| Metro AQH       | 24             | 1                | 6                | 14               |              | 1            | 6            | 1              | 5              | 7              |
| TSA Cume        | 391            | 21               | 137              | 198              | 5            | 40           | 82           | 16             | 97             | 117            |
| Metro Cume      | 329            | 16               | 109              | 153              | 5            | 36           | 68           | 11             | 73             | 86             |
| <b>WOGL-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 378            | 51               | 243              | 297              | 28           | 102          | 134          | 23             | 141            | 163            |
| Metro AQH       | 299            | 45               | 195              | 232              | 25           | 78           | 100          | 20             | 117            | 131            |
| TSA Cume        | 7549           | 1183             | 4769             | 5500             | 527          | 2029         | 2508         | 656            | 2740           | 2992           |
| Metro Cume      | 5854           | 952              | 3717             | 4241             | 415          | 1543         | 1899         | 537            | 2174           | 2341           |
| <b>WPEN-AM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 286            | 4                | 19               | 47               | 2            | 7            | 18           | 2              | 12             | 30             |
| Metro AQH       | 276            | 4                | 18               | 47               | 2            | 7            | 17           | 2              | 12             | 29             |
| TSA Cume        | 3254           | 75               | 440              | 891              | 32           | 199          | 400          | 43             | 240            | 491            |
| Metro Cume      | 3084           | 75               | 428              | 871              | 32           | 191          | 387          | 43             | 237            | 484            |
| <b>WPHI-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 217            | 126              | 71               | 22               | 80           | 40           | 10           | 46             | 31             | 13             |
| Metro AQH       | 204            | 118              | 67               | 21               | 76           | 38           | 9            | 43             | 29             | 12             |
| TSA Cume        | 4821           | 2647             | 1758             | 726              | 1371         | 896          | 305          | 1276           | 862            | 421            |
| Metro Cume      | 4388           | 2373             | 1626             | 674              | 1251         | 837          | 282          | 1122           | 790            | 392            |
| <b>WPHT-AM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 93             | 3                | 31               | 59               | 2            | 25           | 43           | 1              | 6              | 16             |
| Metro AQH       | 76             | 2                | 23               | 50               | 1            | 18           | 35           | 1              | 5              | 14             |
| TSA Cume        | 2367           | 183              | 1009             | 1294             | 141          | 792          | 964          | 42             | 217            | 330            |
| Metro Cume      | 1933           | 135              | 776              | 1060             | 105          | 601          | 781          | 31             | 175            | 279            |
| <b>WPLY-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 262            | 172              | 132              | 49               | 93           | 65           | 22           | 79             | 67             | 27             |
| Metro AQH       | 216            | 137              | 114              | 44               | 69           | 53           | 19           | 68             | 61             | 25             |
| TSA Cume        | 6415           | 3742             | 3254             | 1412             | 1865         | 1517         | 599          | 1878           | 1737           | 813            |
| Metro Cume      | 5243           | 3006             | 2725             | 1218             | 1493         | 1225         | 501          | 1513           | 1499           | 717            |
| <b>WSSJ-AM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 25             | 2                | 22               | 20               |              | 14           | 14           | 2              | 8              | 5              |
| Metro AQH       | 25             | 2                | 22               | 20               |              | 14           | 14           | 2              | 8              | 5              |
| TSA Cume        | 206            | 32               | 163              | 142              |              | 62           | 62           | 32             | 101            | 80             |
| Metro Cume      | 206            | 32               | 163              | 142              |              | 62           | 62           | 32             | 101            | 80             |
| <b>WUSL-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 424            | 242              | 172              | 69               | 129          | 86           | 33           | 113            | 86             | 36             |
| Metro AQH       | 319            | 180              | 129              | 52               | 97           | 65           | 25           | 82             | 65             | 26             |
| TSA Cume        | 7492           | 3862             | 2944             | 1454             | 1903         | 1387         | 604          | 1959           | 1557           | 850            |
| Metro Cume      | 5505           | 2827             | 2254             | 1112             | 1419         | 1048         | 452          | 1408           | 1206           | 659            |
| <b>*WWDB-AM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 30             |                  | 10               | 17               |              | 6            | 9            |                | 4              | 8              |
| Metro AQH       | 29             |                  | 9                | 16               |              | 6            | 9            |                | 3              | 7              |
| TSA Cume        | 546            | 20               | 171              | 237              | 20           | 98           | 135          | 73             | 73             | 102            |
| Metro Cume      | 483            | 20               | 158              | 221              | 20           | 91           | 128          | 67             | 67             | 93             |
| <b>WWDB-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 300            | 31               | 122              | 160              | 14           | 64           | 85           | 17             | 57             | 74             |
| Metro AQH       | 230            | 25               | 85               | 118              | 9            | 40           | 60           | 15             | 45             | 58             |
| TSA Cume        | 4883           | 695              | 2227             | 2661             | 361          | 1152         | 1384         | 334            | 1075           | 1277           |
| Metro Cume      | 3656           | 497              | 1568             | 2026             | 242          | 769          | 1033         | 255            | 799            | 993            |
| <b>WWJZ-AM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 51             | 1                | 2                | 7                |              |              | 4            | 1              | 1              | 3              |
| Metro AQH       | 43             | 1                | 1                | 6                |              |              | 3            | 1              | 1              | 3              |
| TSA Cume        | 613            | 14               | 48               | 117              | 6            | 15           | 53           | 8              | 33             | 64             |
| Metro Cume      | 491            | 8                | 40               | 96               |              | 10           | 38           | 8              | 31             | 57             |
| <b>WXTU-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH         | 312            | 77               | 172              | 182              | 32           | 73           | 84           | 44             | 99             | 98             |
| Metro AQH       | 238            | 63               | 140              | 139              | 27           | 60           | 63           | 36             | 79             | 76             |
| TSA Cume        | 4758           | 1287             | 2725             | 2711             | 540          | 1235         | 1249         | 747            | 1490           | 1462           |
| Metro Cume      | 3397           | 894              | 2019             | 1985             | 370          | 900          | 912          | 524            | 1119           | 1072           |

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

# TSA Target Listeners

## Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

|                | Persons<br>12+ | Persons<br>18-34 | Persons<br>25-54 | Persons<br>35-64 | Men<br>18-34 | Men<br>25-54 | Men<br>35-64 | Women<br>18-34 | Women<br>25-54 | Women<br>35-64 |
|----------------|----------------|------------------|------------------|------------------|--------------|--------------|--------------|----------------|----------------|----------------|
| <b>WXM-FM</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH        | 178            | 86               | 130              | 75               | 38           | 55           | 27           | 48             | 75             | 49             |
| Metro AQH      | 152            | 72               | 113              | 67               | 33           | 47           | 23           | 39             | 65             | 45             |
| TSA Cume       | 4781           | 2424             | 2937             | 1653             | 1021         | 1182         | 692          | 1403           | 1755           | 961            |
| Metro Cume     | 3963           | 1955             | 2448             | 1453             | 845          | 992          | 620          | 1109           | 1456           | 833            |
| <b>WYSP-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH        | 582            | 376              | 406              | 183              | 295          | 325          | 140          | 82             | 81             | 44             |
| Metro AQH      | 414            | 267              | 278              | 129              | 204          | 219          | 96           | 63             | 59             | 34             |
| TSA Cume       | 9175           | 5297             | 6235             | 3204             | 3498         | 4195         | 2124         | 1798           | 2040           | 1080           |
| Metro Cume     | 6320           | 3579             | 4289             | 2258             | 2333         | 2835         | 1460         | 1247           | 1454           | 798            |
| <b>WYXR-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH        | 228            | 107              | 170              | 107              | 39           | 52           | 27           | 68             | 119            | 80             |
| Metro AQH      | 185            | 86               | 140              | 87               | 31           | 43           | 25           | 55             | 97             | 62             |
| TSA Cume       | 5585           | 2766             | 3783             | 2139             | 857          | 1152         | 589          | 1909           | 2631           | 1550           |
| Metro Cume     | 4338           | 2165             | 2990             | 1650             | 682          | 924          | 457          | 1483           | 2067           | 1193           |
| <b>WBYN-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH        | 41             | 4                | 17               | 28               | 3            | 9            | 15           | 2              | 8              | 12             |
| Metro AQH      | 21             | 2                | 12               | 15               | 2            | 7            | 8            | 1              | 5              | 7              |
| TSA Cume       | 770            | 125              | 404              | 472              | 70           | 220          | 229          | 55             | 184            | 242            |
| Metro Cume     | 376            | 35               | 246              | 274              | 18           | 142          | 143          | 17             | 103            | 131            |
| <b>WJBR-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH        | 122            | 24               | 80               | 78               | 4            | 13           | 15           | 20             | 67             | 63             |
| Metro AQH      | 42             | 7                | 24               | 26               | 1            | 4            | 4            | 6              | 20             | 22             |
| TSA Cume       | 1966           | 550              | 1295             | 1117             | 147          | 399          | 369          | 403            | 897            | 748            |
| Metro Cume     | 836            | 265              | 552              | 446              | 71           | 158          | 131          | 195            | 394            | 316            |
| <b>WKXV-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH        | 203            | 32               | 129              | 132              | 14           | 65           | 66           | 18             | 64             | 66             |
| Metro AQH      | 71             | 17               | 52               | 50               | 6            | 25           | 25           | 12             | 28             | 25             |
| TSA Cume       | 3747           | 726              | 2511             | 2468             | 310          | 1129         | 1163         | 416            | 1382           | 1305           |
| Metro Cume     | 1355           | 275              | 1002             | 955              | 80           | 372          | 404          | 196            | 630            | 551            |
| <b>WLEV-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH        | 151            | 38               | 108              | 101              | 11           | 39           | 34           | 27             | 70             | 67             |
| Metro AQH      | 30             | 6                | 29               | 24               |              | 11           | 11           | 6              | 18             | 13             |
| TSA Cume       | 2135           | 569              | 1368             | 1257             | 170          | 536          | 504          | 399            | 831            | 753            |
| Metro Cume     | 459            | 133              | 364              | 292              | 35           | 162          | 137          | 99             | 202            | 156            |
| <b>WNJO-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH        | 93             | 11               | 73               | 76               | 3            | 32           | 34           | 8              | 41             | 43             |
| Metro AQH      | 55             | 10               | 41               | 40               | 3            | 22           | 22           | 7              | 19             | 19             |
| TSA Cume       | 1707           | 291              | 1128             | 1237             | 113          | 477          | 500          | 178            | 651            | 737            |
| Metro Cume     | 1099           | 214              | 772              | 788              | 78           | 332          | 326          | 135            | 440            | 462            |
| <b>WPST-FM</b> |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH        | 165            | 78               | 99               | 50               | 27           | 33           | 14           | 51             | 67             | 36             |
| Metro AQH      | 97             | 54               | 58               | 24               | 19           | 18           | 5            | 35             | 39             | 19             |
| TSA Cume       | 5059           | 2567             | 2729             | 1401             | 997          | 1098         | 531          | 1570           | 1631           | 870            |
| Metro Cume     | 3362           | 1852             | 1753             | 785              | 742          | 718          | 297          | 1110           | 1034           | 487            |
| <b>TOTALS</b>  |                |                  |                  |                  |              |              |              |                |                |                |
| TSA AQH        | 12154          | 3537             | 6931             | 6040             | 1884         | 3589         | 3040         | 1654           | 3342           | 3001           |
| Metro AQH      | 6868           | 2049             | 3917             | 3387             | 1083         | 2006         | 1695         | 966            | 1910           | 1692           |
| TSA Cume       | 70895          | 19654            | 37633            | 33204            | 9779         | 18386        | 15987        | 9876           | 19247          | 17217          |
| Metro Cume     | 39201          | 11030            | 20995            | 18448            | 5439         | 10146        | 8840         | 5591           | 10848          | 9608           |

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

# DMA Target Listeners

| AQH and Cume Persons      |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |       |
|---------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|-------|
| Monday-Friday<br>6AM-10AM |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |       |
| AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |       |
| <b>KYW -AM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |       |
| P 12+                     | 1063       | 1.7          | 8083                      | 406        | .7           | 4820                     | 456        | .8           | 5421                     | 147        | .2           | 2272                     | 624        | 1.0          | 10711                    | 436        | .7           | 11729 |
| Teens 12-17               | 12         | .2           | 179                       | 4          | .1           | 30                       | 5          | .1           | 86                       | 2          | .1           | 41                       | 7          | .1           | 222                      | 5          | .1           | 303   |
| M 18-34                   | 65         | .8           | 609                       | 18         | .2           | 297                      | 27         | .3           | 383                      | 6          | .1           | 123                      | 36         | .4           | 854                      | 24         | .3           | 940   |
| W 18-34                   | 50         | .6           | 450                       | 12         | .1           | 150                      | 19         | .2           | 243                      | 3          | .1           | 121                      | 26         | .3           | 559                      | 16         | .2           | 666   |
| M 18-49                   | 225        | 1.3          | 2024                      | 64         | .4           | 878                      | 102        | .6           | 1447                     | 28         | .2           | 508                      | 125        | .7           | 2642                     | 82         | .5           | 2842  |
| W 18-49                   | 172        | 1.0          | 1632                      | 43         | .3           | 653                      | 75         | .4           | 1043                     | 15         | .1           | 368                      | 93         | .5           | 2096                     | 61         | .4           | 2354  |
| M 25-49                   | 212        | 1.6          | 1902                      | 57         | .4           | 798                      | 93         | .7           | 1353                     | 27         | .2           | 472                      | 116        | .9           | 2475                     | 76         | .6           | 2643  |
| W 25-49                   | 162        | 1.2          | 1533                      | 42         | .3           | 633                      | 73         | .5           | 1014                     | 14         | .1           | 337                      | 89         | .6           | 1978                     | 58         | .4           | 2198  |
| M 25-54                   | 282        | 1.8          | 2469                      | 88         | .6           | 1098                     | 137        | .9           | 1754                     | 34         | .2           | 562                      | 163        | 1.0          | 3185                     | 107        | .7           | 3363  |
| W 25-54                   | 212        | 1.3          | 1900                      | 52         | .3           | 802                      | 95         | .6           | 1241                     | 19         | .1           | 422                      | 114        | .7           | 2414                     | 75         | .5           | 2650  |
| M 35-64                   | 353        | 2.6          | 2744                      | 134        | 1.0          | 1434                     | 169        | 1.2          | 1971                     | 47         | .3           | 743                      | 212        | 1.6          | 3491                     | 141        | 1.0          | 3676  |
| W 35-64                   | 269        | 1.8          | 2193                      | 65         | .4           | 1074                     | 108        | .7           | 1421                     | 24         | .2           | 526                      | 141        | 1.0          | 2786                     | 94         | .6           | 3034  |
| <b>WBEB-FM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |       |
| P 12+                     | 685        | 1.1          | 4140                      | 982        | 1.6          | 4060                     | 611        | 1.0          | 4152                     | 192        | .3           | 2288                     | 776        | 1.3          | 6346                     | 518        | .9           | 7780  |
| Teens 12-17               | 11         | .2           | 196                       | 3          | .1           | 60                       | 19         | .3           | 221                      | 15         | .3           | 222                      | 11         | .2           | 347                      | 12         | .2           | 511   |
| M 18-34                   | 37         | .4           | 245                       | 73         | .9           | 247                      | 51         | .6           | 271                      | 27         | .3           | 211                      | 55         | .6           | 386                      | 41         | .5           | 574   |
| W 18-34                   | 120        | 1.4          | 798                       | 216        | 2.6          | 794                      | 123        | 1.5          | 771                      | 36         | .4           | 490                      | 158        | 1.9          | 1248                     | 97         | 1.1          | 1520  |
| M 18-49                   | 104        | .6           | 652                       | 162        | 1.0          | 573                      | 106        | .6           | 604                      | 43         | .3           | 485                      | 127        | .8           | 971                      | 91         | .5           | 1402  |
| W 18-49                   | 296        | 1.7          | 1826                      | 489        | 2.8          | 1742                     | 278        | 1.6          | 1766                     | 72         | .4           | 920                      | 365        | 2.1          | 2692                     | 223        | 1.3          | 3131  |
| M 25-49                   | 99         | .7           | 585                       | 153        | 1.1          | 506                      | 101        | .7           | 548                      | 35         | .3           | 404                      | 120        | .9           | 866                      | 86         | .6           | 1229  |
| W 25-49                   | 255        | 1.8          | 1571                      | 393        | 2.8          | 1391                     | 216        | 1.5          | 1474                     | 63         | .5           | 748                      | 296        | 2.1          | 2226                     | 184        | 1.3          | 2563  |
| M 25-54                   | 129        | .8           | 717                       | 196        | 1.2          | 646                      | 126        | .8           | 726                      | 43         | .3           | 502                      | 154        | 1.0          | 1105                     | 108        | .7           | 1510  |
| W 25-54                   | 316        | 1.9          | 1909                      | 476        | 2.9          | 1744                     | 263        | 1.6          | 1823                     | 83         | .5           | 933                      | 361        | 2.2          | 2696                     | 229        | 1.4          | 3104  |
| M 35-64                   | 154        | 1.1          | 853                       | 184        | 1.3          | 751                      | 117        | .9           | 786                      | 29         | .2           | 465                      | 154        | 1.1          | 1228                     | 107        | .8           | 1576  |
| W 35-64                   | 310        | 2.1          | 1723                      | 455        | 3.1          | 1663                     | 267        | 1.8          | 1735                     | 76         | .5           | 773                      | 352        | 2.4          | 2441                     | 225        | 1.5          | 2767  |
| <b>WDAS-AM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |       |
| P 12+                     | 163        | .3           | 603                       | 82         | .1           | 501                      | 60         | .1           | 362                      | 32         | .1           | 219                      | 100        | .2           | 817                      | 89         | .1           | 1225  |
| Teens 12-17               |            |              | 6                         |            |              | 7                        |            |              |                          |            |              |                          |            |              | 13                       |            |              | 51    |
| M 18-34                   | 3          |              | 23                        | 7          | .1           | 32                       | 1          |              | 18                       |            |              | 5                        | 4          |              | 32                       | 2          |              | 32    |
| W 18-34                   | 9          | .1           | 36                        | 14         | .2           | 52                       | 10         | .1           | 29                       | 6          | .1           | 36                       | 12         | .1           | 52                       | 9          | .1           | 86    |
| M 18-49                   | 12         | .1           | 59                        | 7          |              | 32                       | 3          |              | 38                       | 1          |              | 17                       | 7          |              | 68                       | 6          |              | 121   |
| W 18-49                   | 26         | .2           | 119                       | 18         | .1           | 89                       | 15         | .1           | 78                       | 7          |              | 45                       | 20         | .1           | 156                      | 17         | .1           | 253   |
| M 25-49                   | 11         | .1           | 50                        | 5          |              | 23                       | 2          |              | 29                       | 1          |              | 17                       | 6          |              | 59                       | 5          |              | 111   |
| W 25-49                   | 26         | .2           | 119                       | 18         | .1           | 86                       | 15         | .1           | 78                       | 6          |              | 39                       | 19         | .1           | 153                      | 17         | .1           | 239   |
| M 25-54                   | 15         | .1           | 72                        | 5          |              | 29                       | 2          |              | 46                       | 1          |              | 28                       | 7          |              | 87                       | 7          |              | 167   |
| W 25-54                   | 30         | .2           | 159                       | 20         | .1           | 116                      | 20         | .1           | 99                       | 12         | .1           | 76                       | 23         | .1           | 223                      | 22         | .1           | 331   |
| M 35-64                   | 24         | .2           | 102                       | 13         | .1           | 62                       | 10         | .1           | 82                       | 1          |              | 23                       | 15         | .1           | 135                      | 13         | .1           | 230   |
| W 35-64                   | 54         | .4           | 222                       | 24         | .2           | 129                      | 19         | .1           | 122                      | 16         | .1           | 86                       | 32         | .2           | 295                      | 32         | .2           | 431   |
| <b>WDAS-FM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |       |
| P 12+                     | 647        | 1.1          | 3175                      | 504        | .8           | 2590                     | 490        | .8           | 2845                     | 320        | .5           | 2069                     | 544        | .9           | 4367                     | 441        | .7           | 5279  |
| Teens 12-17               | 12         | .2           | 121                       | 3          | .1           | 67                       | 10         | .2           | 105                      | 9          | .2           | 107                      | 8          | .1           | 220                      | 12         | .2           | 332   |
| M 18-34                   | 84         | 1.0          | 461                       | 85         | 1.0          | 396                      | 72         | .8           | 368                      | 46         | .5           | 327                      | 81         | 1.0          | 587                      | 60         | .7           | 793   |
| W 18-34                   | 94         | 1.1          | 540                       | 83         | 1.0          | 449                      | 83         | 1.0          | 587                      | 56         | .7           | 373                      | 87         | 1.0          | 873                      | 72         | .9           | 983   |
| M 18-49                   | 205        | 1.2          | 1016                      | 173        | 1.0          | 836                      | 166        | 1.0          | 882                      | 110        | .7           | 647                      | 181        | 1.1          | 1294                     | 141        | .8           | 1582  |
| W 18-49                   | 262        | 1.5          | 1338                      | 223        | 1.3          | 1062                     | 233        | 1.4          | 1305                     | 153        | .9           | 918                      | 238        | 1.4          | 1871                     | 195        | 1.1          | 2130  |
| M 25-49                   | 181        | 1.3          | 895                       | 152        | 1.1          | 722                      | 144        | 1.1          | 775                      | 95         | .7           | 529                      | 158        | 1.2          | 1116                     | 124        | .9           | 1305  |
| W 25-49                   | 245        | 1.8          | 1221                      | 200        | 1.4          | 936                      | 203        | 1.5          | 1148                     | 129        | .9           | 773                      | 215        | 1.5          | 1613                     | 172        | 1.2          | 1815  |
| M 25-54                   | 223        | 1.4          | 1031                      | 183        | 1.2          | 833                      | 175        | 1.1          | 902                      | 111        | .7           | 649                      | 193        | 1.2          | 1280                     | 151        | 1.0          | 1538  |
| W 25-54                   | 279        | 1.7          | 1375                      | 217        | 1.3          | 1047                     | 215        | 1.3          | 1266                     | 141        | .9           | 878                      | 235        | 1.4          | 1818                     | 191        | 1.2          | 2065  |
| M 35-64                   | 186        | 1.4          | 793                       | 140        | 1.0          | 647                      | 133        | 1.0          | 710                      | 84         | .6           | 487                      | 152        | 1.1          | 999                      | 123        | .9           | 1196  |
| W 35-64                   | 231        | 1.6          | 1094                      | 178        | 1.2          | 867                      | 183        | 1.3          | 980                      | 117        | .8           | 725                      | 196        | 1.3          | 1441                     | 159        | 1.1          | 1667  |
| <b>+WEMG-AM</b>           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |       |
| <b>WURD-AM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |       |
| P 12+                     | 57         | .1           | 231                       | 52         | .1           | 208                      | 42         | .1           | 279                      | 15         |              | 134                      | 50         | .1           | 338                      | 37         | .1           | 394   |
| Teens 12-17               | 2          |              | 10                        | 2          |              | 19                       | 4          | .1           | 44                       | 4          | .1           | 45                       | 3          | .1           | 44                       | 3          | .1           | 74    |
| M 18-34                   | 5          | .1           | 41                        | 8          | .1           | 25                       | 1          |              | 7                        |            |              | 5                        | .1         | 41           | 3                        |            | 49           |       |
| W 18-34                   |            |              |                           | 3          |              | 22                       | 1          |              | 22                       |            |              |                          | 1          |              | 22                       | 1          |              | 22    |
| M 18-49                   | 14         | .1           | 94                        | 12         | .1           | 40                       | 10         | .1           | 34                       | 6          |              | 31                       | 12         | .1           | 94                       | 10         | .1           | 101   |
| W 18-49                   | 15         | .1           | 76                        | 19         | .1           | 96                       | 14         | .1           | 126                      | 4          |              | 48                       | 16         | .1           | 126                      | 10         | .1           | 134   |
| M 25-49                   | 13         | .1           | 81                        | 11         | .1           | 27                       | 10         | .1           | 34                       | 6          |              | 31                       | 11         | .1           | 81                       | 10         | .1           | 89    |
| W 25-49                   | 15         | .1           | 76                        | 19         | .1           | 96                       | 14         | .1           | 126                      | 4          |              | 48                       | 16         | .1           | 126                      | 10         | .1           | 134   |
| M 25-54                   | 13         | .1           | 81                        | 12         | .1           | 38                       | 12         | .1           | 58                       | 6          |              | 31                       | 12         | .1           | 104                      | 10         | .1           | 112   |
| W 25-54                   | 26         | .2           | 106                       | 28         | .2           | 126                      | 18         | .1           | 156                      | 6          |              | 58                       | 25         | .2           | 156                      | 16         | .1           | 164   |
| M 35-64                   | 19         | .1           | 65                        | 13         | .1           | 38                       | 15         | .1           | 63                       | 6          |              | 31                       | 16         | .1           | 88                       | 13         | .1           | 88    |
| W 35-64                   | 31         | .2           | 114                       | 26         | .2           | 104                      | 20         | .1           | 142                      | 6          |              | 58                       | 26         | .2           | 142                      | 16         | .1           | 151   |

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

# DMA Target Listeners

| AQH and Cume Persons      |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
|---------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|------|
| Monday-Friday<br>6AM-10AM |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |      |
| AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |      |
| <b>WFIL-AM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| P 12+                     | 64         | .1           | 356                       | 50         | .1           | 292                      | 40         | .1           | 206                      | 13         |              | 153                      | 51         | .1           | 536                      | 33         | .1           | 633  |
| Teens 12-17               |            |              | 5                         |            |              |                          |            |              |                          |            |              | 9                        |            |              | 5                        |            |              | 15   |
| M 18-34                   | 4          |              | 26                        |            |              | 11                       |            |              |                          | 1          |              | 16                       | 1          |              | 37                       | 1          |              | 43   |
| W 18-34                   | 1          |              | 22                        |            |              | 8                        |            | 1            | 8                        | 1          |              | 9                        | 1          |              | 30                       | 1          |              | 39   |
| M 18-49                   | 10         | .1           | 78                        | 1          |              | 28                       | 2          |              | 42                       | 2          |              | 55                       | 4          |              | 106                      | 3          |              | 119  |
| W 18-49                   | 16         | .1           | 78                        | 19         | .1           | 72                       | 11         | .1           | 69                       | 3          |              | 33                       | 16         | .1           | 114                      | 9          | .1           | 131  |
| M 25-49                   | 10         | .1           | 78                        | 1          |              | 28                       | 2          |              | 42                       | 2          |              | 55                       | 4          |              | 106                      | 3          |              | 119  |
| W 25-49                   | 16         | .1           | 78                        | 19         | .1           | 72                       | 11         | .1           | 69                       | 3          |              | 33                       | 16         | .1           | 114                      | 9          | .1           | 122  |
| M 25-54                   | 11         | .1           | 89                        | 1          |              | 37                       | 2          |              | 42                       | 2          |              | 57                       | 5          |              | 118                      | 4          |              | 132  |
| W 25-54                   | 18         | .1           | 89                        | 20         | .1           | 85                       | 11         | .1           | 69                       | 3          |              | 26                       | 17         | .1           | 136                      | 10         | .1           | 146  |
| M 35-64                   | 12         | .1           | 102                       | 2          |              | 45                       | 7          | .1           | 65                       | 1          |              | 50                       | 7          | .1           | 134                      | 5          |              | 163  |
| W 35-64                   | 23         | .2           | 92                        | 27         | .2           | 134                      | 18         | .1           | 107                      | 9          | .1           | 46                       | 23         | .2           | 163                      | 14         | .1           | 173  |
| <b>WHAT-AM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| P 12+                     | 96         | .2           | 356                       | 89         | .1           | 373                      | 73         | .1           | 265                      | 29         |              | 93                       | 86         | .1           | 539                      | 69         | .1           | 661  |
| Teens 12-17               |            |              | 5                         |            |              |                          |            |              |                          |            |              |                          |            |              | 5                        |            |              | 19   |
| M 18-34                   |            |              | 11                        |            |              | 9                        |            |              | 9                        |            |              |                          |            |              | 20                       |            |              | 29   |
| W 18-34                   | 1          |              | 18                        | 1          |              | 7                        |            |              | 4                        |            |              |                          | 1          |              | 22                       | 1          |              | 29   |
| M 18-49                   | 5          |              | 27                        | 4          |              | 33                       | 8          |              | 45                       | 3          |              | 20                       | 6          |              | 56                       | 5          |              | 73   |
| W 18-49                   | 11         | .1           | 51                        | 4          |              | 40                       | 6          |              | 24                       |            |              | 7                        | 7          |              | 70                       | 6          |              | 104  |
| M 25-49                   | 5          |              | 27                        | 4          |              | 33                       | 8          | .1           | 45                       | 3          |              | 20                       | 6          |              | 56                       | 5          |              | 64   |
| W 25-49                   | 11         | .1           | 51                        | 4          |              | 40                       | 6          |              | 24                       |            |              | 7                        | 7          | .1           | 70                       | 6          |              | 104  |
| M 25-54                   | 10         | .1           | 38                        | 13         | .1           | 55                       | 19         | .1           | 56                       | 7          |              | 31                       | 14         | .1           | 78                       | 11         | .1           | 86   |
| W 25-54                   | 20         | .1           | 82                        | 5          |              | 50                       | 7          |              | 35                       |            |              | 10                       | 10         | .1           | 101                      | 8          |              | 138  |
| M 35-64                   | 15         | .1           | 50                        | 18         | .1           | 76                       | 25         | .2           | 76                       | 7          | .1           | 31                       | 19         | .1           | 97                       | 15         | .1           | 119  |
| W 35-64                   | 40         | .3           | 144                       | 10         | .1           | 83                       | 13         | .1           | 60                       | 10         | .1           | 20                       | 20         | .1           | 159                      | 18         | .1           | 189  |
| <b>WIOQ-FM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| P 12+                     | 441        | .7           | 4209                      | 528        | .9           | 4139                     | 533        | .9           | 5543                     | 241        | .4           | 3346                     | 503        | .8           | 7923                     | 391        | .6           | 9251 |
| Teens 12-17               | 74         | 1.3          | 801                       | 38         | .7           | 660                      | 121        | 2.2          | 1390                     | 91         | 1.6          | 1011                     | 75         | 1.3          | 1740                     | 74         | 1.3          | 2042 |
| M 18-34                   | 91         | 1.1          | 691                       | 142        | 1.7          | 812                      | 108        | 1.3          | 970                      | 55         | .6           | 627                      | 116        | 1.4          | 1419                     | 86         | 1.0          | 1702 |
| W 18-34                   | 143        | 1.7          | 1524                      | 199        | 2.4          | 1548                     | 174        | 2.1          | 1753                     | 51         | .6           | 1096                     | 174        | 2.1          | 2538                     | 127        | 1.5          | 2871 |
| M 18-49                   | 133        | .8           | 990                       | 190        | 1.1          | 1105                     | 148        | .9           | 1359                     | 69         | .4           | 816                      | 160        | 1.0          | 1998                     | 119        | .7           | 2438 |
| W 18-49                   | 213        | 1.2          | 2214                      | 274        | 1.6          | 2152                     | 240        | 1.4          | 2491                     | 76         | .4           | 1449                     | 245        | 1.4          | 3736                     | 181        | 1.1          | 4239 |
| M 25-49                   | 97         | .7           | 668                       | 148        | 1.1          | 774                      | 116        | .9           | 960                      | 42         | .3           | 541                      | 122        | .9           | 1373                     | 89         | .7           | 1665 |
| W 25-49                   | 156        | 1.1          | 1528                      | 205        | 1.5          | 1360                     | 164        | 1.2          | 1583                     | 47         | .3           | 814                      | 177        | 1.3          | 2458                     | 128        | .9           | 2846 |
| M 25-54                   | 103        | .7           | 702                       | 156        | 1.0          | 825                      | 119        | .8           | 997                      | 43         | .3           | 549                      | 129        | .8           | 1443                     | 93         | .6           | 1760 |
| W 25-54                   | 163        | 1.0          | 1622                      | 215        | 1.3          | 1445                     | 174        | 1.1          | 1698                     | 49         | .3           | 846                      | 186        | 1.1          | 2631                     | 134        | .8           | 3019 |
| M 35-64                   | 50         | .4           | 362                       | 59         | .4           | 368                      | 48         | .4           | 480                      | 15         | .1           | 206                      | 53         | .4           | 715                      | 38         | .3           | 906  |
| W 35-64                   | 82         | .6           | 821                       | 90         | .6           | 733                      | 79         | .5           | 896                      | 28         | .2           | 396                      | 84         | .6           | 1438                     | 63         | .4           | 1621 |
| <b>WIP -AM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| P 12+                     | 451        | .7           | 2404                      | 310        | .5           | 1934                     | 310        | .5           | 2563                     | 115        | .2           | 1337                     | 353        | .6           | 3755                     | 237        | .4           | 4460 |
| Teens 12-17               | 9          | .2           | 81                        | 1          |              | 16                       | 3          | .1           | 51                       | 5          | .1           | 70                       | 4          | .1           | 118                      | 5          | .1           | 191  |
| M 18-34                   | 104        | 1.2          | 587                       | 98         | 1.2          | 453                      | 88         | 1.0          | 666                      | 31         | .4           | 356                      | 97         | 1.1          | 939                      | 64         | .8           | 1081 |
| W 18-34                   | 10         | .1           | 55                        |            |              | 13                       | 2          |              | 40                       | 1          |              | 26                       | 4          |              | 83                       | 3          |              | 116  |
| M 18-49                   | 244        | 1.5          | 1332                      | 208        | 1.2          | 1076                     | 202        | 1.2          | 1550                     | 66         | .4           | 709                      | 217        | 1.3          | 2137                     | 141        | .8           | 2388 |
| W 18-49                   | 25         | .1           | 153                       | 3          |              | 57                       | 6          |              | 105                      | 3          |              | 78                       | 11         | .1           | 225                      | 8          |              | 368  |
| M 25-49                   | 235        | 1.7          | 1248                      | 188        | 1.4          | 1003                     | 192        | 1.4          | 1470                     | 60         | .4           | 630                      | 204        | 1.5          | 2003                     | 131        | 1.0          | 2201 |
| W 25-49                   | 25         | .2           | 153                       | 3          |              | 48                       | 6          |              | 99                       | 3          |              | 70                       | 11         | .1           | 217                      | 7          | .1           | 351  |
| M 25-54                   | 288        | 1.8          | 1515                      | 206        | 1.3          | 1166                     | 219        | 1.4          | 1725                     | 70         | .4           | 745                      | 235        | 1.5          | 2337                     | 153        | 1.0          | 2551 |
| W 25-54                   | 30         | .2           | 201                       | 4          |              | 75                       | 8          |              | 132                      | 3          |              | 83                       | 13         | .1           | 272                      | 9          | .1           | 430  |
| M 35-64                   | 242        | 1.8          | 1284                      | 171        | 1.3          | 1052                     | 173        | 1.3          | 1406                     | 62         | .5           | 603                      | 194        | 1.4          | 1951                     | 126        | .9           | 2133 |
| W 35-64                   | 30         | .2           | 195                       | 8          | .1           | 123                      | 11         | .1           | 156                      | 8          | .1           | 116                      | 16         | .1           | 290                      | 12         | .1           | 460  |
| <b>WJJZ-FM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| P 12+                     | 491        | .8           | 2607                      | 712        | 1.2          | 2933                     | 565        | .9           | 3326                     | 202        | .3           | 1802                     | 599        | 1.0          | 4556                     | 440        | .7           | 5679 |
| Teens 12-17               | 2          |              | 37                        | 3          | .1           | 43                       | 4          | .1           | 58                       | 5          | .1           | 48                       | 3          | .1           | 127                      | 4          | .1           | 178  |
| M 18-34                   | 21         | .2           | 191                       | 22         | .3           | 181                      | 21         | .2           | 239                      | 10         | .1           | 143                      | 21         | .2           | 331                      | 16         | .2           | 441  |
| W 18-34                   | 47         | .6           | 260                       | 83         | 1.0          | 249                      | 54         | .6           | 305                      | 16         | .2           | 151                      | 63         | .7           | 412                      | 41         | .5           | 540  |
| M 18-49                   | 119        | .7           | 676                       | 139        | .8           | 719                      | 121        | .7           | 908                      | 64         | .4           | 574                      | 127        | .8           | 1199                     | 100        | .6           | 1543 |
| W 18-49                   | 163        | .9           | 920                       | 266        | 1.5          | 952                      | 185        | 1.1          | 1094                     | 52         | .3           | 543                      | 210        | 1.2          | 1511                     | 142        | .8           | 1846 |
| M 25-49                   | 118        | .9           | 664                       | 135        | 1.0          | 687                      | 116        | .9           | 855                      | 64         | .5           | 566                      | 124        | .9           | 1145                     | 97         | .7           | 1465 |
| W 25-49                   | 156        | 1.1          | 888                       | 251        | 1.8          | 906                      | 178        | 1.3          | 1042                     | 49         | .4           | 515                      | 199        | 1.4          | 1417                     | 135        | 1.0          | 1731 |
| M 25-54                   | 168        | 1.1          | 858                       | 197        | 1.3          | 850                      | 167        | 1.1          | 1049                     | 93         | .6           | 713                      | 179        | 1.1          | 1415                     | 139        | .9           | 1812 |
| W 25-54                   | 194        | 1.2          | 1065                      | 309        | 1.9          | 1064                     | 219        | 1.3          | 1264                     | 58         | .4           | 600                      | 246        | 1.5          | 1702                     | 167        | 1.0          | 2068 |
| M 35-64                   | 182        | 1.3          | 879                       | 228        | 1.7          | 942                      | 199        | 1.5          | 1142                     | 93         | .7           | 704                      | 205        | 1.5          | 1481                     | 159        | 1.2          | 1891 |
| W 35-64                   | 184        | 1.3          | 1019                      | 287        | 2.0          | 1106                     | 211        | 1.4          | 1237                     | 53         | .4           | 555                      | 232        | 1.6          | 1715                     | 162        | 1.1          | 2022 |

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

DMA Target Listeners

# DMA Target Listeners

|                |  | <b>AQH and Cume Persons</b> |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
|----------------|--|-----------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|
|                |  | Monday-Friday<br>6AM-10AM   |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |
|                |  | AQH<br>(00)                 | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |
| <b>WMGK-FM</b> |  |                             |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 380                         | .6         | 2649         | 579                       | 1.0        | 2889         | 420                      | .7         | 3379         | 110                      | .2         | 1693         | 469                      | .8         | 4970         | 324                      | .5         | 5960         |
| Teens 12-17    |  | 4                           | .1         | 69           | 2                         | .1         | 59           | 14                       | .3         | 128          | 8                        | .1         | 101          | 6                        | .1         | 200          | 7                        | .1         | 282          |
| M 18-34        |  | 79                          | .9         | 449          | 135                       | 1.6        | 551          | 89                       | 1.0        | 616          | 25                       | .3         | 257          | 104                      | 1.2        | 939          | 68                       | .8         | 1084         |
| W 18-34        |  | 52                          | .6         | 499          | 81                        | 1.0        | 610          | 74                       | .9         | 726          | 17                       | .2         | 321          | 70                       | .8         | 1062         | 48                       | .6         | 1200         |
| M 18-49        |  | 192                         | 1.1        | 1141         | 310                       | 1.8        | 1271         | 206                      | 1.2        | 1392         | 55                       | .3         | 668          | 242                      | 1.4        | 2093         | 167                      | 1.0        | 2481         |
| W 18-49        |  | 127                         | .7         | 1137         | 186                       | 1.1        | 1239         | 158                      | .9         | 1561         | 39                       | .2         | 747          | 159                      | .9         | 2204         | 110                      | .6         | 2597         |
| M 25-49        |  | 178                         | 1.3        | 1054         | 285                       | 2.1        | 1136         | 190                      | 1.4        | 1254         | 47                       | .3         | 611          | 223                      | 1.6        | 1848         | 155                      | 1.1        | 2190         |
| W 25-49        |  | 118                         | .8         | 1029         | 167                       | 1.2        | 1096         | 133                      | 1.0        | 1394         | 34                       | .2         | 679          | 141                      | 1.0        | 1919         | 97                       | .7         | 2272         |
| M 25-54        |  | 209                         | 1.3        | 1197         | 321                       | 2.0        | 1266         | 212                      | 1.4        | 1385         | 52                       | .3         | 712          | 253                      | 1.6        | 2050         | 175                      | 1.1        | 2408         |
| W 25-54        |  | 132                         | .8         | 1102         | 189                       | 1.2        | 1139         | 141                      | .9         | 1450         | 35                       | .2         | 694          | 157                      | 1.0        | 2004         | 106                      | .7         | 2402         |
| M 35-64        |  | 149                         | 1.1        | 861          | 224                       | 1.6        | 907          | 144                      | 1.1        | 955          | 37                       | .3         | 553          | 177                      | 1.3        | 1425         | 124                      | .9         | 1725         |
| W 35-64        |  | 93                          | .6         | 737          | 133                       | .9         | 696          | 97                       | .7         | 928          | 24                       | .2         | 448          | 110                      | .8         | 1264         | 74                       | .5         | 1571         |
| <b>WMMR-FM</b> |  |                             |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 413                         | .7         | 2635         | 530                       | .9         | 2874         | 343                      | .6         | 3233         | 93                       | .2         | 1420         | 436                      | .7         | 4969         | 292                      | .5         | 6046         |
| Teens 12-17    |  | 7                           | .1         | 95           | 8                         | .1         | 141          | 10                       | .2         | 173          | 6                        | .1         | 132          | 8                        | .1         | 278          | 8                        | .1         | 437          |
| M 18-34        |  | 142                         | 1.7        | 896          | 167                       | 2.0        | 955          | 118                      | 1.4        | 1038         | 28                       | .3         | 460          | 144                      | 1.7        | 1627         | 95                       | 1.1        | 1838         |
| W 18-34        |  | 47                          | .6         | 417          | 66                        | .8         | 452          | 35                       | .4         | 492          | 13                       | .2         | 231          | 51                       | .6         | 837          | 35                       | .4         | 1102         |
| M 18-49        |  | 288                         | 1.7        | 1608         | 360                       | 2.1        | 1688         | 228                      | 1.4        | 1867         | 61                       | .4         | 756          | 297                      | 1.8        | 2824         | 195                      | 1.2        | 3234         |
| W 18-49        |  | 89                          | .5         | 764          | 126                       | .7         | 832          | 84                       | .5         | 967          | 23                       | .1         | 427          | 102                      | .6         | 1534         | 70                       | .4         | 1921         |
| M 25-49        |  | 259                         | 1.9        | 1387         | 299                       | 2.2        | 1347         | 192                      | 1.4        | 1555         | 45                       | .3         | 539          | 254                      | 1.9        | 2334         | 166                      | 1.2        | 2657         |
| W 25-49        |  | 78                          | .6         | 674          | 117                       | .8         | 696          | 78                       | .6         | 868          | 14                       | .1         | 336          | 93                       | .7         | 1333         | 61                       | .4         | 1607         |
| M 25-54        |  | 277                         | 1.8        | 1464         | 322                       | 2.1        | 1439         | 203                      | 1.3        | 1631         | 47                       | .3         | 575          | 272                      | 1.7        | 2462         | 177                      | 1.1        | 2816         |
| W 25-54        |  | 81                          | .5         | 707          | 119                       | .7         | 709          | 81                       | .5         | 898          | 16                       | .1         | 366          | 96                       | .6         | 1370         | 64                       | .4         | 1681         |
| M 35-64        |  | 166                         | 1.2        | 814          | 217                       | 1.6        | 860          | 121                      | .9         | 950          | 34                       | .2         | 347          | 172                      | 1.3        | 1396         | 112                      | .8         | 1655         |
| W 35-64        |  | 51                          | .3         | 414          | 72                        | .5         | 441          | 58                       | .4         | 555          | 12                       | .1         | 240          | 61                       | .4         | 795          | 42                       | .3         | 973          |
| <b>WOGL-FM</b> |  |                             |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 436                         | .7         | 3061         | 567                       | .9         | 3409         | 416                      | .7         | 3613         | 136                      | .2         | 1904         | 480                      | .8         | 5571         | 362                      | .6         | 7124         |
| Teens 12-17    |  | 3                           | .1         | 63           | 4                         | .1         | 71           | 6                        | .1         | 108          | 5                        | .1         | 84           | 5                        | .1         | 186          | 5                        | .1         | 294          |
| M 18-34        |  | 28                          | .3         | 170          | 53                        | .6         | 324          | 40                       | .5         | 239          | 10                       | .1         | 128          | 41                       | .5         | 414          | 27                       | .3         | 491          |
| W 18-34        |  | 30                          | .4         | 239          | 36                        | .4         | 240          | 19                       | .2         | 213          | 13                       | .2         | 145          | 29                       | .3         | 480          | 22                       | .3         | 622          |
| M 18-49        |  | 97                          | .6         | 652          | 132                       | .8         | 758          | 109                      | .6         | 806          | 29                       | .2         | 437          | 114                      | .7         | 1234         | 80                       | .5         | 1587         |
| W 18-49        |  | 136                         | .8         | 1024         | 170                       | 1.0        | 1009         | 113                      | .7         | 1112         | 46                       | .3         | 511          | 142                      | .8         | 1786         | 107                      | .6         | 2275         |
| M 25-49        |  | 80                          | .6         | 569          | 97                        | .7         | 601          | 89                       | .7         | 734          | 22                       | .2         | 372          | 89                       | .7         | 1043         | 63                       | .5         | 1364         |
| W 25-49        |  | 123                         | .9         | 929          | 154                       | 1.1        | 909          | 106                      | .8         | 1029         | 45                       | .3         | 469          | 130                      | .9         | 1595         | 98                       | .7         | 2014         |
| M 25-54        |  | 116                         | .7         | 814          | 142                       | .9         | 837          | 128                      | .8         | 1013         | 35                       | .2         | 618          | 130                      | .8         | 1447         | 96                       | .6         | 1929         |
| W 25-54        |  | 172                         | 1.1        | 1266         | 213                       | 1.3        | 1186         | 151                      | .9         | 1413         | 58                       | .4         | 646          | 181                      | 1.1        | 2105         | 137                      | .8         | 2600         |
| M 35-64        |  | 153                         | 1.1        | 1028         | 190                       | 1.4        | 1091         | 162                      | 1.2        | 1226         | 44                       | .3         | 751          | 170                      | 1.2        | 1780         | 127                      | .9         | 2374         |
| W 35-64        |  | 195                         | 1.3        | 1408         | 244                       | 1.7        | 1392         | 171                      | 1.2        | 1617         | 57                       | .4         | 690          | 207                      | 1.4        | 2326         | 158                      | 1.1        | 2832         |
| <b>WPEN-AM</b> |  |                             |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 383                         | .6         | 1781         | 422                       | .7         | 2070         | 311                      | .5         | 1691         | 111                      | .2         | 729          | 376                      | .6         | 2697         | 284                      | .5         | 3216         |
| Teens 12-17    |  |                             |            |              |                           |            | 9            |                          |            | 3            |                          |            |              |                          | 12         |              |                          |            | 12           |
| M 18-34        |  | 1                           |            | 21           | 2                         |            | 32           | 5                        | .1         | 22           |                          |            | 11           | 3                        |            | 32           | 2                        |            | 32           |
| W 18-34        |  | 2                           |            | 8            | 2                         |            | 18           | 2                        |            | 8            | 1                        |            | 17           | 2                        |            | 26           | 2                        |            | 43           |
| M 18-49        |  | 3                           |            | 47           | 8                         |            | 87           | 10                       | .1         | 59           | 1                        |            | 26           | 7                        |            | 119          | 5                        |            | 139          |
| W 18-49        |  | 14                          | .1         | 80           | 15                        | .1         | 81           | 12                       | .1         | 61           | 6                        |            | 59           | 14                       | .1         | 128          | 11                       | .1         | 214          |
| M 25-49        |  | 3                           |            | 47           | 8                         | .1         | 87           | 10                       | .1         | 59           | 1                        |            | 26           | 7                        | .1         | 119          | 5                        |            | 139          |
| W 25-49        |  | 14                          | .1         | 80           | 14                        | .1         | 71           | 12                       | .1         | 61           | 5                        |            | 42           | 13                       | .1         | 118          | 11                       | .1         | 188          |
| M 25-54        |  | 5                           |            | 74           | 11                        | .1         | 110          | 13                       | .1         | 89           | 3                        |            | 46           | 10                       | .1         | 162          | 7                        |            | 197          |
| W 25-54        |  | 14                          | .1         | 88           | 16                        | .1         | 86           | 13                       | .1         | 83           | 6                        |            | 50           | 14                       | .1         | 141          | 12                       | .1         | 240          |
| M 35-64        |  | 23                          | .2         | 154          | 25                        | .2         | 169          | 17                       | .1         | 139          | 10                       | .1         | 74           | 22                       | .2         | 299          | 18                       | .1         | 397          |
| W 35-64        |  | 41                          | .3         | 263          | 51                        | .3         | 247          | 29                       | .2         | 191          | 11                       | .1         | 87           | 41                       | .3         | 347          | 30                       | .2         | 491          |
| <b>WPH1-FM</b> |  |                             |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 207                         | .3         | 2112         | 221                       | .4         | 2213         | 321                      | .5         | 2903         | 183                      | .3         | 2052         | 247                      | .4         | 4123         | 217                      | .4         | 4813         |
| Teens 12-17    |  | 67                          | 1.2        | 697          | 44                        | .8         | 560          | 95                       | 1.7        | 927          | 70                       | 1.3        | 797          | 67                       | 1.2        | 1210         | 67                       | 1.2        | 1385         |
| M 18-34        |  | 64                          | .8         | 542          | 96                        | 1.1        | 708          | 123                      | 1.4        | 909          | 66                       | .8         | 615          | 95                       | 1.1        | 1195         | 79                       | .9         | 1363         |
| W 18-34        |  | 47                          | .6         | 565          | 55                        | .6         | 667          | 67                       | .8         | 710          | 26                       | .3         | 441          | 56                       | .7         | 1085         | 46                       | .5         | 1276         |
| M 18-49        |  | 72                          | .4         | 621          | 107                       | .6         | 811          | 140                      | .8         | 1058         | 70                       | .4         | 664          | 106                      | .6         | 1434         | 89                       | .5         | 1636         |
| W 18-49        |  | 61                          | .4         | 726          | 65                        | .4         | 803          | 81                       | .5         | 848          | 41                       | .2         | 552          | 69                       | .4         | 1360         | 58                       | .3         | 1630         |
| M 25-49        |  | 35                          | .3         | 307          | 40                        | .3         | 391          | 67                       | .5         | 562          | 36                       | .3         | 281          | 47                       | .3         | 785          | 40                       | .3         | 876          |
| W 25-49        |  | 28                          | .2         | 363          | 34                        | .2         | 379          | 44                       | .3         | 446          | 23                       | .2         | 233          | 35                       | .3         | 694          | 30                       | .2         | 843          |
| M 25-54        |  | 35                          | .2         | 307          | 40                        | .3         | 400          | 68                       | .4         | 573          | 36                       | .2         | 292          | 47                       | .3         | 805          | 40                       | .3         | 896          |
| W 25-54        |  | 28                          | .2         | 363          | 34                        | .2         | 379          | 44                       | .3         | 456          | 24                       | .1         | 242          | 35                       | .2         | 704          | 31                       | .2         | 862          |
| M 35-64        |  | 8                           | .1         | 90           | 11                        | .1         | 113          | 16                       | .1         | 160          | 5                        |            | 60           | 12                       | .1         | 271          | 10                       | .1         | 305          |
| W 35-64        |  | 15                          | .1         | 188          | 11                        | .1         | 146          | 16                       | .1         | 168          | 15                       | .1         | 120          | 14                       | .1         | 322          | 13                       | .1         | 421          |

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



# DMA Target Listeners

| AQH and Cume Persons      |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
|---------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|------|
| Monday-Friday<br>6AM-10AM |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |      |
| AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |      |
| <b>WPHT-AM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| P 12+                     | 139        | .2           | 682                       | 77         | .1           | 590                      | 100        | .2           | 821                      | 96         | .2           | 854                      | 103        | .2           | 1398                     | 89         | .1           | 2296 |
| Teens 12-17               |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              | 9    |
| M 18-34                   | 1          |              | 15                        | 1          |              | 14                       | 5          | .1           | 61                       | 2          |              | 64                       | 2          |              | 68                       | 2          |              | 141  |
| W 18-34                   | 1          |              | 5                         |            |              |                          | 1          |              | 13                       | 1          |              | 25                       |            |              | 13                       | 1          |              | 42   |
| M 18-49                   | 24         | .1           | 168                       | 6          |              | 92                       | 27         | .2           | 212                      | 19         | .1           | 228                      | 18         | .1           | 348                      | 16         | .1           | 595  |
| W 18-49                   | 2          |              | 11                        | 2          |              | 22                       | 4          |              | 54                       | 4          |              | 77                       | 2          |              | 74                       | 3          |              | 164  |
| M 25-49                   | 24         | .2           | 168                       | 6          |              | 92                       | 25         | .2           | 203                      | 18         | .1           | 210                      | 17         | .1           | 339                      | 16         | .1           | 568  |
| W 25-49                   | 1          |              | 6                         | 2          |              | 22                       | 3          |              | 49                       | 3          |              | 71                       | 2          |              | 69                       | 2          |              | 153  |
| M 25-54                   | 38         | .2           | 243                       | 15         | .1           | 138                      | 34         | .2           | 300                      | 25         | .2           | 288                      | 28         | .2           | 480                      | 24         | .2           | 769  |
| W 25-54                   | 5          |              | 16                        | 5          |              | 40                       | 12         | .1           | 87                       | 5          |              | 85                       | 7          |              | 118                      | 6          |              | 217  |
| M 35-64                   | 69         | .5           | 367                       | 36         | .3           | 226                      | 57         | .4           | 375                      | 39         | .3           | 346                      | 52         | .4           | 615                      | 41         | .3           | 941  |
| W 35-64                   | 30         | .2           | 83                        | 12         | .1           | 79                       | 20         | .1           | 121                      | 14         | .1           | 100                      | 20         | .1           | 213                      | 16         | .1           | 330  |
| <b>WPLY-FM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| P 12+                     | 301        | .5           | 2660                      | 353        | .6           | 2890                     | 373        | .6           | 3994                     | 152        | .3           | 2276                     | 343        | .6           | 5563                     | 258        | .4           | 6314 |
| Teens 12-17               | 46         | .8           | 516                       | 24         | .4           | 477                      | 67         | 1.2          | 822                      | 43         | .8           | 620                      | 44         | .8           | 1088                     | 41         | .7           | 1219 |
| M 18-34                   | 116        | 1.4          | 738                       | 144        | 1.7          | 842                      | 121        | 1.4          | 1131                     | 50         | .6           | 686                      | 128        | 1.5          | 1564                     | 90         | 1.1          | 1829 |
| W 18-34                   | 89         | 1.1          | 874                       | 116        | 1.4          | 1014                     | 113        | 1.3          | 1177                     | 38         | .4           | 667                      | 107        | 1.3          | 1735                     | 78         | .9           | 1849 |
| M 18-49                   | 129        | .8           | 892                       | 162        | 1.0          | 1009                     | 146        | .9           | 1418                     | 58         | .3           | 783                      | 147        | .9           | 1949                     | 105        | .6           | 2292 |
| W 18-49                   | 115        | .7           | 1162                      | 148        | .9           | 1310                     | 144        | .8           | 1637                     | 49         | .3           | 837                      | 137        | .8           | 2341                     | 102        | .6           | 2562 |
| M 25-49                   | 85         | .6           | 565                       | 103        | .8           | 567                      | 85         | .6           | 886                      | 20         | .1           | 364                      | 92         | .7           | 1220                     | 63         | .5           | 1446 |
| W 25-49                   | 83         | .6           | 782                       | 97         | .7           | 827                      | 93         | .7           | 1106                     | 25         | .2           | 428                      | 92         | .7           | 1519                     | 66         | .5           | 1680 |
| M 25-54                   | 89         | .6           | 586                       | 103        | .7           | 574                      | 89         | .6           | 902                      | 21         | .1           | 373                      | 95         | .6           | 1249                     | 65         | .4           | 1492 |
| W 25-54                   | 84         | .5           | 803                       | 97         | .6           | 827                      | 94         | .6           | 1124                     | 26         | .2           | 434                      | 92         | .6           | 1555                     | 67         | .4           | 1723 |
| M 35-64                   | 22         | .2           | 193                       | 29         | .2           | 209                      | 37         | .3           | 366                      | 9          | .1           | 115                      | 29         | .2           | 477                      | 22         | .2           | 584  |
| W 35-64                   | 28         | .2           | 339                       | 38         | .3           | 330                      | 36         | .2           | 499                      | 12         | .1           | 186                      | 34         | .2           | 681                      | 27         | .2           | 804  |
| <b>WUSL-FM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| P 12+                     | 455        | .7           | 3586                      | 435        | .7           | 3519                     | 554        | .9           | 4315                     | 370        | .6           | 3256                     | 478        | .8           | 6222                     | 415        | .7           | 7256 |
| Teens 12-17               | 117        | 2.1          | 1059                      | 56         | 1.0          | 737                      | 164        | 2.9          | 1252                     | 122        | 2.2          | 1094                     | 108        | 1.9          | 1726                     | 105        | 1.9          | 1950 |
| M 18-34                   | 118        | 1.4          | 868                       | 148        | 1.7          | 1032                     | 173        | 2.0          | 1161                     | 114        | 1.3          | 864                      | 147        | 1.7          | 1587                     | 126        | 1.5          | 1831 |
| W 18-34                   | 134        | 1.6          | 1015                      | 131        | 1.5          | 1022                     | 133        | 1.6          | 1148                     | 84         | 1.0          | 843                      | 132        | 1.6          | 1650                     | 110        | 1.3          | 1893 |
| M 18-49                   | 142        | .8           | 1022                      | 186        | 1.1          | 1266                     | 208        | 1.2          | 1419                     | 132        | .8           | 1034                     | 179        | 1.1          | 1971                     | 153        | .9           | 2286 |
| W 18-49                   | 177        | 1.0          | 1303                      | 158        | .9           | 1269                     | 161        | .9           | 1432                     | 103        | .6           | 1002                     | 165        | 1.0          | 2123                     | 138        | .8           | 2525 |
| M 25-49                   | 87         | .6           | 584                       | 103        | .8           | 666                      | 123        | .9           | 798                      | 61         | .5           | 558                      | 104        | .8           | 1110                     | 83         | .6           | 1316 |
| W 25-49                   | 120        | .9           | 780                       | 98         | .7           | 702                      | 90         | .6           | 792                      | 55         | .4           | 467                      | 102        | .7           | 1199                     | 84         | .6           | 1455 |
| M 25-54                   | 89         | .6           | 612                       | 104        | .7           | 693                      | 124        | .8           | 808                      | 61         | .4           | 569                      | 105        | .7           | 1148                     | 85         | .5           | 1363 |
| W 25-54                   | 125        | .8           | 805                       | 99         | .6           | 718                      | 92         | .6           | 826                      | 56         | .3           | 488                      | 105        | .6           | 1238                     | 86         | .5           | 1533 |
| M 35-64                   | 28         | .2           | 225                       | 53         | .4           | 321                      | 39         | .3           | 312                      | 22         | .2           | 190                      | 41         | .3           | 505                      | 32         | .2           | 595  |
| W 35-64                   | 52         | .4           | 370                       | 36         | .2           | 298                      | 39         | .3           | 392                      | 23         | .2           | 226                      | 42         | .3           | 626                      | 36         | .2           | 842  |
| <b>WWDB-AM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| P 12+                     | 37         | .1           | 234                       | 58         | .1           | 362                      | * 13       |              | 147                      |            |              | * 38                     | .1         | 495          | * 30                     |            |              | 546  |
| Teens 12-17               |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              | 10   |
| M 18-34                   |            |              | 10                        | 1          |              | 10                       |            |              | 10                       |            |              |                          |            |              | 20                       |            |              | 20   |
| W 18-34                   |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| M 18-49                   | 7          |              | 36                        | 8          |              | 50                       | 2          |              | 29                       |            |              | 6                        |            | 60           | 4                        |            |              | 73   |
| W 18-49                   | 4          |              | 23                        | 3          |              | 29                       |            |              |                          |            |              | 2                        |            | 37           | 2                        |            |              | 45   |
| M 25-49                   | 7          | .1           | 36                        | 8          | .1           | 50                       | 2          |              | 29                       |            |              | 6                        |            | 60           | 4                        |            |              | 73   |
| W 25-49                   | 4          |              | 23                        | 3          |              | 29                       |            |              |                          |            |              | 2                        |            | 37           | 2                        |            |              | 45   |
| M 25-54                   | 9          | .1           | 45                        | 13         | .1           | 75                       | 2          |              | 47                       |            |              | 9                        | .1         | 85           | 6                        |            |              | 98   |
| W 25-54                   | 6          |              | 43                        | 5          |              | 47                       | 1          |              | 11                       |            |              | 4                        |            | 57           | 4                        |            |              | 73   |
| M 35-64                   | 11         | .1           | 63                        | 21         | .2           | 95                       | 2          |              | 37                       |            |              | 12                       | .1         | 113          | 9                        | .1         |              | 135  |
| W 35-64                   | 13         | .1           | 60                        | 13         | .1           | 76                       | 2          |              | 20                       |            |              | 10                       | .1         | 86           | 8                        | .1         |              | 102  |
| <b>WWDB-FM</b>            |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |      |
| P 12+                     | 346        | .6           | 1895                      | 513        | .8           | 2429                     | 176        | .3           | 1572                     | 186        | .3           | 1367                     | 358        | .6           | 3552                     | 287        | .5           | 4609 |
| Teens 12-17               | 1          |              | 16                        | 2          |              | 44                       | 1          |              | 23                       |            |              | 14                       |            | 67           | 1                        |            |              | 76   |
| M 18-34                   | 4          |              | 62                        | 28         | .3           | 154                      | 12         | .1           | 109                      | 10         | .1           | 89                       | 16         | .2           | 209                      | 12         | .1           | 321  |
| W 18-34                   | 18         | .2           | 140                       | 45         | .5           | 207                      | 12         | .1           | 126                      | 3          |              | 66                       | 27         | .3           | 286                      | 17         | .2           | 318  |
| M 18-49                   | 53         | .3           | 273                       | 86         | .5           | 434                      | 46         | .3           | 371                      | 37         | .2           | 257                      | 64         | .4           | 672                      | 51         | .3           | 915  |
| W 18-49                   | 60         | .3           | 414                       | 84         | .5           | 450                      | 35         | .2           | 334                      | 20         | .1           | 237                      | 62         | .4           | 716                      | 44         | .3           | 870  |
| M 25-49                   | 52         | .4           | 261                       | 78         | .6           | 371                      | 41         | .3           | 327                      | 35         | .3           | 220                      | 59         | .4           | 600                      | 47         | .3           | 801  |
| W 25-49                   | 58         | .4           | 392                       | 80         | .6           | 405                      | 33         | .2           | 309                      | 20         | .1           | 227                      | 59         | .4           | 654                      | 42         | .3           | 809  |
| M 25-54                   | 68         | .4           | 352                       | 103        | .7           | 462                      | 50         | .3           | 420                      | 38         | .2           | 271                      | 76         | .5           | 768                      | 58         | .4           | 1019 |
| W 25-54                   | 74         | .5           | 483                       | 94         | .6           | 496                      | 40         | .2           | 366                      | 31         | .2           | 296                      | 71         | .4           | 792                      | 55         | .3           | 1004 |
| M 35-64                   | 94         | .7           | 493                       | 146        | 1.1          | 654                      | 63         | .5           | 525                      | 50         | .4           | 333                      | 104        | .8           | 1048                     | 80         | .6           | 1282 |
| W 35-64                   | 102        | .7           | 579                       | 108        | .7           | 646                      | 47         | .3           | 459                      | 44         | .3           | 385                      | 87         | .6           | 951                      | 72         | .5           | 1220 |

\* Listener estimates adjusted for reported broadcast schedule.

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

**ARBITRON**

# DMA Target Listeners

|                |  | AQH and Cume Persons      |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
|----------------|--|---------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|
|                |  | Monday-Friday<br>6AM-10AM |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |
|                |  | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |
| <b>WWJZ-AM</b> |  |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 72                        | .1         | 322          | 73                        | .1         | 395          | 65                       | .1         | 335          | 8                        |            | 133          | 71                       | .1         | 515          | 49                       | .1         | 582          |
| Teens 12-17    |  |                           |            |              |                           |            |              |                          |            | 5            |                          |            |              |                          |            | 5            |                          |            | 5            |
| M 18-34        |  | 1                         |            | 6            | 1                         |            | 6            |                          |            |              |                          |            |              | 1                        |            | 6            |                          |            | 6            |
| W 18-34        |  |                           |            |              | 2                         |            | 8            | 2                        |            | 8            |                          |            |              | 1                        |            | 8            | 1                        |            | 8            |
| M 18-49        |  | 1                         |            | 6            | 1                         |            | 11           |                          |            | 5            | 1                        |            | 10           | 1                        |            | 11           | 1                        |            | 20           |
| W 18-49        |  |                           |            | 7            | 2                         |            | 15           | 2                        |            | 8            |                          |            |              | 2                        |            | 15           | 1                        |            | 15           |
| M 25-49        |  |                           |            |              |                           |            | 5            |                          |            | 5            | 1                        |            | 10           |                          |            | 5            |                          |            | 15           |
| W 25-49        |  |                           |            | 7            | 2                         |            | 15           | 2                        |            | 8            |                          |            |              | 2                        |            | 15           | 1                        |            | 15           |
| M 25-54        |  |                           |            |              |                           |            | 5            |                          |            | 5            | 1                        |            | 10           |                          |            | 5            |                          |            | 15           |
| W 25-54        |  | 3                         |            | 22           | 2                         |            | 15           | 2                        |            | 16           |                          |            | 3            | 2                        |            | 31           | 1                        |            | 33           |
| M 35-64        |  | 10                        | .1         | 27           | 8                         | .1         | 41           | 2                        |            | 34           | 1                        |            | 21           | 7                        | .1         | 43           | 4                        |            | 53           |
| W 35-64        |  | 6                         |            | 44           |                           |            | 11           | 7                        |            | 25           | 2                        |            | 29           | 4                        |            | 44           | 3                        |            | 64           |
| <b>WXTU-FM</b> |  |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 449                       | .7         | 2614         | 449                       | .7         | 2392         | 372                      | .6         | 2769         | 107                      | .2         | 1389         | 425                      | .7         | 3934         | 306                      | .5         | 4590         |
| Teens 12-17    |  | 6                         | .1         | 82           | 7                         | .1         | 53           | 8                        | .1         | 90           | 7                        | .1         | 61           | 7                        | .1         | 129          | 6                        | .1         | 160          |
| M 18-34        |  | 44                        | .5         | 263          | 53                        | .6         | 287          | 37                       | .4         | 319          | 12                       | .1         | 147          | 45                       | .5         | 456          | 32                       | .4         | 522          |
| W 18-34        |  | 65                        | .8         | 402          | 59                        | .7         | 322          | 59                       | .7         | 435          | 20                       | .2         | 272          | 61                       | .7         | 594          | 44                       | .5         | 721          |
| M 18-49        |  | 122                       | .7         | 721          | 113                       | .7         | 580          | 106                      | .6         | 814          | 27                       | .2         | 352          | 114                      | .7         | 1084         | 79                       | .5         | 1230         |
| W 18-49        |  | 152                       | .9         | 902          | 152                       | .9         | 719          | 129                      | .8         | 869          | 34                       | .2         | 490          | 145                      | .8         | 1234         | 100                      | .6         | 1482         |
| M 25-49        |  | 101                       | .7         | 622          | 87                        | .6         | 460          | 92                       | .7         | 720          | 23                       | .2         | 295          | 93                       | .7         | 930          | 65                       | .5         | 1047         |
| W 25-49        |  | 120                       | .9         | 725          | 130                       | .9         | 598          | 105                      | .8         | 706          | 25                       | .2         | 356          | 119                      | .9         | 1013         | 82                       | .6         | 1198         |
| M 25-54        |  | 112                       | .7         | 702          | 95                        | .6         | 508          | 105                      | .7         | 811          | 24                       | .2         | 342          | 103                      | .7         | 1047         | 72                       | .5         | 1169         |
| W 25-54        |  | 149                       | .9         | 874          | 149                       | .9         | 691          | 115                      | .7         | 816          | 30                       | .2         | 432          | 139                      | .9         | 1207         | 96                       | .6         | 1427         |
| M 35-64        |  | 130                       | 1.0        | 734          | 112                       | .8         | 557          | 116                      | .8         | 817          | 28                       | .2         | 390          | 118                      | .9         | 1056         | 83                       | .6         | 1195         |
| W 35-64        |  | 141                       | 1.0        | 834          | 144                       | 1.0        | 749          | 107                      | .7         | 792          | 27                       | .2         | 413          | 132                      | .9         | 1189         | 94                       | .6         | 1398         |
| <b>WXXM-FM</b> |  |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 230                       | .4         | 2050         | 242                       | .4         | 1787         | 240                      | .4         | 2708         | 86                       | .1         | 1407         | 238                      | .4         | 3896         | 176                      | .3         | 4695         |
| Teens 12-17    |  | 13                        | .2         | 204          | 3                         | .1         | 79           | 21                       | .4         | 345          | 9                        | .2         | 177          | 11                       | .2         | 469          | 10                       | .2         | 533          |
| M 18-34        |  | 48                        | .6         | 399          | 58                        | .7         | 325          | 46                       | .5         | 549          | 15                       | .2         | 303          | 51                       | .6         | 779          | 38                       | .4         | 1004         |
| W 18-34        |  | 62                        | .7         | 602          | 70                        | .8         | 626          | 72                       | .9         | 843          | 20                       | .2         | 445          | 68                       | .8         | 1179         | 47                       | .6         | 1363         |
| M 18-49        |  | 75                        | .4         | 605          | 91                        | .5         | 513          | 79                       | .5         | 866          | 24                       | .1         | 451          | 82                       | .5         | 1184         | 59                       | .4         | 1476         |
| W 18-49        |  | 114                       | .7         | 1033         | 117                       | .7         | 962          | 119                      | .7         | 1298         | 38                       | .2         | 653          | 117                      | .7         | 1852         | 84                       | .5         | 2189         |
| M 25-49        |  | 64                        | .5         | 489          | 86                        | .6         | 410          | 67                       | .5         | 604          | 21                       | .2         | 317          | 73                       | .5         | 833          | 51                       | .4         | 1049         |
| W 25-49        |  | 98                        | .7         | 853          | 105                       | .8         | 717          | 96                       | .7         | 1006         | 27                       | .2         | 451          | 100                      | .7         | 1405         | 71                       | .5         | 1657         |
| M 25-54        |  | 70                        | .4         | 545          | 90                        | .6         | 439          | 69                       | .4         | 660          | 25                       | .2         | 357          | 77                       | .5         | 952          | 55                       | .4         | 1177         |
| W 25-54        |  | 102                       | .6         | 892          | 108                       | .7         | 750          | 101                      | .6         | 1053         | 28                       | .2         | 465          | 104                      | .6         | 1459         | 74                       | .5         | 1712         |
| M 35-64        |  | 37                        | .3         | 305          | 42                        | .3         | 261          | 36                       | .3         | 391          | 13                       | .1         | 197          | 38                       | .3         | 587          | 27                       | .2         | 689          |
| W 35-64        |  | 62                        | .4         | 496          | 58                        | .4         | 420          | 58                       | .4         | 530          | 27                       | .2         | 252          | 59                       | .4         | 777          | 48                       | .3         | 947          |
| <b>WYSP-FM</b> |  |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 1531                      | 2.5        | 5843         | 674                       | 1.1        | 4032         | 447                      | .7         | 3530         | 159                      | .3         | 1883         | 868                      | 1.4        | 7775         | 540                      | .9         | 8663         |
| Teens 12-17    |  | 24                        | .4         | 252          | 12                        | .2         | 165          | 32                       | .6         | 313          | 18                       | .3         | 251          | 22                       | .4         | 474          | 20                       | .4         | 605          |
| M 18-34        |  | 725                       | 8.5        | 2374         | 367                       | 4.3        | 1901         | 239                      | 2.8        | 1657         | 79                       | .9         | 838          | 438                      | 5.2        | 3051         | 274                      | 3.2        | 3271         |
| W 18-34        |  | 212                       | 2.5        | 1059         | 85                        | 1.0        | 653          | 54                       | .6         | 540          | 37                       | .4         | 422          | 114                      | 1.3        | 1482         | 76                       | .9         | 1740         |
| M 18-49        |  | 1075                      | 6.4        | 3545         | 512                       | 3.1        | 2725         | 323                      | 1.9        | 2301         | 95                       | .6         | 1094         | 627                      | 3.7        | 4544         | 384                      | 2.3        | 4895         |
| W 18-49        |  | 329                       | 1.9        | 1604         | 118                       | .7         | 902          | 73                       | .4         | 748          | 45                       | .3         | 503          | 169                      | 1.0        | 2200         | 109                      | .6         | 2578         |
| M 25-49        |  | 842                       | 6.2        | 2729         | 393                       | 2.9        | 2042         | 243                      | 1.8        | 1733         | 52                       | .4         | 691          | 485                      | 3.6        | 3487         | 288                      | 2.1        | 3724         |
| W 25-49        |  | 239                       | 1.7        | 1199         | 73                        | .5         | 588          | 41                       | .3         | 532          | 15                       | .1         | 282          | 114                      | .8         | 1600         | 69                       | .5         | 1866         |
| M 25-54        |  | 871                       | 5.5        | 2857         | 408                       | 2.6        | 2108         | 254                      | 1.6        | 1802         | 53                       | .3         | 705          | 503                      | 3.2        | 3654         | 297                      | 1.9        | 3892         |
| W 25-54        |  | 256                       | 1.6        | 1268         | 74                        | .5         | 617          | 42                       | .3         | 548          | 15                       | .1         | 282          | 120                      | .7         | 1678         | 73                       | .4         | 1944         |
| M 35-64        |  | 410                       | 3.0        | 1442         | 167                       | 1.2        | 955          | 100                      | .7         | 776          | 17                       | .1         | 288          | 221                      | 1.6        | 1850         | 128                      | .9         | 1983         |
| W 35-64        |  | 149                       | 1.0        | 691          | 41                        | .3         | 340          | 22                       | .2         | 244          | 8                        | .1         | 84           | 69                       | .5         | 885          | 41                       | .3         | 1023         |
| <b>WYXR-FM</b> |  |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 305                       | .5         | 2529         | 326                       | .5         | 2113         | 275                      | .5         | 2756         | 96                       | .2         | 1414         | 304                      | .5         | 4286         | 217                      | .4         | 5330         |
| Teens 12-17    |  | 10                        | .2         | 163          | 4                         | .1         | 72           | 13                       | .2         | 123          | 11                       | .2         | 172          | 8                        | .1         | 283          | 9                        | .2         | 465          |
| M 18-34        |  | 46                        | .5         | 348          | 51                        | .6         | 343          | 48                       | .6         | 432          | 21                       | .2         | 206          | 48                       | .6         | 684          | 37                       | .4         | 837          |
| W 18-34        |  | 92                        | 1.1        | 877          | 84                        | 1.0        | 791          | 79                       | .9         | 950          | 37                       | .4         | 576          | 85                       | 1.0        | 1478         | 66                       | .8         | 1846         |
| M 18-49        |  | 72                        | .4         | 563          | 81                        | .5         | 487          | 66                       | .4         | 597          | 24                       | .1         | 281          | 74                       | .4         | 995          | 52                       | .3         | 1207         |
| W 18-49        |  | 174                       | 1.0        | 1548         | 183                       | 1.1        | 1330         | 149                      | .9         | 1663         | 49                       | .3         | 830          | 170                      | 1.0        | 2515         | 122                      | .7         | 3016         |
| M 25-49        |  | 67                        | .5         | 505          | 77                        | .6         | 415          | 61                       | .5         | 493          | 14                       | .1         | 199          | 69                       | .5         | 843          | 46                       | .3         | 1009         |
| W 25-49        |  | 159                       | 1.1        | 1355         | 150                       | 1.1        | 1056         | 124                      | .9         | 1393         | 23                       | .2         | 475          | 145                      | 1.0        | 2065         | 97                       | .7         | 2298         |
| M 25-54        |  | 72                        | .5         | 545          | 82                        | .5         | 449          | 64                       | .4         | 540          | 15                       | .1         | 212          | 73                       | .5         | 902          | 49                       | .3         | 1101         |
| W 25-54        |  | 181                       | 1.1        | 1478         | 174                       | 1.1        | 1135         | 148                      | .9         | 1550         | 27                       | .2         | 546          | 168                      | 1.0        | 2262         | 111                      | .7         | 2517         |
| M 35-64        |  | 44                        | .3         | 282          | 55                        | .4         | 216          | 29                       | .2         | 249          | 4                        |            | 88           | 44                       | .3         | 434          | 27                       | .2         | 555          |
| W 35-64        |  | 108                       | .7         | 820          | 130                       | .9         | 654          | 99                       | .7         | 910          | 17                       | .1         | 338          | 114                      | .8         | 1292         | 73                       | .5         | 1460         |

\* Listener estimates adjusted for reported broadcast schedule.

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

# DMA Target Listeners

## AQH and Cume Persons

|                | Monday-Friday<br>6AM-10AM |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |
|----------------|---------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|
|                | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |
| <b>WAEB-AM</b> |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 75                        | .1         | 365          | 67                        | .1         | 346          | 26                       |            | 254          | 15                       |            | 115          | 57                       | .1         | 559          | 38                       | .1         | 637          |
| Teens 12-17    |                           |            | 3            |                           |            |              |                          |            |              |                          |            |              |                          |            | 3            |                          |            | 3            |
| M 18-34        | 1                         |            | 7            | 5                         | .1         | 21           | 1                        |            | 10           |                          |            | 3            | 2                        |            | 27           | 2                        |            | 34           |
| W 18-34        | 2                         |            | 22           | 1                         |            | 13           | 2                        |            | 18           |                          |            | 7            | 2                        |            | 32           | 1                        |            | 35           |
| M 18-49        | 5                         |            | 50           | 12                        | .1         | 54           | 3                        |            | 44           | 2                        |            | 20           | 7                        |            | 95           | 5                        |            | 122          |
| W 18-49        | 7                         |            | 52           | 7                         |            | 56           | 6                        |            | 59           |                          |            | 14           | 7                        |            | 90           | 4                        |            | 99           |
| M 25-49        | 5                         |            | 50           | 9                         | .1         | 47           | 3                        |            | 41           | 2                        |            | 20           | 6                        |            | 88           | 5                        |            | 115          |
| W 25-49        | 7                         | .1         | 48           | 7                         | .1         | 56           | 6                        |            | 59           |                          |            | 14           | 7                        | .1         | 87           | 4                        |            | 96           |
| M 25-54        | 7                         |            | 70           | 10                        | .1         | 55           | 4                        |            | 49           | 3                        |            | 23           | 7                        |            | 110          | 6                        |            | 137          |
| W 25-54        | 14                        | .1         | 73           | 10                        | .1         | 67           | 7                        |            | 73           |                          |            | 14           | 10                       | .1         | 120          | 6                        |            | 129          |
| M 35-64        | 16                        | .1         | 107          | 13                        | .1         | 77           | 4                        |            | 74           | 3                        |            | 23           | 11                       | .1         | 145          | 8                        | .1         | 176          |
| W 35-64        | 28                        | .2         | 100          | 19                        | .1         | 103          | 7                        |            | 79           | 1                        |            | 18           | 18                       | .1         | 155          | 11                       | .1         | 167          |
| <b>WAEB-FM</b> |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 170                       | .3         | 1172         | 181                       | .3         | 953          | 145                      | .2         | 1191         | 50                       | .1         | 559          | 166                      | .3         | 1767         | 119                      | .2         | 2004         |
| Teens 12-17    | 19                        | .3         | 181          | 8                         | .1         | 99           | 25                       | .4         | 189          | 19                       | .3         | 165          | 17                       | .3         | 287          | 18                       | .3         | 322          |
| M 18-34        | 16                        | .2         | 144          | 17                        | .2         | 116          | 18                       | .2         | 141          | 9                        | .1         | 89           | 17                       | .2         | 213          | 14                       | .2         | 269          |
| W 18-34        | 40                        | .5         | 287          | 58                        | .7         | 304          | 43                       | .5         | 339          | 8                        | .1         | 125          | 48                       | .6         | 458          | 31                       | .4         | 505          |
| M 18-49        | 42                        | .3         | 293          | 49                        | .3         | 241          | 38                       | .2         | 290          | 15                       | .1         | 136          | 43                       | .3         | 441          | 32                       | .2         | 526          |
| W 18-49        | 86                        | .5         | 558          | 106                       | .6         | 487          | 73                       | .4         | 614          | 13                       | .1         | 211          | 90                       | .5         | 835          | 58                       | .3         | 912          |
| M 25-49        | 37                        | .3         | 237          | 45                        | .3         | 207          | 33                       | .2         | 248          | 13                       | .1         | 105          | 39                       | .3         | 367          | 28                       | .2         | 429          |
| W 25-49        | 73                        | .5         | 428          | 88                        | .6         | 365          | 54                       | .4         | 466          | 9                        | .1         | 152          | 73                       | .5         | 643          | 47                       | .3         | 698          |
| M 25-54        | 38                        | .2         | 248          | 45                        | .3         | 215          | 34                       | .2         | 259          | 13                       | .1         | 118          | 39                       | .2         | 378          | 28                       | .2         | 448          |
| W 25-54        | 81                        | .5         | 466          | 96                        | .6         | 397          | 59                       | .4         | 499          | 9                        | .1         | 155          | 80                       | .5         | 690          | 51                       | .3         | 745          |
| M 35-64        | 28                        | .2         | 183          | 34                        | .2         | 150          | 21                       | .2         | 170          | 6                        |            | 61           | 28                       | .2         | 273          | 19                       | .1         | 310          |
| W 35-64        | 57                        | .4         | 324          | 58                        | .4         | 232          | 37                       | .3         | 328          | 6                        |            | 88           | 51                       | .3         | 462          | 33                       | .2         | 494          |
| <b>WBNJ-FM</b> |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 3                         |            | 15           | 3                         |            | 13           | 2                        |            | 23           | 1                        |            | 22           | 3                        |            | 35           | 2                        |            | 48           |
| Teens 12-17    |                           |            | 3            |                           |            |              |                          |            |              |                          |            |              |                          |            | 3            |                          |            | 5            |
| M 18-34        |                           |            |              |                           |            | 2            |                          |            | 2            |                          |            |              |                          |            | 4            |                          |            | 6            |
| W 18-34        |                           |            | 2            |                           |            |              |                          |            | 5            |                          |            | 9            |                          |            | 7            |                          |            | 14           |
| M 18-49        |                           |            |              |                           |            | 2            | 1                        |            | 4            |                          |            |              |                          |            | 6            |                          |            | 8            |
| W 18-49        |                           |            | 5            |                           |            |              |                          |            | 9            |                          |            | 12           |                          |            | 14           | 1                        |            | 22           |
| M 25-49        |                           |            |              |                           |            | 2            |                          |            | 2            |                          |            |              |                          |            | 4            |                          |            | 4            |
| W 25-49        |                           |            | 3            |                           |            |              |                          |            | 9            | 1                        |            | 8            |                          |            | 12           | 1                        |            | 18           |
| M 25-54        | 2                         |            | 4            | 2                         |            | 6            | 1                        |            | 5            |                          |            | 4            | 2                        |            | 8            | 1                        |            | 8            |
| W 25-54        | 1                         |            | 4            |                           |            | 1            |                          |            | 10           | 1                        |            | 8            |                          |            | 13           | 1                        |            | 19           |
| M 35-64        | 2                         |            | 4            | 2                         |            | 4            | 1                        |            | 5            |                          |            | 4            | 2                        |            | 5            | 1                        |            | 5            |
| W 35-64        | 1                         |            | 4            |                           |            | 1            |                          |            | 5            | 1                        |            | 3            |                          |            | 8            | 1                        |            | 9            |
| <b>WTH-FM</b>  |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 53                        | .1         | 218          | 33                        | .1         | 200          | 25                       |            | 175          | 16                       |            | 135          | 37                       | .1         | 306          | 28                       |            | 336          |
| Teens 12-17    | 3                         | .1         | 22           | 1                         |            | 8            | 2                        |            | 18           | 1                        |            | 12           | 2                        |            | 27           | 1                        |            | 30           |
| M 18-34        | 6                         | .1         | 26           | 3                         |            | 25           | 3                        |            | 21           | 2                        |            | 15           | 4                        |            | 39           | 3                        |            | 41           |
| W 18-34        | 7                         | .1         | 44           | 9                         | .1         | 40           | 6                        | .1         | 40           | 6                        | .1         | 41           | 7                        | .1         | 67           | 7                        | .1         | 74           |
| M 18-49        | 9                         | .1         | 42           | 6                         |            | 37           | 5                        |            | 34           | 2                        |            | 24           | 7                        |            | 60           | 5                        |            | 62           |
| W 18-49        | 20                        | .1         | 87           | 17                        | .1         | 100          | 13                       | .1         | 76           | 10                       | .1         | 74           | 17                       | .1         | 135          | 14                       | .1         | 150          |
| M 25-49        | 8                         | .1         | 29           | 6                         |            | 26           | 4                        |            | 22           | 2                        |            | 18           | 6                        |            | 41           | 4                        |            | 43           |
| W 25-49        | 18                        | .1         | 73           | 15                        | .1         | 93           | 11                       | .1         | 67           | 8                        | .1         | 58           | 15                       | .1         | 114          | 12                       | .1         | 125          |
| M 25-54        | 14                        | .1         | 42           | 11                        | .1         | 39           | 6                        |            | 34           | 3                        |            | 26           | 10                       | .1         | 58           | 7                        |            | 60           |
| W 25-54        | 21                        | .1         | 83           | 16                        | .1         | 106          | 12                       | .1         | 73           | 9                        | .1         | 64           | 17                       | .1         | 130          | 13                       | .1         | 141          |
| M 35-64        | 9                         | .1         | 37           | 8                         | .1         | 35           | 4                        |            | 29           | 1                        |            | 16           | 7                        | .1         | 48           | 5                        |            | 55           |
| W 35-64        | 22                        | .2         | 65           | 10                        | .1         | 82           | 10                       | .1         | 57           | 7                        |            | 50           | 13                       | .1         | 98           | 10                       | .1         | 106          |
| <b>WBYN-FM</b> |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 62                        | .1         | 371          | 45                        | .1         | 258          | 32                       | .1         | 256          | 18                       |            | 221          | 47                       | .1         | 489          | 36                       | .1         | 607          |
| Teens 12-17    |                           |            | 3            |                           |            |              |                          |            | 15           |                          |            |              |                          |            | 18           |                          |            | 22           |
| M 18-34        | 4                         |            | 28           | 3                         |            | 16           | 4                        |            | 25           |                          |            | 4            | 4                        |            | 40           | 3                        |            | 44           |
| W 18-34        | 2                         |            | 35           |                           |            | 12           | 3                        |            | 39           |                          |            | 17           | 2                        |            | 43           | 2                        |            | 49           |
| M 18-49        | 16                        | .1         | 88           | 14                        | .1         | 58           | 9                        | .1         | 50           | 1                        |            | 28           | 13                       | .1         | 122          | 9                        | .1         | 143          |
| W 18-49        | 11                        | .1         | 103          | 7                         |            | 59           | 9                        | .1         | 94           | 3                        |            | 67           | 9                        | .1         | 130          | 7                        |            | 153          |
| M 25-49        | 12                        | .1         | 72           | 11                        | .1         | 42           | 5                        |            | 34           | 1                        |            | 25           | 10                       | .1         | 102          | 6                        |            | 120          |
| W 25-49        | 11                        | .1         | 91           | 7                         | .1         | 55           | 7                        | .1         | 73           | 2                        |            | 58           | 8                        | .1         | 110          | 6                        |            | 133          |
| M 25-54        | 18                        | .1         | 108          | 12                        | .1         | 54           | 6                        |            | 37           | 1                        |            | 34           | 12                       | .1         | 148          | 8                        | .1         | 184          |
| W 25-54        | 11                        | .1         | 103          | 10                        | .1         | 76           | 9                        | .1         | 83           | 2                        |            | 68           | 10                       | .1         | 131          | 8                        |            | 165          |
| M 35-64        | 29                        | .2         | 120          | 20                        | .1         | 74           | 8                        | .1         | 39           | 4                        |            | 43           | 19                       | .1         | 151          | 14                       | .1         | 187          |
| W 35-64        | 18                        | .1         | 110          | 15                        | .1         | 105          | 15                       | .1         | 106          | 5                        |            | 94           | 16                       | .1         | 153          | 12                       | .1         | 207          |

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

**ARBITRON**

# DMA Target Listeners

| AQH and Cume Persons |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
|----------------------|---------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|
|                      | Monday-Friday<br>6AM-10AM |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |
|                      | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |
| <b>WCTO-FM</b>       |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+                | 148                       | .2         | 707          | 160                       | .3         | 674          | 130                      | .2         | 781          | 40                       | .1         | 389          | 147                      | .2         | 1086         | 109                      | .2         | 1284         |
| Teens 12-17          | 4                         | .1         | 35           | 1                         | .1         | 16           | 1                        | .1         | 24           | 1                        | .1         | 25           | 2                        | .1         | 44           | 3                        | .1         | 80           |
| M 18-34              | 11                        | .1         | 70           | 19                        | .2         | 74           | 24                       | .3         | 114          | 6                        | .1         | 55           | 18                       | .2         | 138          | 13                       | .2         | 155          |
| W 18-34              | 24                        | .3         | 141          | 24                        | .3         | 112          | 17                       | .2         | 134          | 5                        | .1         | 55           | 22                       | .3         | 193          | 15                       | .2         | 203          |
| M 18-49              | 35                        | .2         | 176          | 42                        | .3         | 170          | 42                       | .3         | 251          | 21                       | .1         | 130          | 40                       | .2         | 299          | 31                       | .2         | 355          |
| W 18-49              | 54                        | .3         | 251          | 52                        | .3         | 206          | 41                       | .2         | 240          | 9                        | .1         | 115          | 49                       | .3         | 344          | 35                       | .2         | 388          |
| M 25-49              | 30                        | .2         | 161          | 37                        | .3         | 146          | 33                       | .2         | 218          | 18                       | .1         | 112          | 33                       | .2         | 256          | 27                       | .2         | 312          |
| W 25-49              | 48                        | .3         | 188          | 48                        | .3         | 178          | 34                       | .2         | 180          | 5                        | .1         | 86           | 43                       | .3         | 264          | 30                       | .2         | 308          |
| M 25-54              | 38                        | .2         | 198          | 46                        | .3         | 184          | 42                       | .3         | 259          | 19                       | .1         | 123          | 42                       | .3         | 307          | 33                       | .2         | 375          |
| W 25-54              | 56                        | .3         | 234          | 58                        | .4         | 213          | 42                       | .3         | 223          | 8                        | .1         | 119          | 52                       | .3         | 318          | 36                       | .2         | 371          |
| M 35-64              | 40                        | .3         | 192          | 40                        | .3         | 177          | 35                       | .3         | 240          | 17                       | .1         | 107          | 39                       | .3         | 292          | 30                       | .2         | 346          |
| W 35-64              | 50                        | .3         | 198          | 60                        | .4         | 197          | 40                       | .3         | 200          | 8                        | .1         | 115          | 51                       | .3         | 287          | 36                       | .2         | 337          |
| <b>WDSB-FM</b>       |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+                | 87                        | .1         | 486          | 71                        | .1         | 386          | 61                       | .1         | 430          | 18                       | .1         | 228          | 73                       | .1         | 617          | 52                       | .1         | 690          |
| Teens 12-17          | 3                         | .1         | 28           | 1                         | .1         | 16           | 2                        | .1         | 32           | 1                        | .1         | 9            | 2                        | .1         | 44           | 1                        | .1         | 48           |
| M 18-34              | 6                         | .1         | 62           | 2                         | .1         | 21           | 5                        | .1         | 45           | 4                        | .1         | 32           | 4                        | .1         | 69           | 5                        | .1         | 99           |
| W 18-34              | 8                         | .1         | 62           | 8                         | .1         | 60           | 6                        | .1         | 65           | 1                        | .1         | 38           | 7                        | .1         | 88           | 4                        | .1         | 93           |
| M 18-49              | 18                        | .1         | 129          | 14                        | .1         | 73           | 18                       | .1         | 96           | 7                        | .1         | 58           | 17                       | .1         | 149          | 14                       | .1         | 201          |
| W 18-49              | 25                        | .1         | 153          | 26                        | .2         | 135          | 18                       | .1         | 163          | 6                        | .1         | 78           | 23                       | .1         | 205          | 15                       | .1         | 217          |
| M 25-49              | 17                        | .1         | 108          | 14                        | .1         | 73           | 17                       | .1         | 87           | 5                        | .1         | 49           | 16                       | .1         | 127          | 13                       | .1         | 171          |
| W 25-49              | 23                        | .2         | 138          | 25                        | .2         | 118          | 16                       | .1         | 139          | 5                        | .1         | 73           | 22                       | .2         | 177          | 15                       | .1         | 184          |
| M 25-54              | 20                        | .1         | 118          | 17                        | .1         | 77           | 17                       | .1         | 93           | 5                        | .1         | 49           | 18                       | .1         | 137          | 14                       | .1         | 181          |
| W 25-54              | 27                        | .2         | 151          | 28                        | .2         | 131          | 20                       | .1         | 152          | 6                        | .1         | 86           | 25                       | .2         | 193          | 16                       | .1         | 201          |
| M 35-64              | 21                        | .2         | 106          | 22                        | .2         | 90           | 18                       | .1         | 83           | 3                        | .1         | 40           | 21                       | .2         | 131          | 14                       | .1         | 154          |
| W 35-64              | 33                        | .2         | 147          | 29                        | .2         | 131          | 25                       | .2         | 151          | 7                        | .1         | 78           | 29                       | .2         | 195          | 20                       | .1         | 207          |
| <b>WEEU-AM</b>       |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+                | 94                        | .2         | 366          | 59                        | .1         | 309          | 26                       | .1         | 228          | 8                        | .1         | 104          | 60                       | .1         | 444          | 36                       | .1         | 500          |
| Teens 12-17          |                           |            | 6            |                           |            |              |                          |            |              |                          |            |              |                          |            | 6            |                          |            | 6            |
| M 18-34              |                           |            |              |                           |            | 9            | 2                        | .1         | 9            |                          |            |              | 1                        | .1         | 9            |                          |            | 9            |
| W 18-34              |                           |            |              | 1                         | .1         | 8            |                          |            |              |                          |            |              |                          |            | 8            |                          |            | 8            |
| M 18-49              | 2                         | .1         | 14           | 1                         | .1         | 35           | 3                        | .1         | 29           |                          |            | 14           | 2                        | .1         | 43           | 1                        | .1         | 50           |
| W 18-49              | 6                         | .1         | 40           | 2                         | .1         | 31           | 5                        | .1         | 23           |                          |            | 5            | 4                        | .1         | 48           | 2                        | .1         | 52           |
| M 25-49              | 2                         | .1         | 14           | 1                         | .1         | 35           | 3                        | .1         | 29           |                          |            | 14           | 2                        | .1         | 43           | 1                        | .1         | 50           |
| W 25-49              | 6                         | .1         | 40           | 2                         | .1         | 23           | 5                        | .1         | 23           |                          |            | 5            | 4                        | .1         | 40           | 2                        | .1         | 44           |
| M 25-54              | 7                         | .1         | 38           | 6                         | .1         | 51           | 5                        | .1         | 53           | 2                        | .1         | 22           | 6                        | .1         | 74           | 4                        | .1         | 97           |
| W 25-54              | 11                        | .1         | 52           | 3                         | .1         | 27           | 5                        | .1         | 27           | 1                        | .1         | 9            | 6                        | .1         | 56           | 4                        | .1         | 65           |
| M 35-64              | 8                         | .1         | 52           | 8                         | .1         | 50           | 4                        | .1         | 59           | 2                        | .1         | 22           | 7                        | .1         | 80           | 4                        | .1         | 103          |
| W 35-64              | 28                        | .2         | 94           | 10                        | .1         | 41           | 10                       | .1         | 48           | 1                        | .1         | 16           | 15                       | .1         | 98           | 9                        | .1         | 107          |
| <b>+WEMG-FM</b>      |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| <b>WRDR-FM</b>       |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+                | 47                        | .1         | 280          | 67                        | .1         | 310          | 57                       | .1         | 319          | 14                       | .1         | 177          | 58                       | .1         | 477          | 40                       | .1         | 568          |
| Teens 12-17          |                           |            | 2            |                           |            | 5            | 3                        | .1         | 30           | 1                        | .1         | 6            | 1                        | .1         | 30           | 1                        | .1         | 32           |
| M 18-34              |                           |            | 7            | 1                         | .1         | 12           | 1                        | .1         | 13           |                          |            | 2            | 1                        | .1         | 15           |                          |            | 15           |
| W 18-34              |                           |            | 4            | 1                         | .1         | 13           | 2                        | .1         | 24           | 1                        | .1         | 13           | 1                        | .1         | 26           | 1                        | .1         | 35           |
| M 18-49              | 9                         | .1         | 26           | 9                         | .1         | 27           | 7                        | .1         | 35           | 2                        | .1         | 24           | 8                        | .1         | 37           | 5                        | .1         | 39           |
| W 18-49              | 5                         | .1         | 24           | 4                         | .1         | 35           | 7                        | .1         | 57           | 4                        | .1         | 47           | 5                        | .1         | 67           | 4                        | .1         | 85           |
| M 25-49              | 8                         | .1         | 24           | 9                         | .1         | 25           | 7                        | .1         | 35           | 2                        | .1         | 24           | 8                        | .1         | 35           | 5                        | .1         | 38           |
| W 25-49              | 5                         | .1         | 22           | 4                         | .1         | 33           | 6                        | .1         | 46           | 3                        | .1         | 38           | 5                        | .1         | 56           | 4                        | .1         | 74           |
| M 25-54              | 9                         | .1         | 28           | 9                         | .1         | 31           | 7                        | .1         | 40           | 2                        | .1         | 24           | 8                        | .1         | 42           | 5                        | .1         | 44           |
| W 25-54              | 5                         | .1         | 22           | 4                         | .1         | 35           | 6                        | .1         | 46           | 3                        | .1         | 38           | 5                        | .1         | 59           | 4                        | .1         | 84           |
| M 35-64              | 14                        | .1         | 58           | 16                        | .1         | 60           | 11                       | .1         | 48           | 3                        | .1         | 46           | 14                       | .1         | 77           | 8                        | .1         | 93           |
| W 35-64              | 11                        | .1         | 82           | 17                        | .1         | 59           | 12                       | .1         | 62           | 3                        | .1         | 58           | 13                       | .1         | 106          | 10                       | .1         | 126          |
| <b>WFPG-FM</b>       |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+                | 47                        | .1         | 264          | 68                        | .1         | 276          | 47                       | .1         | 317          | 29                       | .1         | 222          | 55                       | .1         | 446          | 42                       | .1         | 522          |
| Teens 12-17          | 2                         | .1         | 16           | 3                         | .1         | 8            |                          |            | 5            | 1                        | .1         | 9            | 2                        | .1         | 18           | 2                        | .1         | 24           |
| M 18-34              | 3                         | .1         | 10           | 7                         | .1         | 13           | 7                        | .1         | 31           | 4                        | .1         | 25           | 6                        | .1         | 31           | 5                        | .1         | 42           |
| W 18-34              | 5                         | .1         | 59           | 13                        | .2         | 59           | 9                        | .1         | 71           | 4                        | .1         | 43           | 9                        | .1         | 100          | 6                        | .1         | 110          |
| M 18-49              | 8                         | .1         | 40           | 10                        | .1         | 28           | 9                        | .1         | 52           | 5                        | .1         | 40           | 9                        | .1         | 67           | 7                        | .1         | 85           |
| W 18-49              | 15                        | .1         | 99           | 28                        | .2         | 118          | 17                       | .1         | 138          | 10                       | .1         | 87           | 21                       | .1         | 187          | 15                       | .1         | 213          |
| M 25-49              | 6                         | .1         | 35           | 6                         | .1         | 24           | 3                        | .1         | 33           | 1                        | .1         | 23           | 5                        | .1         | 49           | 3                        | .1         | 64           |
| W 25-49              | 14                        | .1         | 81           | 25                        | .2         | 99           | 16                       | .1         | 111          | 9                        | .1         | 66           | 18                       | .1         | 147          | 13                       | .1         | 171          |
| M 25-54              | 8                         | .1         | 50           | 7                         | .1         | 35           | 5                        | .1         | 50           | 3                        | .1         | 41           | 7                        | .1         | 77           | 5                        | .1         | 104          |
| W 25-54              | 18                        | .1         | 106          | 29                        | .2         | 118          | 17                       | .1         | 127          | 11                       | .1         | 81           | 22                       | .1         | 178          | 16                       | .1         | 203          |
| M 35-64              | 11                        | .1         | 66           | 9                         | .1         | 54           | 7                        | .1         | 59           | 3                        | .1         | 41           | 9                        | .1         | 90           | 7                        | .1         | 109          |
| W 35-64              | 16                        | .1         | 78           | 23                        | .2         | 98           | 13                       | .1         | 99           | 9                        | .1         | 72           | 18                       | .1         | 142          | 13                       | .1         | 165          |

\* Listener estimates adjusted for reported broadcast schedule.

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

# DMA Target Listeners

## AQH and Cume Persons

|                | Monday-Friday<br>6AM-10AM |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |
|----------------|---------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|
|                | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |
| <b>WJBR-FM</b> |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 164                       | .3         | 901          | 193                       | .3         | 922          | 139                      | .2         | 1050         | 53                       | .1         | 550          | 167                      | .3         | 1500         | 115                      | .2         | 1866         |
| Teens 12-17    | 4                         | .1         | 54           | 3                         | .1         | 46           | 11                       | .2         | 77           | 6                        | .1         | 54           | 6                        | .1         | 108          | 6                        | .1         | 142          |
| M 18-34        | 2                         |            | 42           | 6                         | .1         | 34           | 6                        | .1         | 51           | 2                        |            | 53           | 5                        | .1         | 74           | 3                        |            | 136          |
| W 18-34        | 19                        | .2         | 145          | 36                        | .4         | 155          | 33                       | .4         | 207          | 15                       | .2         | 156          | 30                       | .4         | 286          | 20                       | .2         | 392          |
| M 18-49        | 13                        | .1         | 129          | 11                        | .1         | 95           | 12                       | .1         | 122          | 5                        |            | 103          | 12                       | .1         | 214          | 9                        | .1         | 294          |
| W 18-49        | 73                        | .4         | 387          | 102                       | .6         | 402          | 63                       | .4         | 431          | 21                       | .1         | 252          | 81                       | .5         | 617          | 52                       | .3         | 770          |
| M 25-49        | 12                        | .1         | 109          | 11                        | .1         | 95           | 12                       | .1         | 116          | 5                        |            | 97           | 12                       | .1         | 194          | 8                        | .1         | 268          |
| W 25-49        | 72                        | .5         | 362          | 97                        | .7         | 370          | 54                       | .4         | 382          | 16                       | .1         | 208          | 76                       | .5         | 554          | 47                       | .3         | 660          |
| M 25-54        | 14                        | .1         | 140          | 20                        | .1         | 153          | 18                       | .1         | 185          | 5                        |            | 105          | 17                       | .1         | 287          | 12                       | .1         | 373          |
| W 25-54        | 93                        | .6         | 475          | 125                       | .8         | 498          | 71                       | .4         | 513          | 21                       | .1         | 250          | 98                       | .6         | 737          | 62                       | .4         | 844          |
| M 35-64        | 22                        | .2         | 154          | 19                        | .1         | 153          | 18                       | .1         | 192          | 5                        |            | 66           | 20                       | .1         | 309          | 14                       | .1         | 351          |
| W 35-64        | 95                        | .7         | 430          | 110                       | .8         | 452          | 59                       | .4         | 440          | 15                       | .1         | 161          | 89                       | .6         | 616          | 58                       | .4         | 699          |
| <b>WKAP-AM</b> |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 59                        | .1         | 273          | 70                        | .1         | 386          | 47                       | .1         | 314          | 11                       |            | 150          | 60                       | .1         | 455          | 42                       | .1         | 523          |
| Teens 12-17    |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| M 18-34        |                           |            |              |                           |            | 3            |                          |            |              |                          |            |              |                          |            | 3            |                          |            | 3            |
| W 18-34        |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| M 18-49        |                           |            | 6            |                           |            | 3            |                          |            |              |                          |            |              |                          |            | 10           |                          |            | 13           |
| W 18-49        | 2                         |            | 13           |                           |            | 2            | 1                        |            | 5            |                          |            | 3            | 1                        |            | 15           | 1                        |            | 21           |
| M 25-49        |                           |            | 6            |                           |            | 3            |                          |            |              |                          |            |              |                          |            | 10           |                          |            | 13           |
| W 25-49        | 2                         |            | 13           |                           |            | 2            | 1                        |            | 5            |                          |            | 3            | 1                        |            | 15           | 1                        |            | 21           |
| M 25-54        | 1                         |            | 12           | 2                         |            | 18           | 1                        |            | 12           |                          |            |              | 1                        |            | 28           | 1                        |            | 31           |
| W 25-54        | 3                         |            | 20           |                           |            | 10           | 1                        |            | 12           |                          |            | 1            | 1                        |            | 22           | 1                        |            | 28           |
| M 35-64        | 4                         |            | 36           | 5                         |            | 42           | 6                        |            | 29           | 2                        |            | 20           | 5                        |            | 62           | 4                        |            | 75           |
| W 35-64        | 8                         | .1         | 48           | 7                         |            | 52           | 6                        |            | 51           | 2                        |            | 28           | 7                        |            | 82           | 6                        |            | 105          |
| <b>WKXW-FM</b> |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 188                       | .3         | 1192         | 185                       | .3         | 1033         | 190                      | .3         | 1296         | 46                       | .1         | 501          | 187                      | .3         | 1934         | 128                      | .2         | 2344         |
| Teens 12-17    | 2                         |            | 20           | 1                         |            | 9            | 17                       | .3         | 33           | 8                        | .1         | 24           | 6                        | .1         | 38           | 7                        | .1         | 66           |
| M 18-34        | 16                        | .2         | 96           | 17                        | .2         | 73           | 22                       | .3         | 128          | 2                        |            | 28           | 18                       | .2         | 169          | 11                       | .1         | 189          |
| W 18-34        | 22                        | .3         | 129          | 24                        | .3         | 116          | 30                       | .4         | 201          | 7                        | .1         | 90           | 25                       | .3         | 239          | 16                       | .2         | 297          |
| M 18-49        | 57                        | .3         | 325          | 50                        | .3         | 260          | 53                       | .3         | 356          | 16                       | .1         | 154          | 53                       | .3         | 503          | 36                       | .2         | 594          |
| W 18-49        | 66                        | .4         | 450          | 62                        | .4         | 371          | 58                       | .3         | 469          | 10                       | .1         | 161          | 62                       | .4         | 714          | 38                       | .2         | 855          |
| M 25-49        | 53                        | .4         | 303          | 50                        | .4         | 248          | 51                       | .4         | 333          | 16                       | .1         | 142          | 51                       | .4         | 480          | 34                       | .3         | 571          |
| W 25-49        | 65                        | .5         | 429          | 57                        | .4         | 344          | 52                       | .4         | 448          | 6                        |            | 126          | 58                       | .4         | 684          | 34                       | .2         | 792          |
| M 25-54        | 58                        | .4         | 363          | 54                        | .3         | 287          | 61                       | .4         | 401          | 18                       | .1         | 167          | 58                       | .4         | 584          | 39                       | .2         | 682          |
| W 25-54        | 75                        | .5         | 490          | 66                        | .4         | 408          | 66                       | .4         | 530          | 8                        |            | 165          | 69                       | .4         | 811          | 42                       | .3         | 952          |
| M 35-64        | 54                        | .4         | 368          | 54                        | .4         | 284          | 47                       | .3         | 349          | 18                       | .1         | 170          | 52                       | .4         | 546          | 38                       | .3         | 683          |
| W 35-64        | 72                        | .5         | 478          | 60                        | .4         | 376          | 57                       | .4         | 456          | 8                        | .1         | 158          | 63                       | .4         | 733          | 41                       | .3         | 859          |
| <b>WLEV-FM</b> |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 177                       | .3         | 944          | 236                       | .4         | 843          | 167                      | .3         | 1111         | 57                       | .1         | 610          | 197                      | .3         | 1529         | 133                      | .2         | 1787         |
| Teens 12-17    | 1                         |            | 19           | 2                         |            | 27           | 4                        | .1         | 53           | 3                        | .1         | 37           | 3                        | .1         | 78           | 3                        | .1         | 94           |
| M 18-34        | 9                         | .1         | 55           | 15                        | .2         | 56           | 19                       | .2         | 108          | 8                        | .1         | 40           | 14                       | .2         | 131          | 10                       | .1         | 151          |
| W 18-34        | 23                        | .3         | 176          | 41                        | .5         | 164          | 29                       | .3         | 204          | 9                        | .1         | 136          | 32                       | .4         | 293          | 21                       | .2         | 329          |
| M 18-49        | 45                        | .3         | 212          | 49                        | .3         | 164          | 45                       | .3         | 254          | 17                       | .1         | 124          | 47                       | .3         | 331          | 33                       | .2         | 410          |
| W 18-49        | 74                        | .4         | 389          | 115                       | .7         | 359          | 69                       | .4         | 442          | 22                       | .1         | 280          | 89                       | .5         | 598          | 58                       | .3         | 683          |
| M 25-49        | 42                        | .3         | 198          | 46                        | .3         | 157          | 43                       | .3         | 236          | 15                       | .1         | 114          | 44                       | .3         | 310          | 31                       | .2         | 385          |
| W 25-49        | 71                        | .5         | 335          | 108                       | .8         | 323          | 65                       | .5         | 385          | 20                       | .1         | 228          | 83                       | .6         | 509          | 54                       | .4         | 582          |
| M 25-54        | 51                        | .3         | 247          | 55                        | .4         | 215          | 48                       | .3         | 300          | 18                       | .1         | 142          | 52                       | .3         | 411          | 36                       | .2         | 500          |
| W 25-54        | 81                        | .5         | 403          | 122                       | .7         | 375          | 76                       | .5         | 461          | 26                       | .2         | 268          | 95                       | .6         | 608          | 63                       | .4         | 699          |
| M 35-64        | 50                        | .4         | 249          | 46                        | .3         | 190          | 37                       | .3         | 279          | 13                       | .1         | 152          | 45                       | .3         | 385          | 31                       | .2         | 460          |
| W 35-64        | 84                        | .6         | 370          | 118                       | .8         | 322          | 69                       | .5         | 383          | 21                       | .1         | 215          | 92                       | .6         | 513          | 60                       | .4         | 591          |
| <b>WNJO-FM</b> |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 93                        | .2         | 643          | 140                       | .2         | 682          | 110                      | .2         | 851          | 19                       |            | 360          | 117                      | .2         | 1208         | 78                       | .1         | 1528         |
| Teens 12-17    | 1                         |            | 25           |                           |            | 8            | 3                        | .1         | 26           | 2                        |            | 53           | 1                        |            | 43           | 2                        |            | 77           |
| M 18-34        | 8                         | .1         | 51           | 6                         | .1         | 16           | 3                        |            | 41           |                          |            | 21           | 5                        | .1         | 81           | 3                        |            | 106          |
| W 18-34        | 9                         | .1         | 65           | 15                        | .2         | 89           | 8                        | .1         | 77           | 1                        |            | 40           | 11                       | .1         | 133          | 7                        | .1         | 163          |
| M 18-49        | 31                        | .2         | 191          | 50                        | .3         | 159          | 40                       | .2         | 221          | 6                        |            | 82           | 41                       | .2         | 293          | 26                       | .2         | 363          |
| W 18-49        | 35                        | .2         | 213          | 47                        | .3         | 258          | 35                       | .2         | 275          | 4                        |            | 105          | 40                       | .2         | 390          | 25                       | .1         | 494          |
| M 25-49        | 30                        | .2         | 176          | 50                        | .4         | 153          | 40                       | .3         | 206          | 6                        |            | 82           | 41                       | .3         | 263          | 25                       | .2         | 332          |
| W 25-49        | 33                        | .2         | 194          | 46                        | .3         | 232          | 34                       | .2         | 252          | 4                        |            | 83           | 38                       | .3         | 349          | 24                       | .2         | 452          |
| M 25-54        | 40                        | .3         | 233          | 64                        | .4         | 201          | 44                       | .3         | 285          | 8                        | .1         | 119          | 50                       | .3         | 376          | 31                       | .2         | 456          |
| W 25-54        | 42                        | .3         | 252          | 51                        | .3         | 276          | 41                       | .3         | 327          | 6                        |            | 119          | 45                       | .3         | 457          | 30                       | .2         | 583          |
| M 35-64        | 35                        | .3         | 238          | 65                        | .5         | 234          | 47                       | .3         | 306          | 9                        | .1         | 127          | 50                       | .4         | 406          | 32                       | .2         | 473          |
| W 35-64        | 39                        | .3         | 252          | 48                        | .3         | 312          | 45                       | .3         | 364          | 6                        |            | 119          | 44                       | .3         | 496          | 30                       | .2         | 646          |

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

DMA Target Listeners

# DMA Target Listeners

|                |  | <b>AQH and Cume Persons</b> |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
|----------------|--|-----------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|
|                |  | Monday-Friday<br>6AM-10AM   |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |
|                |  | AQH<br>(00)                 | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |
| <b>WODE-FM</b> |  |                             |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 125                         | .2         | 734          | 99                        | .2         | 721          | 93                       | .2         | 896          | 34                       | .1         | 399          | 105                      | .2         | 1304         | 82                       | .1         | 1576         |
| Teens 12-17    |  | 2                           |            | 33           | 1                         |            | 36           | 2                        |            | 52           | 1                        |            | 29           | 2                        |            | 88           | 2                        |            | 120          |
| M 18-34        |  | 4                           |            | 43           | 6                         | .1         | 43           | 3                        |            | 46           | 1                        |            | 17           | 4                        |            | 76           | 4                        |            | 106          |
| W 18-34        |  | 7                           | .1         | 69           | 5                         | .1         | 69           | 7                        | .1         | 115          | 5                        | .1         | 45           | 6                        | .1         | 154          | 6                        | .1         | 195          |
| M 18-49        |  | 25                          | .1         | 161          | 29                        | .2         | 167          | 27                       | .2         | 210          | 11                       | .1         | 107          | 27                       | .2         | 277          | 21                       | .1         | 348          |
| W 18-49        |  | 29                          | .2         | 233          | 27                        | .2         | 188          | 26                       | .2         | 326          | 10                       | .1         | 143          | 27                       | .2         | 426          | 20                       | .1         | 516          |
| M 25-49        |  | 24                          | .2         | 154          | 28                        | .2         | 157          | 27                       | .2         | 200          | 10                       | .1         | 93           | 27                       | .2         | 259          | 20                       | .1         | 300          |
| W 25-49        |  | 27                          | .2         | 216          | 24                        | .2         | 154          | 24                       | .2         | 290          | 9                        | .1         | 135          | 25                       | .2         | 376          | 18                       | .1         | 449          |
| M 25-54        |  | 35                          | .2         | 204          | 39                        | .2         | 188          | 38                       | .2         | 264          | 11                       | .1         | 118          | 37                       | .2         | 326          | 27                       | .2         | 379          |
| W 25-54        |  | 42                          | .3         | 271          | 30                        | .2         | 194          | 30                       | .2         | 340          | 13                       | .1         | 157          | 33                       | .2         | 457          | 26                       | .2         | 552          |
| M 35-64        |  | 54                          | .4         | 242          | 43                        | .3         | 227          | 44                       | .3         | 284          | 16                       | .1         | 154          | 47                       | .3         | 392          | 34                       | .2         | 454          |
| W 35-64        |  | 48                          | .3         | 282          | 38                        | .3         | 259          | 30                       | .2         | 316          | 10                       | .1         | 146          | 38                       | .3         | 471          | 30                       | .2         | 565          |
| <b>WPST-FM</b> |  |                             |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 191                         | .3         | 1889         | 173                       | .3         | 1713         | 201                      | .3         | 2460         | 74                       | .1         | 1359         | 187                      | .3         | 3701         | 144                      | .2         | 4387         |
| Teens 12-17    |  | 38                          | .7         | 406          | 6                         | .1         | 192          | 49                       | .9         | 518          | 30                       | .5         | 439          | 29                       | .5         | 754          | 30                       | .5         | 890          |
| M 18-34        |  | 36                          | .4         | 251          | 36                        | .4         | 396          | 30                       | .4         | 513          | 9                        | .1         | 193          | 34                       | .4         | 749          | 25                       | .3         | 937          |
| W 18-34        |  | 60                          | .7         | 707          | 70                        | .8         | 679          | 64                       | .8         | 857          | 20                       | .2         | 430          | 65                       | .8         | 1279         | 46                       | .5         | 1412         |
| M 18-49        |  | 48                          | .3         | 380          | 42                        | .3         | 475          | 45                       | .3         | 653          | 13                       | .1         | 297          | 45                       | .3         | 958          | 35                       | .2         | 1246         |
| W 18-49        |  | 96                          | .6         | 1002         | 119                       | .7         | 961          | 103                      | .6         | 1180         | 28                       | .2         | 582          | 107                      | .6         | 1774         | 75                       | .4         | 1970         |
| M 25-49        |  | 42                          | .3         | 317          | 30                        | .2         | 267          | 35                       | .3         | 476          | 8                        | .1         | 196          | 35                       | .3         | 671          | 27                       | .2         | 881          |
| W 25-49        |  | 79                          | .6         | 730          | 93                        | .7         | 625          | 81                       | .6         | 812          | 16                       | .1         | 358          | 85                       | .6         | 1203         | 58                       | .4         | 1335         |
| M 25-54        |  | 43                          | .3         | 326          | 31                        | .2         | 276          | 36                       | .2         | 495          | 8                        | .1         | 196          | 36                       | .2         | 700          | 27                       | .2         | 916          |
| W 25-54        |  | 82                          | .5         | 760          | 95                        | .6         | 644          | 83                       | .5         | 846          | 16                       | .1         | 361          | 87                       | .5         | 1271         | 59                       | .4         | 1407         |
| M 35-64        |  | 13                          | .1         | 147          | 7                         | .1         | 107          | 17                       | .1         | 196          | 5                        |            | 104          | 12                       | .1         | 283          | 10                       | .1         | 398          |
| W 35-64        |  | 43                          | .3         | 356          | 54                        | .4         | 339          | 41                       | .3         | 370          | 8                        | .1         | 167          | 46                       | .3         | 613          | 33                       | .2         | 709          |
| <b>WPUR-FM</b> |  |                             |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 40                          | .1         | 241          | 44                        | .1         | 244          | 47                       | .1         | 305          | 15                       |            | 169          | 44                       | .1         | 413          | 34                       | .1         | 448          |
| Teens 12-17    |  | 2                           |            | 23           | 1                         |            | 16           | 6                        | .1         | 25           | 4                        | .1         | 15           | 3                        | .1         | 34           | 3                        | .1         | 36           |
| M 18-34        |  | 6                           | .1         | 32           | 4                         |            | 28           | 5                        | .1         | 36           | 2                        |            | 14           | 5                        | .1         | 47           | 4                        |            | 50           |
| W 18-34        |  | 7                           | .1         | 40           | 8                         | .1         | 42           | 7                        | .1         | 49           | 2                        |            | 23           | 7                        | .1         | 62           | 5                        | .1         | 67           |
| M 18-49        |  | 11                          | .1         | 72           | 11                        | .1         | 65           | 12                       | .1         | 80           | 2                        |            | 37           | 11                       | .1         | 100          | 8                        |            | 103          |
| W 18-49        |  | 17                          | .1         | 93           | 15                        | .1         | 81           | 9                        | .1         | 71           | 3                        |            | 39           | 13                       | .1         | 118          | 10                       | .1         | 124          |
| M 25-49        |  | 11                          | .1         | 70           | 11                        | .1         | 64           | 11                       | .1         | 76           | 2                        |            | 33           | 11                       | .1         | 97           | 7                        | .1         | 100          |
| W 25-49        |  | 16                          | .1         | 82           | 13                        | .1         | 70           | 8                        | .1         | 54           | 2                        |            | 28           | 13                       | .1         | 95           | 9                        | .1         | 101          |
| M 25-54        |  | 13                          | .1         | 77           | 11                        | .1         | 66           | 12                       | .1         | 85           | 2                        |            | 39           | 12                       | .1         | 105          | 8                        | .1         | 112          |
| W 25-54        |  | 19                          | .1         | 92           | 16                        | .1         | 80           | 10                       | .1         | 61           | 4                        |            | 37           | 15                       | .1         | 110          | 11                       | .1         | 124          |
| M 35-64        |  | 8                           | .1         | 59           | 17                        | .1         | 66           | 19                       | .1         | 103          | 3                        |            | 56           | 15                       | .1         | 125          | 11                       | .1         | 135          |
| W 35-64        |  | 14                          | .1         | 71           | 11                        | .1         | 70           | 7                        |            | 60           | 4                        |            | 42           | 11                       | .1         | 109          | 9                        | .1         | 120          |
| <b>WRDX-FM</b> |  |                             |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 83                          | .1         | 456          | 107                       | .2         | 449          | 79                       | .1         | 518          | 13                       |            | 221          | 91                       | .1         | 736          | 56                       | .1         | 839          |
| Teens 12-17    |  | 2                           |            | 24           | 2                         |            | 49           | 3                        | .1         | 57           | 1                        |            | 13           | 2                        |            | 79           | 2                        |            | 83           |
| M 18-34        |  | 25                          | .3         | 147          | 33                        | .4         | 132          | 23                       | .3         | 155          | 2                        |            | 54           | 28                       | .3         | 220          | 17                       | .2         | 240          |
| W 18-34        |  | 13                          | .2         | 95           | 26                        | .3         | 81           | 14                       | .2         | 103          | 5                        | .1         | 87           | 18                       | .2         | 158          | 11                       | .1         | 189          |
| M 18-49        |  | 51                          | .3         | 263          | 66                        | .4         | 235          | 46                       | .3         | 260          | 5                        |            | 95           | 55                       | .3         | 354          | 33                       | .2         | 394          |
| W 18-49        |  | 18                          | .1         | 138          | 29                        | .2         | 121          | 21                       | .1         | 158          | 5                        |            | 103          | 23                       | .1         | 241          | 15                       | .1         | 294          |
| M 25-49        |  | 41                          | .3         | 201          | 51                        | .4         | 198          | 35                       | .3         | 212          | 5                        |            | 74           | 43                       | .3         | 285          | 27                       | .2         | 319          |
| W 25-49        |  | 14                          | .1         | 105          | 22                        | .2         | 95           | 18                       | .1         | 133          | 2                        |            | 69           | 18                       | .1         | 199          | 11                       | .1         | 233          |
| M 25-54        |  | 41                          | .3         | 201          | 51                        | .3         | 198          | 35                       | .2         | 215          | 5                        |            | 74           | 43                       | .3         | 289          | 27                       | .2         | 327          |
| W 25-54        |  | 19                          | .1         | 119          | 26                        | .2         | 108          | 22                       | .1         | 147          | 3                        |            | 76           | 23                       | .1         | 212          | 14                       | .1         | 247          |
| M 35-64        |  | 30                          | .2         | 120          | 37                        | .3         | 106          | 27                       | .2         | 122          | 4                        |            | 45           | 32                       | .2         | 150          | 19                       | .1         | 174          |
| W 35-64        |  | 11                          | .1         | 61           | 6                         |            | 58           | 11                       | .1         | 69           | 1                        |            | 23           | 9                        | .1         | 105          | 6                        |            | 130          |
| <b>WRFY-FM</b> |  |                             |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          |  | 145                         | .2         | 1007         | 148                       | .2         | 799          | 131                      | .2         | 1081         | 45                       | .1         | 650          | 142                      | .2         | 1614         | 101                      | .2         | 1869         |
| Teens 12-17    |  | 7                           | .1         | 87           | 2                         |            | 49           | 5                        | .1         | 95           | 6                        | .1         | 73           | 5                        | .1         | 166          | 5                        | .1         | 210          |
| M 18-34        |  | 26                          | .3         | 211          | 29                        | .3         | 213          | 19                       | .2         | 262          | 13                       | .2         | 192          | 25                       | .3         | 393          | 18                       | .2         | 450          |
| W 18-34        |  | 34                          | .4         | 237          | 37                        | .4         | 211          | 39                       | .5         | 296          | 7                        | .1         | 158          | 37                       | .4         | 389          | 26                       | .3         | 423          |
| M 18-49        |  | 59                          | .4         | 417          | 54                        | .3         | 340          | 45                       | .3         | 422          | 20                       | .1         | 289          | 53                       | .3         | 645          | 38                       | .2         | 747          |
| W 18-49        |  | 61                          | .4         | 446          | 66                        | .4         | 333          | 58                       | .3         | 460          | 13                       | .1         | 252          | 62                       | .4         | 661          | 44                       | .3         | 756          |
| M 25-49        |  | 56                          | .4         | 336          | 50                        | .4         | 253          | 39                       | .3         | 305          | 10                       | .1         | 169          | 48                       | .4         | 479          | 32                       | .2         | 545          |
| W 25-49        |  | 49                          | .4         | 367          | 55                        | .4         | 217          | 42                       | .3         | 348          | 10                       | .1         | 176          | 49                       | .4         | 489          | 34                       | .2         | 567          |
| M 25-54        |  | 63                          | .4         | 361          | 64                        | .4         | 281          | 50                       | .3         | 352          | 10                       | .1         | 185          | 59                       | .4         | 534          | 38                       | .2         | 609          |
| W 25-54        |  | 57                          | .4         | 384          | 62                        | .4         | 234          | 46                       | .3         | 374          | 10                       | .1         | 183          | 55                       | .3         | 523          | 38                       | .2         | 607          |
| M 35-64        |  | 40                          | .3         | 230          | 39                        | .3         | 155          | 38                       | .3         | 215          | 8                        | .1         | 112          | 39                       | .3         | 315          | 26                       | .2         | 369          |
| W 35-64        |  | 38                          | .3         | 232          | 41                        | .3         | 160          | 31                       | .2         | 203          | 11                       | .1         | 115          | 37                       | .3         | 334          | 24                       | .2         | 402          |

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

# DMA Target Listeners

|         |       | AQH and Cume Persons      |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
|---------|-------|---------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|
|         |       | Monday-Friday<br>6AM-10AM |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |
|         |       | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |
| WSTW-FM | P 12+ | 149                       | .2         | 1137         | 156                       | .3         | 928          | 120                      | .2         | 1157         | 30                       |            | 567          | 143                      | .2         | 1842         | 93                       | .2         | 2187         |
| Teens   | 12-17 | 10                        | .2         | 98           | 1                         |            | 52           | 10                       | .2         | 123          | 5                        | .1         | 117          | 7                        | .1         | 186          | 5                        | .1         | 254          |
| M       | 18-34 | 18                        | .2         | 199          | 30                        | .4         | 176          | 18                       | .2         | 207          | 8                        | .1         | 99           | 23                       | .3         | 357          | 16                       | .2         | 421          |
| W       | 18-34 | 34                        | .4         | 333          | 41                        | .5         | 258          | 33                       | .4         | 384          | 8                        | .1         | 136          | 36                       | .4         | 578          | 24                       | .3         | 672          |
| M       | 18-49 | 51                        | .3         | 407          | 58                        | .3         | 355          | 37                       | .2         | 361          | 13                       | .1         | 206          | 50                       | .3         | 648          | 33                       | .2         | 744          |
| W       | 18-49 | 79                        | .5         | 550          | 87                        | .5         | 430          | 63                       | .4         | 593          | 11                       | .1         | 221          | 77                       | .4         | 858          | 49                       | .3         | 1016         |
| M       | 25-49 | 49                        | .4         | 367          | 50                        | .4         | 296          | 32                       | .2         | 313          | 9                        | .1         | 182          | 44                       | .3         | 558          | 29                       | .2         | 631          |
| W       | 25-49 | 70                        | .5         | 471          | 70                        | .5         | 338          | 48                       | .3         | 472          | 5                        |            | 174          | 63                       | .5         | 662          | 40                       | .3         | 807          |
| M       | 25-54 | 50                        | .3         | 375          | 51                        | .3         | 319          | 32                       | .2         | 327          | 9                        | .1         | 188          | 45                       | .3         | 588          | 29                       | .2         | 663          |
| W       | 25-54 | 73                        | .4         | 506          | 73                        | .4         | 356          | 53                       | .3         | 504          | 5                        |            | 179          | 67                       | .4         | 712          | 42                       | .3         | 862          |
| M       | 35-64 | 35                        | .3         | 224          | 30                        | .2         | 218          | 21                       | .2         | 176          | 6                        |            | 116          | 29                       | .2         | 340          | 19                       | .1         | 384          |
| W       | 35-64 | 49                        | .3         | 264          | 50                        | .3         | 198          | 36                       | .2         | 251          | 3                        |            | 91           | 45                       | .3         | 352          | 28                       | .2         | 422          |
| WZXL-FM | P 12+ | 38                        | .1         | 281          | 62                        | .1         | 294          | 43                       | .1         | 348          | 22                       |            | 244          | 49                       | .1         | 486          | 38                       | .1         | 633          |
| Teens   | 12-17 | 2                         |            | 25           | 1                         |            | 26           | 3                        | .1         | 45           | 4                        | .1         | 42           | 2                        |            | 61           | 3                        | .1         | 83           |
| M       | 18-34 | 14                        | .2         | 100          | 21                        | .2         | 114          | 14                       | .2         | 125          | 8                        | .1         | 88           | 17                       | .2         | 160          | 13                       | .2         | 203          |
| W       | 18-34 | 6                         | .1         | 61           | 8                         | .1         | 43           | 6                        | .1         | 56           | 2                        |            | 54           | 7                        | .1         | 85           | 5                        | .1         | 120          |
| M       | 18-49 | 26                        | .2         | 157          | 40                        | .2         | 169          | 29                       | .2         | 196          | 13                       | .1         | 120          | 32                       | .2         | 251          | 24                       | .1         | 314          |
| W       | 18-49 | 7                         |            | 82           | 19                        | .1         | 73           | 10                       | .1         | 87           | 5                        |            | 76           | 12                       | .1         | 147          | 10                       | .1         | 203          |
| M       | 25-49 | 20                        | .1         | 119          | 31                        | .2         | 118          | 22                       | .2         | 140          | 8                        | .1         | 76           | 25                       | .2         | 179          | 17                       | .1         | 219          |
| W       | 25-49 | 6                         |            | 66           | 17                        | .1         | 57           | 8                        | .1         | 70           | 5                        |            | 56           | 11                       | .1         | 116          | 8                        | .1         | 147          |
| M       | 25-54 | 21                        | .1         | 123          | 31                        | .2         | 124          | 23                       | .1         | 144          | 8                        | .1         | 78           | 26                       | .2         | 187          | 18                       | .1         | 229          |
| W       | 25-54 | 6                         |            | 69           | 17                        | .1         | 62           | 8                        |            | 72           | 5                        |            | 56           | 11                       | .1         | 121          | 8                        |            | 152          |
| M       | 35-64 | 14                        | .1         | 67           | 21                        | .2         | 68           | 16                       | .1         | 81           | 5                        |            | 36           | 17                       | .1         | 106          | 12                       | .1         | 132          |
| W       | 35-64 | 2                         |            | 25           | 11                        | .1         | 39           | 4                        |            | 37           | 3                        |            | 24           | 6                        |            | 71           | 5                        |            | 92           |
| WZZO-FM | P 12+ | 136                       | .2         | 824          | 145                       | .2         | 701          | 106                      | .2         | 824          | 29                       |            | 413          | 130                      | .2         | 1220         | 88                       | .1         | 1421         |
| Teens   | 12-17 | 3                         | .1         | 41           | 1                         |            | 33           | 3                        | .1         | 36           | 1                        |            | 13           | 2                        |            | 77           | 2                        |            | 98           |
| M       | 18-34 | 36                        | .4         | 240          | 46                        | .5         | 213          | 41                       | .5         | 284          | 13                       | .2         | 162          | 41                       | .5         | 357          | 28                       | .3         | 403          |
| W       | 18-34 | 14                        | .2         | 145          | 12                        | .1         | 113          | 18                       | .2         | 149          | 4                        |            | 65           | 14                       | .2         | 217          | 11                       | .1         | 263          |
| M       | 18-49 | 94                        | .6         | 480          | 105                       | .6         | 395          | 67                       | .4         | 476          | 18                       | .1         | 248          | 90                       | .5         | 667          | 58                       | .3         | 758          |
| W       | 18-49 | 28                        | .2         | 229          | 27                        | .2         | 199          | 28                       | .2         | 218          | 8                        |            | 116          | 27                       | .2         | 347          | 21                       | .1         | 415          |
| M       | 25-49 | 82                        | .6         | 381          | 88                        | .7         | 316          | 50                       | .4         | 370          | 14                       | .1         | 183          | 74                       | .5         | 531          | 48                       | .4         | 602          |
| W       | 25-49 | 23                        | .2         | 181          | 22                        | .2         | 169          | 19                       | .1         | 175          | 6                        |            | 87           | 22                       | .2         | 278          | 17                       | .1         | 331          |
| M       | 25-54 | 87                        | .6         | 406          | 94                        | .6         | 333          | 53                       | .3         | 389          | 14                       | .1         | 194          | 79                       | .5         | 558          | 51                       | .3         | 638          |
| W       | 25-54 | 28                        | .2         | 202          | 26                        | .2         | 187          | 21                       | .1         | 196          | 6                        |            | 93           | 25                       | .2         | 302          | 19                       | .1         | 365          |
| M       | 35-64 | 63                        | .5         | 268          | 66                        | .5         | 213          | 31                       | .2         | 231          | 7                        | .1         | 114          | 54                       | .4         | 361          | 34                       | .2         | 418          |
| W       | 35-64 | 19                        | .1         | 105          | 19                        | .1         | 111          | 12                       | .1         | 97           | 4                        |            | 56           | 17                       | .1         | 164          | 12                       | .1         | 196          |
| WIDV-FM | P 12+ | 67                        | .1         | 316          | 72                        | .1         | 300          | 50                       | .1         | 347          | 11                       |            | 166          | 64                       | .1         | 472          | 47                       | .1         | 604          |
| Teens   | 12-17 |                           |            | 6            |                           |            |              |                          |            | 6            |                          |            | 8            |                          |            | 6            |                          |            | 14           |
| M       | 18-34 | 17                        | .2         | 53           | 19                        | .2         | 63           | 11                       | .1         | 70           | 2                        |            | 48           | 16                       | .2         | 80           | 11                       | .1         | 123          |
| W       | 18-34 | 7                         | .1         | 40           | 5                         | .1         | 32           | 4                        |            | 63           |                          |            | 8            | 5                        | .1         | 63           | 4                        |            | 71           |
| M       | 18-49 | 27                        | .2         | 101          | 24                        | .1         | 99           | 17                       | .1         | 105          | 4                        |            | 76           | 23                       | .1         | 144          | 17                       | .1         | 217          |
| W       | 18-49 | 22                        | .1         | 92           | 14                        | .1         | 67           | 15                       | .1         | 93           | 4                        |            | 31           | 17                       | .1         | 123          | 12                       | .1         | 135          |
| M       | 25-49 | 26                        | .2         | 92           | 18                        | .1         | 79           | 11                       | .1         | 86           | 3                        |            | 37           | 18                       | .1         | 115          | 13                       | .1         | 149          |
| W       | 25-49 | 19                        | .1         | 76           | 12                        | .1         | 50           | 13                       | .1         | 77           | 3                        |            | 23           | 14                       | .1         | 107          | 10                       | .1         | 119          |
| M       | 25-54 | 27                        | .2         | 115          | 21                        | .1         | 95           | 14                       | .1         | 110          | 3                        |            | 37           | 21                       | .1         | 139          | 16                       | .1         | 189          |
| W       | 25-54 | 20                        | .1         | 80           | 12                        | .1         | 55           | 13                       | .1         | 77           | 4                        |            | 27           | 15                       | .1         | 111          | 11                       | .1         | 127          |
| M       | 35-64 | 14                        | .1         | 88           | 12                        | .1         | 75           | 12                       | .1         | 89           | 4                        |            | 44           | 13                       | .1         | 118          | 12                       | .1         | 166          |
| W       | 35-64 | 22                        | .2         | 100          | 13                        | .1         | 61           | 14                       | .1         | 72           | 4                        |            | 49           | 16                       | .1         | 121          | 12                       | .1         | 138          |

\* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

# DMA Target Listeners

## AQH and Cume Persons

|                | Monday-Friday<br>6AM-10AM |            |              | Monday-Friday<br>10AM-3PM |            |              | Monday-Friday<br>3PM-7PM |            |              | Monday-Friday<br>7PM-MID |            |              | Monday-Friday<br>6AM-7PM |            |              | Monday-Sunday<br>6AM-MID |            |              |
|----------------|---------------------------|------------|--------------|---------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|--------------------------|------------|--------------|
|                | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)               | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)              | AQH<br>Rtg | Cume<br>(00) |
| <b>WOR -AM</b> |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 57                        | .1         | 258          | 44                        | .1         | 282          | 40                       | .1         | 235          | 15                       |            | 143          | 47                       | .1         | 463          | 34                       | .1         | 523          |
| Teens 12-17    |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| M 18-34        |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| W 18-34        |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| M 18-49        | 2                         |            | 18           | 3                         |            | 20           | 7                        |            | 37           | 1                        |            | 14           | 4                        |            | 54           | 2                        |            | 54           |
| W 18-49        | 1                         |            | 7            | 1                         |            | 7            | 2                        |            | 14           |                          |            | 3            | 1                        |            | 21           | 1                        |            | 29           |
| M 25-49        | 2                         |            | 18           | 3                         |            | 20           | 7                        | .1         | 37           | 1                        |            | 14           | 4                        |            | 54           | 2                        |            | 54           |
| W 25-49        | 1                         |            | 7            | 1                         |            | 7            | 2                        |            | 14           |                          |            | 3            | 1                        |            | 21           | 1                        |            | 29           |
| M 25-54        | 2                         |            | 18           | 3                         |            | 22           | 7                        |            | 38           | 1                        |            | 14           | 4                        |            | 56           | 2                        |            | 56           |
| W 25-54        | 2                         |            | 15           | 2                         |            | 17           | 3                        |            | 27           |                          |            | 3            | 2                        |            | 45           | 2                        |            | 53           |
| M 35-64        | 8                         | .1         | 43           | 3                         |            | 40           | 9                        | .1         | 57           | 3                        |            | 24           | 7                        | .1         | 107          | 5                        |            | 118          |
| W 35-64        | 10                        | .1         | 34           | 4                         |            | 29           | 5                        |            | 36           | 2                        |            | 14           | 6                        |            | 76           | 5                        |            | 90           |
| <b>TOTALS</b>  |                           |            |              |                           |            |              |                          |            |              |                          |            |              |                          |            |              |                          |            |              |
| P 12+          | 14792                     | 24.3       | 50202        | 14267                     | 23.5       | 44914        | 11890                    | 19.6       | 49250        | 4653                     | 7.7        | 32738        | 13697                    | 22.5       | 57189        | 10024                    | 16.5       | 58306        |
| Teens 12-17    | 587                       | 10.5       | 3978         | 288                       | 5.1        | 2650         | 815                      | 14.6       | 4454         | 594                      | 10.6       | 3884         | 542                      | 9.7        | 5133         | 546                      | 9.8        | 5333         |
| M 18-34        | 2343                      | 27.6       | 7101         | 2349                      | 27.7       | 6352         | 1965                     | 23.1       | 7162         | 797                      | 9.4        | 5067         | 2229                     | 26.3       | 7994         | 1581                     | 18.6       | 8176         |
| W 18-34        | 1869                      | 22.1       | 7050         | 2095                      | 24.8       | 6763         | 1775                     | 21.0       | 7235         | 678                      | 8.0        | 5278         | 1927                     | 22.8       | 8177         | 1389                     | 16.4       | 8295         |
| M 18-49        | 4762                      | 28.4       | 14366        | 4540                      | 27.1       | 12345        | 3821                     | 22.8       | 14220        | 1453                     | 8.7        | 9409         | 4387                     | 26.2       | 15889        | 3101                     | 18.5       | 16174        |
| W 18-49        | 4151                      | 24.1       | 14850        | 4416                      | 25.7       | 13478        | 3581                     | 20.8       | 14740        | 1256                     | 7.3        | 9806         | 4078                     | 23.7       | 16624        | 2904                     | 16.9       | 16843        |
| M 25-49        | 4068                      | 30.1       | 11875        | 3759                      | 27.8       | 9877         | 3152                     | 23.3       | 11568        | 1079                     | 8.0        | 7299         | 3667                     | 27.1       | 12869        | 2554                     | 18.9       | 13055        |
| W 25-49        | 3562                      | 25.5       | 12289        | 3705                      | 26.6       | 10921        | 2888                     | 20.7       | 11987        | 907                      | 6.5        | 7448         | 3410                     | 24.4       | 13509        | 2383                     | 17.1       | 13657        |
| M 25-54        | 4707                      | 30.0       | 13796        | 4342                      | 27.7       | 11443        | 3637                     | 23.2       | 13392        | 1239                     | 7.9        | 8453         | 4238                     | 27.0       | 14943        | 2960                     | 18.9       | 15154        |
| W 25-54        | 4189                      | 25.7       | 14309        | 4255                      | 26.1       | 12668        | 3339                     | 20.5       | 13930        | 1066                     | 6.5        | 8683         | 3953                     | 24.3       | 15763        | 2776                     | 17.1       | 15950        |
| M 35-64        | 3945                      | 28.9       | 11832        | 3609                      | 26.4       | 10054        | 2967                     | 21.7       | 11419        | 1017                     | 7.4        | 7070         | 3515                     | 25.7       | 12963        | 2491                     | 18.2       | 13168        |
| W 35-64        | 3790                      | 26.0       | 12784        | 3703                      | 25.4       | 11214        | 2848                     | 19.5       | 12225        | 950                      | 6.5        | 7301         | 3467                     | 23.7       | 14033        | 2483                     | 17.0       | 14228        |

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



# DMA Target Listeners

## AQH and Cume Persons

|                 | Saturday 6AM-10AM |         |           | Saturday 10AM-3PM |         |           | Saturday 3PM-7PM |         |           | Saturday 7PM-MID |         |           | Sunday 10AM-3PM |         |           | Sunday 3PM-7PM |         |           |
|-----------------|-------------------|---------|-----------|-------------------|---------|-----------|------------------|---------|-----------|------------------|---------|-----------|-----------------|---------|-----------|----------------|---------|-----------|
|                 | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)        | AQH Rtg | Cume (00) | AQH (00)       | AQH Rtg | Cume (00) |
| <b>KYW -AM</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+           | 725               | 1.2     | 2934      | 312               | .5      | 1637      | 206              | .3      | 1067      | 111              | .2      | 597       | 266             | .4      | 1240      | 179            | .3      | 783       |
| Teens 12-17     | 9                 | .2      | 39        | 4                 | .1      | 26        | 1                |         | 8         | 1                |         | 9         | 2               |         | 25        | 1              |         | 8         |
| M 18-34         | 29                | .3      | 120       | 18                | .2      | 79        | 4                |         | 17        | 6                | .1      | 32        | 15              | .2      | 78        | 16             | .2      | 40        |
| W 18-34         | 23                | .3      | 109       | 10                | .1      | 56        | 5                | .1      | 38        | 4                |         | 35        | 3               |         | 32        | 6              | .1      | 30        |
| M 18-49         | 105               | .6      | 475       | 42                | .3      | 230       | 27               | .2      | 136       | 18               | .1      | 100       | 34              | .2      | 190       | 34             | .2      | 123       |
| W 18-49         | 88                | .5      | 391       | 46                | .3      | 325       | 23               | .1      | 175       | 16               | .1      | 96        | 29              | .2      | 166       | 16             | .1      | 93        |
| M 25-49         | 98                | .7      | 446       | 42                | .3      | 230       | 27               | .2      | 136       | 17               | .1      | 91        | 34              | .3      | 190       | 24             | .2      | 110       |
| W 25-49         | 86                | .6      | 380       | 46                | .3      | 325       | 23               | .2      | 175       | 14               | .1      | 78        | 29              | .2      | 166       | 15             | .1      | 84        |
| M 25-54         | 145               | .9      | 671       | 63                | .4      | 331       | 43               | .3      | 207       | 22               | .1      | 128       | 47              | .3      | 235       | 39             | .2      | 173       |
| W 25-54         | 117               | .7      | 518       | 50                | .3      | 362       | 32               | .2      | 231       | 17               | .1      | 95        | 34              | .2      | 198       | 19             | .1      | 105       |
| M 35-64         | 198               | 1.5     | 887       | 84                | .6      | 415       | 65               | .5      | 315       | 24               | .2      | 169       | 62              | .5      | 288       | 50             | .4      | 223       |
| W 35-64         | 161               | 1.1     | 677       | 59                | .4      | 405       | 35               | .2      | 237       | 19               | .1      | 107       | 51              | .3      | 260       | 20             | .1      | 113       |
| <b>WBEB-FM</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+           | 261               | .4      | 1010      | 544               | .9      | 1580      | 308              | .5      | 1097      | 156              | .3      | 658       | 357             | .6      | 1296      | 260            | .4      | 923       |
| Teens 12-17     | 4                 | .1      | 32        | 18                | .3      | 74        | 9                | .2      | 40        | 15               | .3      | 70        | 9               | .2      | 51        | 14             | .3      | 68        |
| M 18-34         | 18                | .2      | 72        | 55                | .6      | 116       | 39               | .5      | 77        | 34               | .4      | 82        | 22              | .3      | 57        | 17             | .2      | 92        |
| W 18-34         | 18                | .2      | 96        | 46                | .5      | 185       | 28               | .3      | 129       | 41               | .5      | 152       | 41              | .5      | 204       | 35             | .4      | 94        |
| M 18-49         | 46                | .3      | 169       | 120               | .7      | 255       | 72               | .4      | 170       | 55               | .3      | 163       | 71              | .4      | 218       | 46             | .3      | 200       |
| W 18-49         | 69                | .4      | 342       | 141               | .8      | 558       | 79               | .5      | 356       | 52               | .3      | 244       | 106             | .6      | 471       | 55             | .3      | 231       |
| M 25-49         | 42                | .3      | 149       | 117               | .9      | 223       | 72               | .5      | 170       | 55               | .4      | 163       | 68              | .5      | 201       | 45             | .3      | 190       |
| W 25-49         | 62                | .4      | 321       | 123               | .9      | 493       | 79               | .6      | 356       | 42               | .3      | 207       | 91              | .7      | 385       | 52             | .4      | 221       |
| M 25-54         | 57                | .4      | 200       | 148               | .9      | 289       | 88               | .6      | 236       | 60               | .4      | 170       | 78              | .5      | 219       | 54             | .3      | 217       |
| W 25-54         | 96                | .6      | 444       | 191               | 1.2     | 654       | 104              | .6      | 467       | 50               | .3      | 267       | 115             | .7      | 486       | 84             | .5      | 312       |
| M 35-64         | 84                | .6      | 275       | 133               | 1.0     | 308       | 78               | .6      | 260       | 32               | .2      | 115       | 111             | .8      | 316       | 63             | .5      | 220       |
| W 35-64         | 116               | .8      | 460       | 208               | 1.4     | 682       | 125              | .9      | 488       | 28               | .2      | 209       | 137             | .9      | 482       | 92             | .6      | 332       |
| <b>WDAS-AM</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+           | 91                | .1      | 205       | 60                | .1      | 159       | 31               | .1      | 87        | 11               |         | 45        | 236             | .4      | 644       | 60             | .1      | 160       |
| Teens 12-17     | 1                 |         | 5         |                   |         |           |                  |         |           |                  |         |           | 3               | .1      | 18        |                |         |           |
| M 18-34         |                   |         |           |                   |         |           |                  |         |           |                  |         |           | 3               |         | 9         |                |         |           |
| W 18-34         | 8                 | .1      | 15        | 9                 | .1      | 15        | 1                |         | 7         |                  |         |           | 17              | .2      | 39        | 9              | .1      | 22        |
| M 18-49         | 4                 |         | 12        |                   |         |           | 7                |         | 8         |                  |         |           | 15              | .1      | 56        |                |         |           |
| W 18-49         | 14                | .1      | 36        | 25                | .1      | 54        | 6                |         | 25        | 3                |         | 8         | 52              | .3      | 131       | 10             | .1      | 31        |
| M 25-49         | 4                 |         | 12        |                   |         |           | 7                | .1      | 8         |                  |         |           | 15              | .1      | 56        |                |         |           |
| W 25-49         | 14                | .1      | 36        | 25                | .2      | 54        | 6                |         | 25        |                  |         |           | 52              | .4      | 131       | 10             | .1      | 31        |
| M 25-54         | 4                 |         | 12        |                   |         |           | 10               | .1      | 19        | 3                |         | 8         | 19              | .1      | 66        |                |         |           |
| W 25-54         | 14                | .1      | 36        | 27                | .2      | 60        | 8                |         | 31        | 2                |         | 10        | 66              | .4      | 162       | 18             | .1      | 58        |
| M 35-64         | 15                | .1      | 27        |                   |         |           | 10               | .1      | 19        | 3                |         | 8         | 37              | .3      | 113       | 4              |         | 15        |
| W 35-64         | 31                | .2      | 73        | 42                | .3      | 122       | 13               | .1      | 38        | 2                |         | 10        | 102             | .7      | 226       | 27             | .2      | 77        |
| <b>WDAS-FM</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+           | 376               | .6      | 963       | 408               | .7      | 1207      | 377              | .6      | 942       | 274              | .5      | 697       | 326             | .5      | 981       | 300            | .5      | 731       |
| Teens 12-17     | 19                | .3      | 53        | 23                | .4      | 93        | 41               | .7      | 65        | 33               | .6      | 52        | 16              | .3      | 66        | 9              | .2      | 47        |
| M 18-34         | 19                | .2      | 69        | 26                | .3      | 103       | 36               | .4      | 76        | 31               | .4      | 92        | 45              | .5      | 137       | 45             | .5      | 104       |
| W 18-34         | 48                | .6      | 130       | 76                | .9      | 222       | 71               | .8      | 165       | 62               | .7      | 153       | 39              | .5      | 136       | 35             | .4      | 79        |
| M 18-49         | 98                | .6      | 265       | 84                | .5      | 295       | 93               | .6      | 240       | 79               | .5      | 221       | 107             | .6      | 281       | 117            | .7      | 247       |
| W 18-49         | 148               | .9      | 393       | 196               | 1.1     | 537       | 154              | .9      | 417       | 117              | .7      | 288       | 131             | .8      | 419       | 114            | .7      | 310       |
| M 25-49         | 95                | .7      | 255       | 83                | .6      | 287       | 82               | .6      | 223       | 68               | .5      | 198       | 92              | .7      | 224       | 102            | .8      | 211       |
| W 25-49         | 125               | .9      | 346       | 172               | 1.2     | 458       | 127              | .9      | 356       | 84               | .6      | 206       | 124             | .9      | 387       | 107            | .8      | 288       |
| M 25-54         | 123               | .8      | 313       | 121               | .8      | 374       | 113              | .7      | 289       | 78               | .5      | 241       | 107             | .7      | 253       | 110            | .7      | 235       |
| W 25-54         | 147               | .9      | 409       | 183               | 1.1     | 494       | 139              | .9      | 385       | 96               | .6      | 243       | 147             | .9      | 442       | 127            | .8      | 328       |
| M 35-64         | 127               | .9      | 289       | 113               | .8      | 319       | 107              | .8      | 276       | 74               | .5      | 198       | 89              | .7      | 207       | 80             | .6      | 167       |
| W 35-64         | 144               | 1.0     | 366       | 149               | 1.0     | 414       | 117              | .8      | 338       | 70               | .5      | 182       | 129             | .9      | 392       | 123            | .8      | 321       |
| <b>+WEMG-AM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| <b>WURD-AM</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+           | 30                |         | 63        | 49                | .1      | 94        | 39               | .1      | 78        | 12               |         | 38        | 30              |         | 61        | 39             | .1      | 54        |
| Teens 12-17     | 1                 |         | 5         | 4                 | .1      | 11        | 4                | .1      | 16        | 7                | .1      | 26        | 1               |         | 10        |                |         |           |
| M 18-34         | 5                 | .1      | 15        | 13                | .2      | 20        | 4                |         | 7         |                  |         |           | 3               |         | 7         |                |         |           |
| W 18-34         |                   |         |           |                   |         |           |                  |         |           |                  |         |           | 4               |         | 9         |                |         |           |
| M 18-49         | 13                | .1      | 27        | 25                | .1      | 32        | 18               | .1      | 27        | 5                |         | 12        | 13              | .1      | 19        | 12             | .1      | 12        |
| W 18-49         | 1                 |         | 8         | 6                 |         | 32        | 6                |         | 12        |                  |         |           | 4               |         | 9         |                |         |           |
| M 25-49         | 13                | .1      | 27        | 16                | .1      | 19        | 18               | .1      | 27        | 5                |         | 12        | 13              | .1      | 19        | 12             | .1      | 12        |
| W 25-49         | 1                 |         | 8         | 6                 |         | 32        | 6                |         | 12        |                  |         |           | 4               |         | 9         |                |         |           |
| M 25-54         | 13                | .1      | 27        | 16                | .1      | 19        | 18               | .1      | 27        | 5                |         | 12        | 15              | .1      | 32        | 12             | .1      | 12        |
| W 25-54         | 4                 |         | 18        | 20                | .1      | 51        | 11               | .1      | 22        |                  |         |           | 14              | .1      | 19        | 14             | .1      | 19        |
| M 35-64         | 20                | .1      | 25        | 12                | .1      | 12        | 21               | .2      | 32        | 5                |         | 12        | 12              | .1      | 25        | 21             | .2      | 25        |
| W 35-64         | 4                 |         | 18        | 20                | .1      | 51        | 11               | .1      | 22        |                  |         |           | 10              | .1      | 10        | 10             | .1      | 10        |

\* Listener estimates adjusted for reported broadcast schedule.

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

# DMA Target Listeners

|                |  | <b>AQH and Cume Persons</b> |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
|----------------|--|-----------------------------|------------|--------------|----------------------|------------|--------------|---------------------|------------|--------------|---------------------|------------|--------------|--------------------|------------|--------------|-------------------|------------|--------------|
|                |  | Saturday<br>6AM-10AM        |            |              | Saturday<br>10AM-3PM |            |              | Saturday<br>3PM-7PM |            |              | Saturday<br>7PM-MID |            |              | Sunday<br>10AM-3PM |            |              | Sunday<br>3PM-7PM |            |              |
|                |  | AQH<br>(00)                 | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)          | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)         | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)         | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)        | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)       | AQH<br>Rtg | Cume<br>(00) |
| <b>WFIL-AM</b> |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| P 12+          |  | 8                           |            | 35           | 16                   |            | 41           | 20                  |            | 46           | 4                   |            | 30           | 22                 |            | 61           | 9                 |            | 40           |
| Teens 12-17    |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              | 2                 |            | 11           |
| M 18-34        |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| W 18-34        |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| M 18-49        |  | 4                           |            | 8            | 3                    |            | 8            | 7                   |            | 15           | 2                   |            | 8            |                    |            |              | 3                 |            | 20           |
| W 18-49        |  |                             |            |              | 1                    |            | 8            | 3                   |            | 15           | 1                   |            | 14           | 1                  |            | 7            |                   |            | 7            |
| M 25-49        |  | 4                           |            | 8            | 3                    |            | 8            | 7                   | .1         | 15           | 2                   |            | 8            |                    |            |              | 3                 |            | 20           |
| W 25-49        |  |                             |            |              | 1                    |            | 8            | 3                   |            | 15           | 1                   |            | 14           | 1                  |            | 7            |                   |            | 7            |
| M 25-54        |  | 5                           |            | 11           | 3                    |            | 8            | 7                   |            | 15           | 2                   |            | 8            |                    |            |              | 3                 |            | 20           |
| W 25-54        |  |                             |            |              | 1                    |            | 8            | 3                   |            | 15           | 1                   |            | 14           | 1                  |            | 7            |                   |            | 7            |
| M 35-64        |  | 5                           |            | 11           | 3                    |            | 8            | 7                   | .1         | 15           | 2                   |            | 8            | 6                  |            | 20           | 1                 |            | 9            |
| W 35-64        |  |                             |            |              | 1                    |            | 8            | 3                   |            | 15           | 3                   |            | 22           | 5                  |            | 15           |                   |            | 7            |
| <b>WHAT-AM</b> |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| P 12+          |  | 79                          | .1         | 134          | 96                   | .2         | 149          | 71                  | .1         | 102          | 27                  |            | 55           | 99                 | .2         | 245          | 41                | .1         | 85           |
| Teens 12-17    |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| M 18-34        |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| W 18-34        |  |                             |            |              |                      |            |              | 4                   |            | 7            |                     |            |              | 1                  |            | 9            |                   |            |              |
| M 18-49        |  | 2                           |            | 8            | 3                    |            | 8            | 4                   |            | 8            | 3                   |            | 8            | 3                  |            | 17           | 14                | .1         | 16           |
| W 18-49        |  | 6                           |            | 18           | 9                    | .1         | 22           | 5                   |            | 17           | 5                   |            | 15           | 15                 | .1         | 32           | 5                 |            | 13           |
| M 25-49        |  | 2                           |            | 8            | 3                    |            | 8            | 4                   |            | 8            | 3                   |            | 8            | 2                  |            | 8            | 14                | .1         | 16           |
| W 25-49        |  | 6                           |            | 18           | 9                    | .1         | 22           | 5                   |            | 17           | 5                   |            | 15           | 15                 | .1         | 32           | 5                 |            | 13           |
| M 25-54        |  | 11                          | .1         | 19           | 14                   | .1         | 19           | 8                   | .1         | 19           | 3                   |            | 8            | 12                 | .1         | 19           | 14                | .1         | 16           |
| W 25-54        |  | 6                           |            | 18           | 9                    | .1         | 22           | 5                   |            | 17           | 5                   |            | 15           | 15                 | .1         | 32           | 5                 |            | 13           |
| M 35-64        |  | 11                          | .1         | 19           | 23                   | .2         | 33           | 21                  | .2         | 33           | 3                   |            | 8            | 12                 | .1         | 19           | 14                | .1         | 16           |
| W 35-64        |  | 26                          | .2         | 48           | 21                   | .1         | 52           | 5                   |            | 19           | 15                  | .1         | 25           | 28                 | .2         | 76           | 13                | .1         | 44           |
| <b>WI00-FM</b> |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| P 12+          |  | 182                         | .3         | 854          | 572                  | .9         | 2186         | 389                 | .6         | 1642         | 250                 | .4         | 1188         | 320                | .5         | 1554         | 285               | .5         | 1234         |
| Teens 12-17    |  | 36                          | .6         | 170          | 100                  | 1.8        | 514          | 67                  | 1.2        | 357          | 60                  | 1.1        | 309          | 69                 | 1.2        | 404          | 64                | 1.1        | 285          |
| M 18-34        |  | 34                          | .4         | 149          | 113                  | 1.3        | 303          | 62                  | .7         | 242          | 65                  | .8         | 251          | 60                 | .7         | 239          | 49                | .6         | 183          |
| W 18-34        |  | 60                          | .7         | 295          | 207                  | 2.4        | 804          | 135                 | 1.6        | 604          | 78                  | .9         | 368          | 103                | 1.2        | 524          | 82                | 1.0        | 383          |
| M 18-49        |  | 55                          | .3         | 236          | 166                  | 1.0        | 456          | 97                  | .6         | 342          | 75                  | .4         | 322          | 77                 | .5         | 339          | 74                | .4         | 295          |
| W 18-49        |  | 80                          | .5         | 399          | 283                  | 1.6        | 1121         | 207                 | 1.2        | 873          | 103                 | .6         | 500          | 172                | 1.0        | 782          | 138               | .8         | 611          |
| M 25-49        |  | 52                          | .4         | 220          | 143                  | 1.1        | 350          | 79                  | .6         | 256          | 40                  | .3         | 209          | 57                 | .4         | 231          | 58                | .4         | 243          |
| W 25-49        |  | 62                          | .4         | 293          | 208                  | 1.5        | 754          | 128                 | .9         | 545          | 65                  | .5         | 280          | 115                | .8         | 493          | 91                | .7         | 385          |
| M 25-54        |  | 56                          | .4         | 235          | 149                  | .9         | 364          | 81                  | .5         | 267          | 40                  | .3         | 209          | 60                 | .4         | 259          | 58                | .4         | 243          |
| W 25-54        |  | 63                          | .4         | 302          | 213                  | 1.3        | 782          | 136                 | .8         | 568          | 66                  | .4         | 287          | 115                | .7         | 493          | 95                | .6         | 399          |
| M 35-64        |  | 27                          | .2         | 105          | 61                   | .4         | 180          | 43                  | .3         | 121          | 12                  | .1         | 80           | 20                 | .1         | 129          | 25                | .2         | 112          |
| W 35-64        |  | 22                          | .2         | 121          | 87                   | .6         | 367          | 82                  | .6         | 308          | 28                  | .2         | 148          | 69                 | .5         | 258          | 65                | .4         | 260          |
| <b>WIP-AM</b>  |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| P 12+          |  | 149                         | .2         | 533          | 247                  | .4         | 773          | 142                 | .2         | 559          | 65                  | .1         | 335          | 92                 | .2         | 427          | 58                | .1         | 243          |
| Teens 12-17    |  | 8                           | .1         | 48           | 19                   | .3         | 35           | 15                  | .3         | 34           | 11                  | .2         | 34           |                    |            | 8            |                   |            |              |
| M 18-34        |  | 52                          | .6         | 137          | 41                   | .5         | 133          | 29                  | .3         | 118          | 11                  | .1         | 72           | 31                 | .4         | 106          | 11                | .1         | 58           |
| W 18-34        |  |                             |            |              | 3                    |            | 23           | 2                   |            | 10           |                     |            |              | 1                  |            | 6            | 2                 |            | 16           |
| M 18-49        |  | 88                          | .5         | 289          | 108                  | .6         | 338          | 63                  | .4         | 267          | 24                  | .1         | 154          | 46                 | .3         | 181          | 31                | .2         | 116          |
| W 18-49        |  | 6                           |            | 16           | 12                   | .1         | 74           | 6                   |            | 34           | 2                   |            | 24           | 3                  |            | 25           | 6                 |            | 31           |
| M 25-49        |  | 81                          | .6         | 274          | 104                  | .8         | 315          | 57                  | .4         | 250          | 23                  | .2         | 145          | 43                 | .3         | 165          | 29                | .2         | 105          |
| W 25-49        |  | 6                           |            | 16           | 9                    | .1         | 60           | 5                   |            | 28           | 2                   |            | 24           | 2                  |            | 19           | 6                 |            | 31           |
| M 25-54        |  | 90                          | .6         | 322          | 132                  | .8         | 398          | 69                  | .4         | 295          | 24                  | .2         | 156          | 60                 | .4         | 231          | 39                | .2         | 124          |
| W 25-54        |  | 6                           |            | 16           | 14                   | .1         | 83           | 7                   |            | 42           | 2                   |            | 24           | 2                  |            | 26           | 6                 |            | 31           |
| M 35-64        |  | 60                          | .4         | 254          | 118                  | .9         | 368          | 59                  | .4         | 252          | 24                  | .2         | 142          | 46                 | .3         | 214          | 31                | .2         | 87           |
| W 35-64        |  | 8                           | .1         | 30           | 25                   | .2         | 105          | 9                   | .1         | 41           | 7                   |            | 38           | 9                  | .1         | 47           | 6                 |            | 30           |
| <b>WJZ-FM</b>  |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| P 12+          |  | 355                         | .6         | 879          | 536                  | .9         | 1414         | 412                 | .7         | 1060         | 208                 | .3         | 709          | 369                | .6         | 1016         | 303               | .5         | 709          |
| Teens 12-17    |  | 4                           | .1         | 5            | 8                    | .1         | 31           | 8                   | .1         | 10           | 15                  | .3         | 41           | 2                  |            | 16           | 1                 |            | 9            |
| M 18-34        |  | 4                           |            | 26           | 15                   | .2         | 59           | 17                  | .2         | 76           | 14                  | .2         | 56           | 1                  |            | 5            | 17                | .2         | 40           |
| W 18-34        |  | 24                          | .3         | 47           | 38                   | .4         | 91           | 20                  | .2         | 60           | 15                  | .2         | 72           | 19                 | .2         | 58           | 18                | .2         | 55           |
| M 18-49        |  | 58                          | .3         | 183          | 105                  | .6         | 322          | 99                  | .6         | 300          | 49                  | .3         | 165          | 86                 | .5         | 216          | 88                | .5         | 181          |
| W 18-49        |  | 97                          | .6         | 254          | 134                  | .8         | 385          | 108                 | .6         | 310          | 57                  | .3         | 202          | 98                 | .6         | 276          | 70                | .4         | 203          |
| M 25-49        |  | 57                          | .4         | 173          | 98                   | .7         | 305          | 97                  | .7         | 281          | 44                  | .3         | 152          | 86                 | .6         | 216          | 85                | .6         | 172          |
| W 25-49        |  | 90                          | .6         | 245          | 124                  | .9         | 370          | 104                 | .7         | 300          | 55                  | .4         | 192          | 95                 | .7         | 267          | 70                | .5         | 203          |
| M 25-54        |  | 94                          | .6         | 261          | 137                  | .9         | 403          | 122                 | .8         | 354          | 60                  | .4         | 208          | 115                | .7         | 289          | 105               | .7         | 207          |
| W 25-54        |  | 116                         | .7         | 302          | 158                  | 1.0        | 439          | 129                 | .8         | 345          | 63                  | .4         | 221          | 132                | .8         | 356          | 90                | .6         | 251          |
| M 35-64        |  | 138                         | 1.0        | 318          | 196                  | 1.4        | 507          | 162                 | 1.2        | 420          | 64                  | .5         | 233          | 145                | 1.1        | 396          | 120               | .9         | 256          |
| W 35-64        |  | 145                         | 1.0        | 375          | 173                  | 1.2        | 493          | 129                 | .9         | 368          | 62                  | .4         | 209          | 148                | 1.0        | 390          | 112               | .8         | 284          |

\* Listener estimates adjusted for reported broadcast schedule.

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

# DMA Target Listeners

## AQH and Cume Persons

|                | Saturday 6AM-10AM |         |           | Saturday 10AM-3PM |         |           | Saturday 3PM-7PM |         |           | Saturday 7PM-MID |         |           | Sunday 10AM-3PM |         |           | Sunday 3PM-7PM |         |           |
|----------------|-------------------|---------|-----------|-------------------|---------|-----------|------------------|---------|-----------|------------------|---------|-----------|-----------------|---------|-----------|----------------|---------|-----------|
|                | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)        | AQH Rtg | Cume (00) | AQH (00)       | AQH Rtg | Cume (00) |
| <b>WMGK-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 176               | .3      | 743       | 446               | .7      | 1522      | 310              | .5      | 1075      | 107              | .2      | 527       | 261             | .4      | 1022      | 215            | .4      | 724       |
| Teens 12-17    | 1                 |         | 9         | 9                 | .2      | 33        | 6                | .1      | 24        | 10               | .2      | 37        | 17              | .3      | 65        | 11             | .2      | 15        |
| M 18-34        | 14                | .2      | 93        | 63                | .7      | 236       | 61               | .7      | 198       | 14               | .2      | 48        | 43              | .5      | 143       | 61             | .7      | 180       |
| W 18-34        | 18                | .2      | 129       | 69                | .8      | 291       | 50               | .6      | 196       | 16               | .2      | 100       | 34              | .4      | 162       | 27             | .3      | 118       |
| M 18-49        | 97                | .6      | 332       | 226               | 1.3     | 674       | 177              | 1.1     | 588       | 42               | .3      | 189       | 140             | .8      | 462       | 116            | .7      | 378       |
| W 18-49        | 56                | .3      | 336       | 163               | .9      | 678       | 107              | .6      | 397       | 43               | .3      | 220       | 77              | .4      | 382       | 60             | .3      | 237       |
| M 25-49        | 95                | .7      | 308       | 213               | 1.6     | 628       | 171              | 1.3     | 544       | 42               | .3      | 186       | 139             | 1.0     | 447       | 114            | .8      | 365       |
| W 25-49        | 47                | .3      | 290       | 136               | 1.0     | 600       | 90               | .6      | 343       | 41               | .3      | 196       | 64              | .5      | 337       | 59             | .4      | 225       |
| M 25-54        | 114               | .7      | 366       | 239               | 1.5     | 711       | 182              | 1.2     | 585       | 45               | .3      | 224       | 156             | 1.0     | 513       | 134            | .9      | 417       |
| W 25-54        | 47                | .3      | 290       | 141               | .9      | 618       | 94               | .6      | 360       | 41               | .3      | 199       | 68              | .4      | 358       | 61             | .4      | 236       |
| M 35-64        | 103               | .8      | 296       | 194               | 1.4     | 529       | 127              | .9      | 432       | 36               | .3      | 200       | 115             | .8      | 386       | 76             | .6      | 260       |
| W 35-64        | 41                | .3      | 216       | 105               | .7      | 417       | 65               | .4      | 226       | 28               | .2      | 131       | 46              | .3      | 241       | 38             | .3      | 138       |
| <b>WMMR-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 176               | .3      | 645       | 378               | .6      | 1337      | 224              | .4      | 951       | 100              | .2      | 556       | 173             | .3      | 743       | 153            | .3      | 659       |
| Teens 12-17    | 6                 | .1      | 23        | 29                | .5      | 102       | 2                |         | 28        | 10               | .2      | 52        | 1               |         | 14        | 7              | .1      | 26        |
| M 18-34        | 61                | .7      | 203       | 105               | 1.2     | 314       | 53               | .6      | 215       | 30               | .4      | 181       | 64              | .8      | 270       | 53             | .6      | 252       |
| W 18-34        | 16                | .2      | 95        | 42                | .5      | 229       | 32               | .4      | 172       | 17               | .2      | 100       | 24              | .3      | 135       | 31             | .4      | 126       |
| M 18-49        | 122               | .7      | 411       | 230               | 1.4     | 682       | 134              | .8      | 498       | 61               | .4      | 300       | 105             | .6      | 431       | 82             | .5      | 368       |
| W 18-49        | 30                | .2      | 149       | 85                | .5      | 443       | 76               | .4      | 359       | 26               | .2      | 164       | 56              | .3      | 262       | 50             | .3      | 204       |
| M 25-49        | 121               | .9      | 402       | 208               | 1.5     | 594       | 113              | .8      | 428       | 51               | .4      | 226       | 89              | .7      | 351       | 69             | .5      | 291       |
| W 25-49        | 20                | .1      | 96        | 72                | .5      | 373       | 64               | .5      | 290       | 16               | .1      | 120       | 47              | .3      | 205       | 39             | .3      | 165       |
| M 25-54        | 131               | .8      | 436       | 224               | 1.4     | 627       | 117              | .7      | 444       | 51               | .3      | 226       | 94              | .6      | 366       | 72             | .5      | 297       |
| W 25-54        | 26                | .2      | 106       | 79                | .5      | 392       | 66               | .4      | 308       | 17               | .1      | 128       | 52              | .3      | 218       | 43             | .3      | 188       |
| M 35-64        | 72                | .5      | 251       | 144               | 1.1     | 420       | 88               | .6      | 319       | 31               | .2      | 130       | 46              | .3      | 175       | 35             | .3      | 131       |
| W 35-64        | 21                | .1      | 73        | 58                | .4      | 272       | 48               | .3      | 213       | 12               | .1      | 93        | 39              | .3      | 150       | 27             | .2      | 124       |
| <b>WOGL-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 294               | .5      | 1016      | 544               | .9      | 1788      | 362              | .6      | 1182      | 190              | .3      | 736       | 311             | .5      | 1251      | 174            | .3      | 725       |
| Teens 12-17    | 4                 | .1      | 18        | 11                | .2      | 42        | 5                | .1      | 25        | 1                |         | 7         | 3               | .1      | 25        | 3              | .1      | 14        |
| M 18-34        | 8                 | .1      | 31        | 35                | .4      | 65        | 26               | .3      | 79        | 5                | .1      | 26        | 13              | .2      | 62        | 7              | .1      | 39        |
| W 18-34        | 15                | .2      | 73        | 20                | .2      | 81        | 8                | .1      | 67        | 14               | .2      | 53        | 23              | .3      | 77        | 10             | .1      | 43        |
| M 18-49        | 37                | .2      | 136       | 87                | .5      | 311       | 70               | .4      | 199       | 43               | .3      | 178       | 70              | .4      | 238       | 32             | .2      | 160       |
| W 18-49        | 77                | .4      | 317       | 157               | .9      | 530       | 94               | .5      | 335       | 68               | .4      | 212       | 75              | .4      | 319       | 70             | .4      | 265       |
| M 25-49        | 31                | .2      | 115       | 73                | .5      | 285       | 52               | .4      | 158       | 39               | .3      | 161       | 66              | .5      | 221       | 32             | .2      | 160       |
| W 25-49        | 71                | .5      | 290       | 145               | 1.0     | 480       | 90               | .6      | 308       | 61               | .4      | 185       | 59              | .4      | 272       | 61             | .4      | 231       |
| M 25-54        | 60                | .4      | 229       | 133               | .8      | 456       | 86               | .5      | 272       | 68               | .4      | 270       | 90              | .6      | 344       | 41             | .3      | 220       |
| W 25-54        | 99                | .6      | 380       | 219               | 1.3     | 653       | 139              | .9      | 457       | 80               | .5      | 274       | 91              | .6      | 396       | 84             | .5      | 299       |
| M 35-64        | 96                | .7      | 337       | 169               | 1.2     | 634       | 131              | 1.0     | 402       | 81               | .6      | 329       | 110             | .8      | 454       | 62             | .5      | 288       |
| W 35-64        | 132               | .9      | 490       | 273               | 1.9     | 830       | 170              | 1.2     | 538       | 86               | .6      | 306       | 138             | .9      | 535       | 93             | .6      | 331       |
| <b>WPEN-AM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 384               | .6      | 909       | 469               | .8      | 1071      | 321              | .5      | 811       | 174              | .3      | 467       | 187             | .3      | 569       | 132            | .2      | 400       |
| Teens 12-17    |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-34        |                   |         |           | 1                 |         | 11        | 6                | .1      | 11        |                  |         |           |                 |         |           |                |         |           |
| W 18-34        | 8                 | .1      | 8         | 10                | .1      | 18        | 8                | .1      | 8         | 1                |         | 6         |                 |         |           |                |         |           |
| M 18-49        | 2                 |         | 9         | 7                 |         | 28        | 9                | .1      | 19        |                  |         |           | 7               |         | 18        |                |         |           |
| W 18-49        | 16                | .1      | 33        | 18                | .1      | 33        | 15               | .1      | 16        | 8                |         | 22        | 14              | .1      | 39        | 3              |         | 14        |
| M 25-49        | 2                 |         | 9         | 7                 | .1      | 28        | 9                | .1      | 19        |                  |         |           | 7               | .1      | 18        |                |         |           |
| W 25-49        | 16                | .1      | 33        | 16                | .1      | 24        | 15               | .1      | 16        | 6                |         | 17        | 14              | .1      | 39        | 3              |         | 14        |
| M 25-54        | 2                 |         | 9         | 8                 | .1      | 34        | 10               | .1      | 29        |                  |         |           | 7               |         | 18        |                |         |           |
| W 25-54        | 19                | .1      | 41        | 18                | .1      | 32        | 15               | .1      | 16        | 9                | .1      | 25        | 19              | .1      | 54        | 6              |         | 21        |
| M 35-64        | 30                | .2      | 63        | 26                | .2      | 60        | 15               | .1      | 47        | 3                |         | 12        | 15              | .1      | 36        | 7              | .1      | 17        |
| W 35-64        | 35                | .2      | 102       | 47                | .3      | 123       | 24               | .2      | 57        | 12               | .1      | 35        | 26              | .2      | 71        | 14             | .1      | 45        |
| <b>WPHI-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 141               | .2      | 564       | 324               | .5      | 1140      | 210              | .3      | 812       | 219              | .4      | 771       | 208             | .3      | 705       | 147            | .2      | 520       |
| Teens 12-17    | 44                | .8      | 179       | 115               | 2.1     | 398       | 78               | 1.4     | 269       | 58               | 1.0     | 220       | 64              | 1.1     | 239       | 55             | 1.0     | 202       |
| M 18-34        | 41                | .5      | 123       | 95                | 1.1     | 269       | 58               | .7      | 210       | 79               | .9      | 237       | 75              | .9      | 174       | 64             | .8      | 187       |
| W 18-34        | 37                | .4      | 184       | 83                | 1.0     | 350       | 49               | .6      | 240       | 55               | .6      | 225       | 57              | .7      | 243       | 15             | .2      | 83        |
| M 18-49        | 49                | .3      | 171       | 112               | .7      | 341       | 65               | .4      | 242       | 90               | .5      | 266       | 80              | .5      | 196       | 75             | .4      | 216       |
| W 18-49        | 48                | .3      | 214       | 96                | .6      | 387       | 65               | .4      | 288       | 66               | .4      | 265       | 62              | .4      | 266       | 15             | .1      | 83        |
| M 25-49        | 14                | .1      | 84        | 49                | .4      | 193       | 36               | .3      | 139       | 42               | .3      | 115       | 36              | .3      | 97        | 34             | .3      | 107       |
| W 25-49        | 27                | .2      | 106       | 48                | .3      | 172       | 46               | .3      | 148       | 35               | .3      | 118       | 28              | .2      | 99        | 9              | .1      | 18        |
| M 25-54        | 14                | .1      | 84        | 49                | .3      | 193       | 36               | .2      | 139       | 44               | .3      | 125       | 36              | .2      | 97        | 35             | .2      | 118       |
| W 25-54        | 27                | .2      | 106       | 48                | .3      | 183       | 47               | .3      | 158       | 35               | .2      | 118       | 28              | .2      | 99        | 9              | .1      | 18        |
| M 35-64        | 8                 | .1      | 48        | 17                | .1      | 72        | 8                | .1      | 32        | 13               | .1      | 40        | 5               |         | 21        | 11             | .1      | 40        |
| W 35-64        | 10                | .1      | 30        | 15                | .1      | 50        | 18               | .1      | 61        | 14               | .1      | 50        | 5               |         | 24        | 2              |         | 8         |

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

DMA Target Listeners

# DMA Target Listeners

|                |  | <b>AQH and Cume Persons</b> |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
|----------------|--|-----------------------------|---------|-----------|-------------------|---------|-----------|------------------|---------|-----------|------------------|---------|-----------|-----------------|---------|-----------|----------------|---------|-----------|
|                |  | Saturday 6AM-10AM           |         |           | Saturday 10AM-3PM |         |           | Saturday 3PM-7PM |         |           | Saturday 7PM-MID |         |           | Sunday 10AM-3PM |         |           | Sunday 3PM-7PM |         |           |
|                |  | AQH (00)                    | AQH Rtg | Cume (00) | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)        | AQH Rtg | Cume (00) | AQH (00)       | AQH Rtg | Cume (00) |
| <b>WPHT-AM</b> |  |                             |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          |  | 38                          | .1      | 114       | 36                | .1      | 162       | 45               | .1      | 164       | 68               | .1      | 190       | 78              | .1      | 310       | 73             | .1      | 236       |
| Teens 12-17    |  |                             |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-34        |  |                             |         |           |                   |         |           | 2                |         | 10        | 8                | .1      | 18        | 1               |         | 13        | 5              | .1      | 26        |
| W 18-34        |  | 1                           |         | 5         |                   |         |           |                  |         | 6         | 1                |         | 6         | 2               |         | 18        | 1              |         | 8         |
| M 18-49        |  | 12                          | .1      | 16        | 6                 |         | 27        | 5                |         | 26        | 15               | .1      | 35        | 13              | .1      | 70        | 23             | .1      | 90        |
| W 18-49        |  | 1                           |         | 5         | 2                 |         | 9         |                  |         | 6         | 1                |         | 14        | 5               |         | 42        | 2              |         | 15        |
| M 25-49        |  | 12                          | .1      | 16        | 6                 |         | 27        | 5                |         | 26        | 15               | .1      | 35        | 13              | .1      | 70        | 22             | .2      | 80        |
| W 25-49        |  |                             |         |           | 2                 |         | 9         |                  |         |           |                  |         | 8         | 5               |         | 42        | 2              |         | 15        |
| M 25-54        |  | 12                          | .1      | 16        | 10                | .1      | 38        | 5                |         | 26        | 20               | .1      | 48        | 22              | .1      | 112       | 27             | .2      | 99        |
| W 25-54        |  |                             |         |           | 4                 |         | 13        | 1                |         | 3         |                  |         | 8         | 14              | .1      | 61        | 4              |         | 19        |
| M 35-64        |  | 17                          | .1      | 39        | 15                | .1      | 76        | 22               | .2      | 60        | 15               | .1      | 48        | 34              | .2      | 134       | 48             | .4      | 137       |
| W 35-64        |  | 5                           |         | 20        | 4                 |         | 19        | 6                |         | 16        | 7                |         | 25        | 18              | .1      | 60        | 3              |         | 11        |
| <b>WPLY-FM</b> |  |                             |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          |  | 103                         | .2      | 539       | 330               | .5      | 1399      | 239              | .4      | 1063      | 132              | .2      | 606       | 228             | .4      | 1126      | 192            | .3      | 814       |
| Teens 12-17    |  | 16                          | .3      | 100       | 40                | .7      | 229       | 43               | .8      | 222       | 34               | .6      | 165       | 49              | .9      | 253       | 44             | .8      | 156       |
| M 18-34        |  | 37                          | .4      | 177       | 104               | 1.2     | 381       | 53               | .6      | 250       | 30               | .4      | 169       | 71              | .8      | 288       | 45             | .5      | 229       |
| W 18-34        |  | 22                          | .3      | 142       | 105               | 1.2     | 497       | 70               | .8      | 314       | 45               | .5      | 191       | 67              | .8      | 357       | 53             | .6      | 245       |
| M 18-49        |  | 42                          | .3      | 206       | 130               | .8      | 508       | 80               | .5      | 354       | 35               | .2      | 193       | 83              | .5      | 355       | 68             | .4      | 304       |
| W 18-49        |  | 39                          | .2      | 217       | 148               | .9      | 617       | 97               | .6      | 415       | 59               | .3      | 230       | 90              | .5      | 475       | 67             | .4      | 318       |
| M 25-49        |  | 37                          | .3      | 167       | 91                | .7      | 370       | 52               | .4      | 224       | 16               | .1      | 71        | 47              | .3      | 238       | 48             | .4      | 217       |
| W 25-49        |  | 32                          | .2      | 163       | 103               | .7      | 367       | 58               | .4      | 275       | 29               | .2      | 118       | 63              | .5      | 306       | 40             | .3      | 189       |
| M 25-54        |  | 40                          | .3      | 175       | 91                | .6      | 370       | 59               | .4      | 237       | 16               | .1      | 71        | 47              | .3      | 238       | 55             | .4      | 226       |
| W 25-54        |  | 34                          | .2      | 170       | 105               | .6      | 374       | 62               | .4      | 285       | 29               | .2      | 118       | 63              | .4      | 306       | 40             | .2      | 189       |
| M 35-64        |  | 9                           | .1      | 38        | 31                | .2      | 145       | 38               | .3      | 137       | 7                | .1      | 34        | 17              | .1      | 102       | 32             | .2      | 91        |
| W 35-64        |  | 20                          | .1      | 81        | 49                | .3      | 147       | 34               | .2      | 136       | 16               | .1      | 47        | 24              | .2      | 126       | 18             | .1      | 84        |
| <b>WUSL-FM</b> |  |                             |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          |  | 204                         | .3      | 721       | 568               | .9      | 1762      | 468              | .8      | 1455      | 359              | .6      | 1237      | 369             | .6      | 1376      | 247            | .4      | 864       |
| Teens 12-17    |  | 54                          | 1.0     | 200       | 120               | 2.1     | 446       | 125              | 2.2     | 434       | 95               | 1.7     | 352       | 83              | 1.5     | 341       | 88             | 1.6     | 328       |
| M 18-34        |  | 46                          | .5      | 185       | 212               | 2.5     | 566       | 163              | 1.9     | 405       | 110              | 1.3     | 342       | 84              | 1.0     | 309       | 76             | .9      | 247       |
| W 18-34        |  | 53                          | .6      | 195       | 149               | 1.8     | 556       | 115              | 1.4     | 409       | 92               | 1.1     | 397       | 105             | 1.2     | 389       | 67             | .8      | 229       |
| M 18-49        |  | 64                          | .4      | 222       | 254               | 1.5     | 638       | 193              | 1.2     | 490       | 133              | .8      | 397       | 117             | .7      | 415       | 80             | .5      | 254       |
| W 18-49        |  | 74                          | .4      | 245       | 185               | 1.1     | 651       | 137              | .8      | 488       | 127              | .7      | 462       | 147             | .9      | 558       | 74             | .4      | 260       |
| M 25-49        |  | 45                          | .3      | 156       | 134               | 1.0     | 357       | 81               | .6      | 229       | 87               | .6      | 208       | 60              | .4      | 243       | 35             | .3      | 100       |
| W 25-49        |  | 58                          | .4      | 163       | 95                | .7      | 310       | 86               | .6      | 248       | 73               | .5      | 221       | 92              | .7      | 340       | 33             | .2      | 97        |
| M 25-54        |  | 49                          | .3      | 180       | 135               | .9      | 360       | 81               | .5      | 232       | 90               | .6      | 221       | 61              | .4      | 249       | 35             | .2      | 100       |
| W 25-54        |  | 62                          | .4      | 172       | 98                | .6      | 319       | 92               | .6      | 264       | 73               | .4      | 221       | 92              | .6      | 340       | 36             | .2      | 106       |
| M 35-64        |  | 22                          | .2      | 65        | 47                | .3      | 84        | 36               | .3      | 96        | 26               | .2      | 70        | 38              | .3      | 121       | 4              |         | 7         |
| W 35-64        |  | 28                          | .2      | 72        | 39                | .3      | 104       | 29               | .2      | 102       | 35               | .2      | 68        | 51              | .3      | 195       | 12             | .1      | 54        |
| <b>WVDB-AM</b> |  |                             |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          |  | 10                          |         | 43        | 27                |         | 63        | * 3              |         | 20        |                  |         |           | 5               |         | 22        | * 4            |         | 14        |
| Teens 12-17    |  | 1                           |         | 10        | 7                 | .1      | 10        |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-34        |  |                             |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 18-34        |  |                             |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-49        |  | 3                           |         | 13        |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 18-49        |  | 1                           |         | 8         | 6                 |         | 8         |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 25-49        |  | 3                           |         | 13        |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 25-49        |  | 1                           |         | 8         | 6                 |         | 8         |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 25-54        |  | 3                           |         | 13        |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 25-54        |  | 1                           |         | 8         | 10                | .1      | 23        |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 35-64        |  | 3                           |         | 13        | 6                 |         | 9         | 2                |         | 9         |                  |         |           |                 |         |           |                |         |           |
| W 35-64        |  | 1                           |         | 8         | 10                | .1      | 23        |                  |         |           |                  |         |           | 3               |         | 9         |                |         |           |
| <b>WVDB-FM</b> |  |                             |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          |  | 308                         | .5      | 793       | 238               | .4      | 703       | 101              | .2      | 327       | 128              | .2      | 481       | 627             | 1.0     | 1236      | 57             | .1      | 176       |
| Teens 12-17    |  |                             |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-34        |  |                             |         | 4         | 4                 |         | 26        | 6                | .1      | 28        | 5                | .1      | 25        | 32              | .4      | 99        | 1              |         | 9         |
| W 18-34        |  | 4                           |         | 8         | 13                | .2      | 26        | 4                |         | 8         | 4                |         | 16        | 29              | .3      | 72        |                |         |           |
| M 18-49        |  | 32                          | .2      | 83        | 22                | .1      | 108       | 23               | .1      | 78        | 35               | .2      | 108       | 107             | .6      | 238       | 9              | .1      | 37        |
| W 18-49        |  | 17                          | .1      | 75        | 27                | .2      | 74        | 11               | .1      | 22        | 12               | .1      | 49        | 107             | .6      | 221       | 10             | .1      | 32        |
| M 25-49        |  | 32                          | .2      | 80        | 18                | .1      | 82        | 20               | .1      | 65        | 33               | .2      | 99        | 92              | .7      | 186       | 9              | .1      | 28        |
| W 25-49        |  | 17                          | .1      | 75        | 26                | .2      | 64        | 11               | .1      | 22        | 12               | .1      | 49        | 106             | .8      | 211       | 10             | .1      | 32        |
| M 25-54        |  | 44                          | .3      | 114       | 27                | .2      | 119       | 24               | .2      | 71        | 34               | .2      | 107       | 122             | .8      | 248       | 9              | .1      | 28        |
| W 25-54        |  | 48                          | .3      | 134       | 39                | .2      | 111       | 20               | .1      | 40        | 15               | .1      | 67        | 131             | .8      | 255       | 14             | .1      | 42        |
| M 35-64        |  | 76                          | .6      | 202       | 53                | .4      | 218       | 30               | .2      | 78        | 48               | .4      | 143       | 164             | 1.2     | 293       | 10             | .1      | 34        |
| W 35-64        |  | 86                          | .6      | 230       | 72                | .5      | 189       | 33               | .2      | 111       | 22               | .2      | 91        | 198             | 1.4     | 367       | 15             | .1      | 50        |

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

# DMA Target Listeners

|                |       | AQH and Cume Persons |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
|----------------|-------|----------------------|---------|-----------|-------------------|---------|-----------|------------------|---------|-----------|------------------|---------|-----------|-----------------|---------|-----------|----------------|---------|-----------|
|                |       | Saturday 6AM-10AM    |         |           | Saturday 10AM-3PM |         |           | Saturday 3PM-7PM |         |           | Saturday 7PM-MID |         |           | Sunday 10AM-3PM |         |           | Sunday 3PM-7PM |         |           |
|                |       | AQH (00)             | AQH Rtg | Cume (00) | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)        | AQH Rtg | Cume (00) | AQH (00)       | AQH Rtg | Cume (00) |
| <b>WWJZ-AM</b> | P 12+ | 44                   | .1      | 131       | 71                | .1      | 194       | 48               | .1      | 125       | 4                |         | 16        | 75              | .1      | 171       | 26             |         | 69        |
| Teens          | 12-17 |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M              | 18-34 | 1                    |         | 6         | 1                 |         | 6         |                  |         |           |                  |         |           |                 |         |           | 6              | .1      | 8         |
| W              | 18-34 |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M              | 18-49 | 1                    |         | 6         | 1                 |         | 6         |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W              | 18-49 |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           | 6              |         | 8         |
| M              | 25-49 |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W              | 25-49 |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           | 6              |         | 8         |
| M              | 25-54 |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W              | 25-54 |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           | 6              |         | 8         |
| M              | 35-64 | 3                    |         | 19        | 4                 |         | 23        | 4                |         | 23        |                  |         |           | 4               |         | 19        | 3              |         | 13        |
| W              | 35-64 |                      |         |           | 4                 |         | 18        | 4                |         | 9         |                  |         |           | 3               |         | 9         | 5              |         | 18        |
| <b>WXTU-FM</b> | P 12+ | 266                  | .4      | 890       | 416               | .7      | 1284      | 298              | .5      | 974       | 87               | .1      | 350       | 316             | .5      | 922       | 216            | .4      | 607       |
| Teens          | 12-17 | 2                    |         | 20        | 5                 | .1      | 15        | 8                | .1      | 36        | 6                | .1      | 21        | 2               |         | 6         | 14             | .3      | 30        |
| M              | 18-34 | 27                   | .3      | 84        | 33                | .4      | 131       | 21               | .2      | 62        | 11               | .1      | 51        | 42              | .5      | 111       | 20             | .2      | 52        |
| W              | 18-34 | 32                   | .4      | 142       | 39                | .5      | 176       | 45               | .5      | 133       | 20               | .2      | 72        | 35              | .4      | 125       | 34             | .4      | 71        |
| M              | 18-49 | 67                   | .4      | 223       | 84                | .5      | 282       | 55               | .3      | 195       | 29               | .2      | 105       | 81              | .5      | 208       | 42             | .3      | 104       |
| W              | 18-49 | 58                   | .3      | 265       | 109               | .6      | 400       | 99               | .6      | 290       | 26               | .2      | 105       | 89              | .5      | 291       | 79             | .5      | 205       |
| M              | 25-49 | 51                   | .4      | 189       | 67                | .5      | 228       | 46               | .3      | 186       | 23               | .2      | 75        | 72              | .5      | 172       | 34             | .3      | 96        |
| W              | 25-49 | 43                   | .3      | 199       | 100               | .7      | 348       | 76               | .5      | 212       | 19               | .1      | 59        | 76              | .5      | 236       | 73             | .5      | 176       |
| M              | 25-54 | 57                   | .4      | 219       | 76                | .5      | 252       | 52               | .3      | 201       | 23               | .1      | 75        | 77              | .5      | 181       | 35             | .2      | 106       |
| W              | 25-54 | 61                   | .4      | 251       | 121               | .7      | 428       | 96               | .6      | 291       | 20               | .1      | 67        | 86              | .5      | 291       | 81             | .5      | 219       |
| M              | 35-64 | 74                   | .5      | 241       | 102               | .7      | 290       | 67               | .5      | 222       | 29               | .2      | 93        | 69              | .5      | 175       | 34             | .2      | 109       |
| W              | 35-64 | 73                   | .5      | 248       | 142               | 1.0     | 435       | 102              | .7      | 357       | 13               | .1      | 71        | 103             | .7      | 334       | 78             | .5      | 234       |
| <b>WXXM-FM</b> | P 12+ | 109                  | .2      | 527       | 217               | .4      | 909       | 165              | .3      | 701       | 76               | .1      | 366       | 151             | .2      | 661       | 162            | .3      | 551       |
| Teens          | 12-17 | 17                   | .3      | 75        | 7                 | .1      | 65        | 16               | .3      | 50        | 9                | .2      | 46        | 5               | .1      | 57        | 12             | .2      | 51        |
| M              | 18-34 | 32                   | .4      | 140       | 46                | .5      | 167       | 32               | .4      | 180       | 17               | .2      | 75        | 31              | .4      | 115       | 40             | .5      | 110       |
| W              | 18-34 | 17                   | .2      | 127       | 42                | .5      | 247       | 35               | .4      | 218       | 14               | .2      | 90        | 45              | .5      | 190       | 32             | .4      | 162       |
| M              | 18-49 | 36                   | .2      | 170       | 81                | .5      | 298       | 51               | .3      | 245       | 22               | .1      | 107       | 38              | .2      | 175       | 49             | .3      | 146       |
| W              | 18-49 | 38                   | .2      | 217       | 106               | .6      | 490       | 65               | .4      | 351       | 23               | .1      | 143       | 89              | .5      | 359       | 73             | .4      | 283       |
| M              | 25-49 | 32                   | .2      | 149       | 77                | .6      | 251       | 45               | .3      | 195       | 17               | .1      | 80        | 32              | .2      | 142       | 32             | .2      | 109       |
| W              | 25-49 | 31                   | .2      | 162       | 92                | .7      | 371       | 52               | .4      | 254       | 19               | .1      | 97        | 73              | .5      | 293       | 60             | .4      | 206       |
| M              | 25-54 | 32                   | .2      | 149       | 77                | .5      | 254       | 45               | .3      | 195       | 20               | .1      | 101       | 33              | .2      | 162       | 40             | .3      | 136       |
| W              | 25-54 | 34                   | .2      | 171       | 96                | .6      | 379       | 60               | .4      | 262       | 20               | .1      | 104       | 77              | .5      | 308       | 68             | .4      | 214       |
| M              | 35-64 | 10                   | .1      | 57        | 39                | .3      | 142       | 19               | .1      | 65        | 7                | .1      | 52        | 9               | .1      | 81        | 19             | .1      | 72        |
| W              | 35-64 | 32                   | .2      | 129       | 79                | .5      | 279       | 56               | .4      | 180       | 27               | .2      | 99        | 54              | .4      | 195       | 54             | .4      | 140       |
| <b>WYSP-FM</b> | P 12+ | 271                  | .4      | 798       | 331               | .5      | 1275      | 251              | .4      | 1030      | 177              | .3      | 630       | 257             | .4      | 951       | 193            | .3      | 701       |
| Teens          | 12-17 | 12                   | .2      | 40        | 13                | .2      | 92        | 23               | .4      | 103       | 27               | .5      | 99        | 29              | .5      | 103       | 25             | .4      | 65        |
| M              | 18-34 | 165                  | 1.9     | 422       | 184               | 2.2     | 581       | 121              | 1.4     | 393       | 89               | 1.0     | 281       | 127             | 1.5     | 408       | 94             | 1.1     | 304       |
| W              | 18-34 | 27                   | .3      | 133       | 63                | .7      | 277       | 40               | .5      | 223       | 22               | .3      | 97        | 39              | .5      | 183       | 32             | .4      | 129       |
| M              | 18-49 | 206                  | 1.2     | 542       | 238               | 1.4     | 807       | 155              | .9      | 558       | 107              | .6      | 359       | 170             | 1.0     | 562       | 127            | .8      | 449       |
| W              | 18-49 | 41                   | .2      | 184       | 76                | .4      | 344       | 68               | .4      | 332       | 39               | .2      | 153       | 52              | .3      | 238       | 36             | .2      | 166       |
| M              | 25-49 | 142                  | 1.0     | 405       | 177               | 1.3     | 575       | 112              | .8      | 412       | 55               | .4      | 198       | 105             | .8      | 342       | 74             | .5      | 301       |
| W              | 25-49 | 29                   | .2      | 107       | 46                | .3      | 194       | 43               | .3      | 220       | 20               | .1      | 84        | 29              | .2      | 138       | 20             | .1      | 114       |
| M              | 25-54 | 143                  | .9      | 414       | 179               | 1.1     | 589       | 114              | .7      | 423       | 55               | .4      | 200       | 107             | .7      | 350       | 77             | .5      | 310       |
| W              | 25-54 | 29                   | .2      | 107       | 46                | .3      | 196       | 43               | .3      | 220       | 20               | .1      | 84        | 29              | .2      | 143       | 20             | .1      | 117       |
| M              | 35-64 | 52                   | .4      | 148       | 57                | .4      | 243       | 37               | .3      | 185       | 20               | .1      | 89        | 47              | .3      | 175       | 36             | .3      | 154       |
| W              | 35-64 | 15                   | .1      | 55        | 13                | .1      | 73        | 31               | .2      | 125       | 18               | .1      | 64        | 15              | .1      | 74        | 4              |         | 39        |
| <b>WYXR-FM</b> | P 12+ | 118                  | .2      | 487       | 228               | .4      | 894       | 221              | .4      | 711       | 121              | .2      | 444       | 172             | .3      | 758       | 145            | .2      | 509       |
| Teens          | 12-17 | 2                    |         | 16        | 6                 | .1      | 39        | 11               | .2      | 35        | 2                |         | 29        | 10              | .2      | 78        | 11             | .2      | 19        |
| M              | 18-34 | 15                   | .2      | 88        | 44                | .5      | 114       | 39               | .5      | 83        | 28               | .3      | 79        | 38              | .4      | 152       | 18             | .2      | 84        |
| W              | 18-34 | 27                   | .3      | 149       | 75                | .9      | 350       | 77               | .9      | 230       | 66               | .8      | 220       | 66              | .8      | 282       | 62             | .7      | 234       |
| M              | 18-49 | 19                   | .1      | 108       | 49                | .3      | 145       | 47               | .3      | 114       | 29               | .2      | 92        | 47              | .3      | 192       | 38             | .2      | 117       |
| W              | 18-49 | 55                   | .3      | 252       | 140               | .8      | 577       | 135              | .8      | 461       | 82               | .5      | 288       | 107             | .6      | 451       | 86             | .5      | 336       |
| M              | 25-49 | 17                   | .1      | 97        | 40                | .3      | 123       | 29               | .2      | 94        | 14               | .1      | 55        | 38              | .3      | 150       | 37             | .3      | 105       |
| W              | 25-49 | 48                   | .3      | 210       | 103               | .7      | 445       | 95               | .7      | 348       | 40               | .3      | 155       | 81              | .6      | 325       | 68             | .5      | 265       |
| M              | 25-54 | 27                   | .2      | 119       | 40                | .3      | 129       | 30               | .2      | 101       | 21               | .1      | 79        | 43              | .3      | 168       | 37             | .2      | 105       |
| W              | 25-54 | 68                   | .4      | 265       | 114               | .7      | 481       | 104              | .6      | 377       | 40               | .2      | 155       | 81              | .5      | 330       | 70             | .4      | 272       |
| M              | 35-64 | 15                   | .1      | 51        | 12                | .1      | 55        | 13               | .1      | 57        | 9                | .1      | 47        | 14              | .1      | 59        | 20             | .1      | 33        |
| W              | 35-64 | 51                   | .3      | 162       | 82                | .6      | 283       | 72               | .5      | 272       | 16               | .1      | 68        | 41              | .3      | 173       | 27             | .2      | 109       |

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

# DMA Target Listeners

## AQH and Cume Persons

|                | Saturday 6AM-10AM |         |           | Saturday 10AM-3PM |         |           | Saturday 3PM-7PM |         |           | Saturday 7PM-MID |         |           | Sunday 10AM-3PM |         |           | Sunday 3PM-7PM |         |           |
|----------------|-------------------|---------|-----------|-------------------|---------|-----------|------------------|---------|-----------|------------------|---------|-----------|-----------------|---------|-----------|----------------|---------|-----------|
|                | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)        | AQH Rtg | Cume (00) | AQH (00)       | AQH Rtg | Cume (00) |
| <b>WAEB-AM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 54                | .1      | 153       | 18                |         | 79        | 3                |         | 16        | 10               |         | 47        | 14              |         | 61        | 15             |         | 46        |
| Teens 12-17    |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-34        | 5                 | .1      | 10        | 4                 |         | 7         |                  |         | 3         | 1                |         | 7         |                 |         |           |                |         |           |
| W 18-34        | 2                 |         | 7         | 1                 |         | 7         | 1                |         | 3         | 1                |         | 7         |                 |         | 3         |                |         | 7         |
| M 18-49        | 9                 | .1      | 30        | 7                 |         | 13        |                  |         | 3         | 3                |         | 20        | 2               |         | 10        | 3              |         | 8         |
| W 18-49        | 5                 |         | 19        | 2                 |         | 9         | 1                |         | 6         | 1                |         | 7         | 1               |         | 8         | 1              |         | 7         |
| M 25-49        | 9                 | .1      | 30        | 7                 | .1      | 13        |                  |         | 3         | 3                |         | 17        | 2               |         | 10        | 3              |         | 8         |
| W 25-49        | 5                 |         | 19        | 2                 |         | 9         | 1                |         | 6         | 1                |         | 7         | 1               |         | 8         | 1              |         | 10        |
| M 25-54        | 12                | .1      | 36        | 7                 |         | 13        |                  |         | 3         | 4                |         | 19        | 2               |         | 10        | 4              |         | 8         |
| W 25-54        | 10                | .1      | 33        | 3                 |         | 12        | 1                |         | 6         | 1                |         | 7         | 2               |         | 11        | 1              |         | 10        |
| M 35-64        | 14                | .1      | 39        | 4                 |         | 10        |                  |         | 3         | 3                |         | 16        | 4               |         | 21        | 4              |         | 10        |
| W 35-64        | 18                | .1      | 51        | 3                 |         | 19        |                  |         | 2         |                  |         | 3         | 3               |         | 15        | 2              |         | 11        |
| <b>WAEB-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 74                | .1      | 263       | 146               | .2      | 463       | 99               | .2      | 319       | 49               | .1      | 203       | 107             | .2      | 382       | 63             | .1      | 220       |
| Teens 12-17    | 17                | .3      | 61        | 33                | .6      | 102       | 21               | .4      | 62        | 18               | .3      | 70        | 21              | .4      | 79        | 13             | .2      | 34        |
| M 18-34        | 9                 | .1      | 31        | 23                | .3      | 65        | 19               | .2      | 59        | 9                | .1      | 33        | 12              | .1      | 55        | 11             | .1      | 38        |
| W 18-34        | 13                | .2      | 62        | 34                | .4      | 112       | 18               | .2      | 96        | 7                | .1      | 52        | 25              | .3      | 85        | 12             | .1      | 67        |
| M 18-49        | 18                | .1      | 51        | 40                | .2      | 107       | 34               | .2      | 89        | 19               | .1      | 51        | 24              | .1      | 105       | 16             | .1      | 58        |
| W 18-49        | 29                | .2      | 122       | 60                | .3      | 205       | 41               | .2      | 150       | 12               | .1      | 79        | 51              | .3      | 162       | 31             | .2      | 118       |
| M 25-49        | 17                | .1      | 48        | 27                | .2      | 83        | 28               | .2      | 68        | 15               | .1      | 40        | 22              | .2      | 95        | 12             | .1      | 40        |
| W 25-49        | 25                | .2      | 94        | 47                | .3      | 148       | 34               | .2      | 109       | 7                | .1      | 47        | 42              | .3      | 130       | 25             | .2      | 78        |
| M 25-54        | 17                | .1      | 48        | 28                | .2      | 86        | 29               | .2      | 76        | 15               | .1      | 40        | 24              | .2      | 98        | 13             | .1      | 43        |
| W 25-54        | 25                | .2      | 96        | 50                | .3      | 156       | 34               | .2      | 111       | 7                |         | 47        | 47              | .3      | 141       | 25             | .2      | 78        |
| M 35-64        | 10                | .1      | 24        | 20                | .1      | 55        | 15               | .1      | 39        | 10               | .1      | 17        | 14              | .1      | 53        | 7              | .1      | 26        |
| W 35-64        | 21                | .1      | 74        | 30                | .2      | 108       | 24               | .2      | 60        | 5                |         | 27        | 31              | .2      | 88        | 18             | .1      | 51        |
| <b>WBNJ-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 2                 |         | 6         | 4                 |         | 11        | 6                |         | 14        | 2                |         | 8         | 3               |         | 13        | 3              |         | 9         |
| Teens 12-17    |                   |         |           |                   |         |           |                  |         |           |                  |         |           | 1               |         | 3         |                |         |           |
| M 18-34        |                   |         | 2         |                   |         |           |                  |         | 3         |                  |         |           |                 |         | 3         |                |         | 2         |
| W 18-34        |                   |         |           |                   |         | 2         |                  |         |           |                  |         |           |                 |         |           |                |         | 2         |
| M 18-49        |                   |         | 2         |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         | 3         |
| W 18-49        |                   |         |           | 1                 |         | 5         | 3                |         | 6         | 1                |         | 3         | 2               |         | 6         | 1              |         | 3         |
| M 25-49        |                   |         |           |                   |         | 3         | 3                |         | 6         | 1                |         | 3         | 2               |         | 6         | 1              |         | 3         |
| W 25-49        |                   |         |           | 1                 |         | 3         | 3                |         | 6         | 1                |         | 3         | 2               |         | 6         | 1              |         | 4         |
| M 25-54        | 1                 |         | 4         | 2                 |         | 4         | 1                |         | 4         | 1                |         | 4         | 1               |         | 4         | 2              |         | 3         |
| W 25-54        |                   |         |           | 1                 |         | 3         | 4                |         | 7         | 1                |         | 5         | 2               |         | 6         | 1              |         | 4         |
| M 35-64        | 1                 |         | 4         | 2                 |         | 4         | 1                |         | 4         | 1                |         | 4         | 1               |         | 4         | 2              |         | 4         |
| W 35-64        |                   |         |           | 1                 |         | 3         | 3                |         | 5         | 1                |         | 5         | 1               |         | 3         | 1              |         | 3         |
| <b>WTTT-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 29                |         | 76        | 31                | .1      | 82        | 26               |         | 67        | 16               |         | 46        | 22              |         | 91        | 12             |         | 37        |
| Teens 12-17    |                   |         | 1         | 2                 |         | 7         |                  |         |           | 2                |         | 5         |                 |         |           |                |         |           |
| M 18-34        | 3                 |         | 8         | 6                 | .1      | 11        | 4                |         | 8         | 1                |         | 4         | 1               |         | 5         |                |         |           |
| W 18-34        | 6                 | .1      | 13        | 8                 | .1      | 15        | 9                | .1      | 17        | 7                | .1      | 17        | 6               | .1      | 20        | 3              |         | 8         |
| M 18-49        | 4                 |         | 12        | 7                 |         | 16        | 5                |         | 13        | 1                |         | 6         | 4               |         | 13        | 1              |         | 6         |
| W 18-49        | 10                | .1      | 25        | 15                | .1      | 37        | 14               | .1      | 36        | 10               | .1      | 27        | 11              | .1      | 37        | 6              |         | 21        |
| M 25-49        | 2                 |         | 8         | 5                 |         | 12        | 3                |         | 9         | 1                |         | 6         | 4               |         | 13        | 1              |         | 6         |
| W 25-49        | 8                 | .1      | 23        | 13                | .1      | 35        | 12               | .1      | 34        | 7                | .1      | 22        | 10              | .1      | 33        | 4              |         | 19        |
| M 25-54        | 5                 |         | 14        | 8                 | .1      | 18        | 5                |         | 15        | 2                |         | 10        | 5               |         | 22        | 3              |         | 13        |
| W 25-54        | 8                 |         | 25        | 13                | .1      | 37        | 12               | .1      | 35        | 8                |         | 26        | 10              | .1      | 36        | 4              |         | 19        |
| M 35-64        | 4                 |         | 14        | 5                 |         | 15        | 4                |         | 11        | 1                |         | 5         | 6               |         | 26        | 3              |         | 13        |
| W 35-64        | 8                 | .1      | 22        | 9                 | .1      | 28        | 7                |         | 23        | 5                |         | 15        | 6               |         | 26        | 6              |         | 17        |
| <b>WBYN-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 28                |         | 119       | 37                | .1      | 132       | 21               |         | 70        | 5                |         | 26        | 57              | .1      | 176       | 35             | .1      | 87        |
| Teens 12-17    |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-34        |                   |         |           | 2                 |         | 9         | 5                | .1      | 9         |                  |         |           | 3               |         | 13        | 4              |         | 9         |
| W 18-34        | 5                 | .1      | 20        | 1                 |         | 8         | 3                |         | 12        |                  |         |           | 3               |         | 18        | 3              |         | 3         |
| M 18-49        | 5                 |         | 29        | 6                 |         | 33        | 8                |         | 16        |                  |         |           | 9               | .1      | 44        | 7              |         | 17        |
| W 18-49        | 9                 | .1      | 45        | 8                 |         | 36        | 4                |         | 26        | 2                |         | 5         | 5               |         | 35        | 5              |         | 10        |
| M 25-49        | 5                 |         | 29        | 4                 |         | 24        | 4                |         | 7         |                  |         |           | 5               |         | 31        | 3              |         | 7         |
| W 25-49        | 8                 | .1      | 36        | 8                 | .1      | 36        | 4                |         | 26        | 2                |         | 5         | 5               |         | 35        | 5              |         | 10        |
| M 25-54        | 6                 |         | 39        | 6                 |         | 42        | 4                |         | 7         | 1                |         | 9         | 13              | .1      | 41        | 5              |         | 16        |
| W 25-54        | 8                 |         | 36        | 11                | .1      | 43        | 4                |         | 26        | 2                |         | 5         | 13              | .1      | 56        | 6              |         | 13        |
| M 35-64        | 14                | .1      | 47        | 15                | .1      | 53        | 6                |         | 18        | 2                |         | 13        | 21              | .2      | 61        | 8              | .1      | 33        |
| W 35-64        | 5                 |         | 32        | 13                | .1      | 39        | 4                |         | 18        | 3                |         | 8         | 22              | .2      | 69        | 11             | .1      | 25        |

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

# DMA Target Listeners

## AQH and Cume Persons

|                 | Saturday 6AM-10AM |         |           | Saturday 10AM-3PM |         |           | Saturday 3PM-7PM |         |           | Saturday 7PM-MID |         |           | Sunday 10AM-3PM |         |           | Sunday 3PM-7PM |         |           |
|-----------------|-------------------|---------|-----------|-------------------|---------|-----------|------------------|---------|-----------|------------------|---------|-----------|-----------------|---------|-----------|----------------|---------|-----------|
|                 | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)        | AQH Rtg | Cume (00) | AQH (00)       | AQH Rtg | Cume (00) |
| <b>WCTO-FM</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+           | 108               | .2      | 304       | 151               | .2      | 410       | 102              | .2      | 300       | 37               | .1      | 165       | 100             | .2      | 298       | 86             | .1      | 246       |
| Teens 12-17     | 2                 |         | 15        | 3                 | .1      | 15        | 2                |         | 12        | 3                | .1      | 19        | 10              | .2      | 31        | 11             | .2      | 16        |
| M 18-34         | 6                 | .1      | 21        | 16                | .2      | 36        | 12               | .1      | 33        | 7                | .1      | 19        | 7               | .1      | 19        | 5              | .1      | 19        |
| W 18-34         | 12                | .1      | 48        | 25                | .3      | 77        | 13               | .2      | 45        | 6                | .1      | 32        | 11              | .1      | 46        | 4              |         | 20        |
| M 18-49         | 22                | .1      | 70        | 41                | .2      | 108       | 34               | .2      | 100       | 10               | .1      | 29        | 19              | .1      | 62        | 20             | .1      | 57        |
| W 18-49         | 36                | .2      | 102       | 54                | .3      | 144       | 37               | .2      | 100       | 10               | .1      | 55        | 31              | .2      | 87        | 21             | .1      | 63        |
| M 25-49         | 18                | .1      | 63        | 37                | .3      | 105       | 29               | .2      | 93        | 8                | .1      | 22        | 18              | .1      | 59        | 20             | .1      | 53        |
| W 25-49         | 30                | .2      | 84        | 43                | .3      | 120       | 32               | .2      | 89        | 8                | .1      | 40        | 28              | .2      | 77        | 19             | .1      | 56        |
| M 25-54         | 30                | .2      | 87        | 49                | .3      | 132       | 40               | .3      | 111       | 10               | .1      | 28        | 21              | .1      | 65        | 29             | .2      | 68        |
| W 25-54         | 38                | .2      | 101       | 50                | .3      | 145       | 36               | .2      | 106       | 9                | .1      | 52        | 34              | .2      | 98        | 21             | .1      | 69        |
| M 35-64         | 32                | .2      | 90        | 42                | .3      | 114       | 36               | .3      | 96        | 7                | .1      | 26        | 19              | .1      | 66        | 31             | .2      | 73        |
| W 35-64         | 42                | .3      | 99        | 45                | .3      | 120       | 32               | .2      | 85        | 8                | .1      | 46        | 39              | .3      | 99        | 27             | .2      | 82        |
| <b>WDSD-FM</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+           | 48                | .1      | 161       | 74                | .1      | 198       | 65               | .1      | 201       | 12               |         | 82        | 52              | .1      | 153       | 37             | .1      | 107       |
| Teens 12-17     | 2                 |         | 10        | 2                 |         | 10        |                  |         |           |                  |         | 9         | 3               | .1      | 20        |                |         |           |
| M 18-34         | 12                | .1      | 28        | 17                | .2      | 42        | 9                | .1      | 26        |                  |         | 17        | 17              | .2      | 29        | 3              |         | 12        |
| W 18-34         | 1                 |         | 3         | 3                 |         | 13        | 3                |         | 22        | 1                |         | 13        | 1               |         | 8         |                |         | 4         |
| M 18-49         | 19                | .1      | 53        | 27                | .2      | 59        | 21               | .1      | 52        | 6                |         | 27        | 22              | .1      | 38        | 21             | .1      | 48        |
| W 18-49         | 5                 |         | 38        | 14                | .1      | 46        | 17               | .1      | 60        | 4                |         | 30        | 7               |         | 25        | 6              |         | 19        |
| M 25-49         | 19                | .1      | 53        | 18                | .1      | 49        | 17               | .1      | 33        | 6                |         | 27        | 13              | .1      | 29        | 21             | .2      | 48        |
| W 25-49         | 4                 |         | 31        | 14                | .1      | 41        | 17               | .1      | 60        | 4                |         | 30        | 7               | .1      | 25        | 6              |         | 19        |
| M 25-54         | 19                | .1      | 53        | 18                | .1      | 49        | 17               | .1      | 33        | 6                |         | 27        | 13              | .1      | 29        | 21             | .1      | 48        |
| W 25-54         | 4                 |         | 35        | 14                | .1      | 41        | 17               | .1      | 63        | 4                |         | 30        | 9               | .1      | 31        | 7              |         | 22        |
| M 35-64         | 10                | .1      | 33        | 13                | .1      | 24        | 18               | .1      | 37        | 6                |         | 27        | 6               |         | 13        | 19             | .1      | 40        |
| W 35-64         | 10                | .1      | 52        | 26                | .2      | 65        | 26               | .2      | 75        | 3                |         | 20        | 16              | .1      | 44        | 10             | .1      | 30        |
| <b>WEEU-AM</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+           | 40                | .1      | 134       | 28                |         | 94        | 7                |         | 42        | 4                |         | 30        | 4               |         | 30        | 4              |         | 22        |
| Teens 12-17     |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-34         |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 18-34         |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-49         |                   |         |           | 1                 |         | 7         |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 18-49         | 1                 |         | 5         | 2                 |         | 5         | 2                |         | 5         |                  |         |           |                 |         |           |                |         | 7         |
| M 25-49         |                   |         |           | 1                 |         | 7         |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 25-49         | 1                 |         | 5         | 2                 |         | 5         | 2                |         | 5         |                  |         |           |                 |         |           |                |         | 7         |
| M 25-54         |                   |         |           | 4                 |         | 15        | 3                |         | 8         | 2                |         | 8         |                 |         |           |                |         |           |
| W 25-54         | 2                 |         | 9         | 2                 |         | 5         | 2                |         | 5         |                  |         |           |                 |         |           |                |         | 7         |
| M 35-64         |                   |         |           | 4                 |         | 15        | 3                |         | 8         | 2                |         | 8         |                 |         |           |                |         |           |
| W 35-64         | 9                 | .1      | 37        | 2                 |         | 5         | 2                |         | 5         |                  |         |           |                 |         |           |                |         | 7         |
| <b>+WEMG-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| <b>WRDR-FM</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+           | 28                |         | 106       | 67                | .1      | 183       | 32               | .1      | 90        | 11               |         | 45        | 23              |         | 78        | 16             |         | 62        |
| Teens 12-17     |                   |         | 2         | 3                 | .1      | 6         | 1                |         | 4         |                  |         | 2         | 2               |         | 4         |                |         | 2         |
| M 18-34         |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 18-34         |                   |         |           | 2                 |         | 13        |                  |         |           |                  |         | 2         |                 |         | 1         |                |         | 1         |
| M 18-49         | 3                 |         | 7         | 4                 |         | 10        | 3                |         | 7         |                  |         |           |                 |         | 8         | 2              |         | 12        |
| W 18-49         | 4                 |         | 12        | 9                 | .1      | 27        | 7                |         | 19        | 3                |         | 9         |                 |         | 1         | 4              |         | 18        |
| M 25-49         | 3                 |         | 7         | 4                 |         | 10        | 3                |         | 7         |                  |         |           |                 |         | 8         | 2              |         | 12        |
| W 25-49         | 4                 |         | 12        | 9                 | .1      | 27        | 7                | .1      | 19        | 3                |         | 9         |                 |         | 1         | 4              |         | 18        |
| M 25-54         | 3                 |         | 7         | 4                 |         | 10        | 3                |         | 10        |                  |         |           |                 |         | 8         | 2              |         | 12        |
| W 25-54         | 4                 |         | 12        | 12                | .1      | 34        | 7                |         | 19        | 3                |         | 9         |                 |         | 1         | 4              |         | 18        |
| M 35-64         | 3                 |         | 7         | 13                | .1      | 25        | 5                |         | 19        | 1                |         | 12        |                 |         | 7         | 2              |         | 12        |
| W 35-64         | 5                 |         | 18        | 19                | .1      | 35        | 11               | .1      | 31        | 3                |         | 6         | 9               | .1      | 21        | 6              |         | 18        |
| <b>WFPG-FM</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+           | 34                | .1      | 99        | 44                | .1      | 127       | 35               | .1      | 100       | 21               |         | 80        | 33              | .1      | 102       | 30             |         | 85        |
| Teens 12-17     | 2                 |         | 6         | 5                 | .1      | 8         |                  |         |           | 1                |         | 2         | 2               |         | 11        |                |         | 6         |
| M 18-34         | 1                 |         | 6         | 4                 |         | 10        | 3                |         | 5         | 2                |         | 3         | 5               | .1      | 5         | 5              | .1      | 7         |
| W 18-34         | 2                 |         | 8         | 3                 |         | 15        | 3                |         | 13        | 4                |         | 17        | 5               | .1      | 17        | 1              |         | 8         |
| M 18-49         | 4                 |         | 17        | 6                 |         | 23        | 6                |         | 15        | 3                |         | 12        | 7               |         | 18        | 6              |         | 11        |
| W 18-49         | 7                 |         | 23        | 10                | .1      | 42        | 8                |         | 36        | 5                |         | 24        | 9               | .1      | 32        | 7              |         | 25        |
| M 25-49         | 3                 |         | 11        | 3                 |         | 15        | 3                |         | 12        | 1                |         | 9         | 2               |         | 13        | 1              |         | 6         |
| W 25-49         | 5                 |         | 20        | 9                 | .1      | 36        | 8                | .1      | 33        | 4                |         | 18        | 7               | .1      | 23        | 6              |         | 19        |
| M 25-54         | 6                 |         | 20        | 5                 |         | 29        | 7                |         | 24        | 2                |         | 15        | 4               |         | 22        | 3              |         | 19        |
| W 25-54         | 11                | .1      | 30        | 10                | .1      | 41        | 10               | .1      | 42        | 7                |         | 30        | 7               |         | 23        | 6              |         | 21        |
| M 35-64         | 8                 | .1      | 29        | 7                 | .1      | 33        | 9                | .1      | 28        | 3                |         | 17        | 6               |         | 27        | 6              |         | 26        |
| W 35-64         | 11                | .1      | 30        | 12                | .1      | 37        | 9                | .1      | 37        | 5                |         | 25        | 8               | .1      | 25        | 8              | .1      | 24        |

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

# DMA Target Listeners

|                |  | AQH and Cume Persons |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
|----------------|--|----------------------|---------|-----------|-------------------|---------|-----------|------------------|---------|-----------|------------------|---------|-----------|-----------------|---------|-----------|----------------|---------|-----------|
|                |  | Saturday 6AM-10AM    |         |           | Saturday 10AM-3PM |         |           | Saturday 3PM-7PM |         |           | Saturday 7PM-MID |         |           | Sunday 10AM-3PM |         |           | Sunday 3PM-7PM |         |           |
|                |  | AQH (00)             | AQH Rtg | Cume (00) | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)        | AQH Rtg | Cume (00) | AQH (00)       | AQH Rtg | Cume (00) |
| <b>WJBR-FM</b> |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          |  | 67                   | .1      | 243       | 128               | .2      | 413       | 76               | .1      | 231       | 36               | .1      | 142       | 82              | .1      | 279       | 47             | .1      | 200       |
| Teens 12-17    |  | 2                    |         | 8         | 9                 | .2      | 28        | 17               | .3      | 25        | 5                | .1      | 13        | 1               |         | 10        | 3              | .1      | 20        |
| M 18-34        |  | 2                    |         | 11        | 8                 | .1      | 24        | 3                |         | 15        |                  |         |           | 4               |         | 9         | 1              |         | 5         |
| W 18-34        |  | 4                    |         | 32        | 5                 | .1      | 41        | 3                |         | 21        | 2                |         | 17        | 14              | .2      | 47        | 2              |         | 20        |
| M 18-49        |  | 5                    |         | 28        | 17                | .1      | 65        | 5                |         | 25        |                  |         |           | 5               |         | 23        | 4              |         | 23        |
| W 18-49        |  | 14                   | .1      | 75        | 34                | .2      | 130       | 28               | .2      | 97        | 14               | .1      | 62        | 28              | .2      | 112       | 16             | .1      | 78        |
| M 25-49        |  | 3                    |         | 22        | 15                | .1      | 59        | 5                |         | 25        |                  |         |           | 5               |         | 23        | 4              |         | 23        |
| W 25-49        |  | 14                   | .1      | 75        | 34                | .2      | 130       | 28               | .2      | 97        | 12               | .1      | 49        | 18              | .1      | 91        | 16             | .1      | 78        |
| M 25-54        |  | 7                    |         | 37        | 27                | .2      | 82        | 10               | .1      | 45        |                  |         |           | 7               |         | 36        | 5              |         | 33        |
| W 25-54        |  | 24                   | .1      | 100       | 49                | .3      | 175       | 29               | .2      | 103       | 15               | .1      | 58        | 27              | .2      | 110       | 18             | .1      | 88        |
| M 35-64        |  | 10                   | .1      | 51        | 26                | .2      | 83        | 8                | .1      | 34        | 1                |         | 4         | 13              | .1      | 38        | 8              | .1      | 40        |
| W 35-64        |  | 32                   | .2      | 94        | 59                | .4      | 175       | 29               | .2      | 94        | 17               | .1      | 64        | 39              | .3      | 140       | 25             | .2      | 96        |
| <b>WKAP-AM</b> |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          |  | 29                   |         | 125       | 52                | .1      | 166       | 30               |         | 84        | 15               |         | 67        | 56              | .1      | 166       | 28             |         | 76        |
| Teens 12-17    |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-34        |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         | 3         |                |         |           |
| W 18-34        |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         | 3         |                |         |           |
| M 18-49        |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         | 6         |                |         |           |
| W 18-49        |  |                      |         | 3         |                   |         | 3         |                  |         |           |                  |         | 1         |                 | 3       | 3         |                |         |           |
| M 25-49        |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         | 3         |                |         |           |
| W 25-49        |  |                      |         | 3         |                   |         | 3         |                  |         |           |                  |         | 1         |                 | 3       | 3         |                |         |           |
| M 25-54        |  | 1                    |         | 3         |                   |         |           | 1                |         | 9         |                  |         |           |                 |         | 3         |                | 2       | 9         |
| W 25-54        |  |                      |         | 3         |                   |         | 3         |                  |         |           |                  |         | 1         |                 | 3       | 4         |                | 1       | 7         |
| M 35-64        |  | 4                    |         | 13        | 4                 |         | 10        | 2                |         | 13        | 2                |         | 7         | 2               |         | 10        | 6              |         | 13        |
| W 35-64        |  | 4                    |         | 20        | 9                 | .1      | 20        | 8                | .1      | 14        | 7                |         | 17        | 11              | .1      | 35        | 4              |         | 14        |
| <b>WKXV-FM</b> |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          |  | 100                  | .2      | 350       | 155               | .3      | 400       | 78               | .1      | 217       | 33               | .1      | 139       | 102             | .2      | 287       | 65             | .1      | 212       |
| Teens 12-17    |  | 3                    | .1      | 13        | 15                | .3      | 26        | 9                | .2      | 9         | 6                | .1      | 14        | 4               | .1      | 13        | 7              | .1      | 13        |
| M 18-34        |  | 9                    | .1      | 15        | 9                 | .1      | 18        | 2                |         | 10        |                  |         |           | 6               | .1      | 9         | 2              |         | 11        |
| W 18-34        |  | 4                    |         | 14        | 16                | .2      | 54        | 1                |         | 3         | 4                |         | 23        | 9               | .1      | 30        | 1              |         | 15        |
| M 18-49        |  | 28                   | .2      | 75        | 35                | .2      | 110       | 21               | .1      | 45        | 8                |         | 29        | 11              | .1      | 41        | 8              |         | 44        |
| W 18-49        |  | 22                   | .1      | 100       | 27                | .2      | 108       | 8                |         | 44        | 8                |         | 56        | 21              | .1      | 89        | 6              |         | 36        |
| M 25-49        |  | 28                   | .2      | 75        | 35                | .3      | 110       | 21               | .2      | 45        | 8                | .1      | 29        | 11              | .1      | 41        | 8              | .1      | 38        |
| W 25-49        |  | 19                   | .1      | 90        | 21                | .2      | 92        | 8                | .1      | 44        | 6                |         | 48        | 15              | .1      | 80        | 6              |         | 29        |
| M 25-54        |  | 34                   | .2      | 96        | 38                | .2      | 127       | 21               | .1      | 45        | 8                | .1      | 29        | 14              | .1      | 47        | 13             | .1      | 50        |
| W 25-54        |  | 23                   | .1      | 115       | 37                | .2      | 125       | 14               | .1      | 70        | 7                |         | 55        | 27              | .2      | 104       | 16             | .1      | 57        |
| M 35-64        |  | 41                   | .3      | 146       | 54                | .4      | 145       | 29               | .2      | 62        | 15               | .1      | 47        | 28              | .2      | 68        | 21             | .2      | 81        |
| W 35-64        |  | 30                   | .2      | 129       | 42                | .3      | 110       | 18               | .1      | 86        | 6                |         | 51        | 37              | .3      | 110       | 26             | .2      | 70        |
| <b>WLEV-FM</b> |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          |  | 79                   | .1      | 251       | 138               | .2      | 391       | 79               | .1      | 283       | 60               | .1      | 209       | 87              | .1      | 265       | 54             | .1      | 223       |
| Teens 12-17    |  | 3                    | .1      | 13        | 6                 | .1      | 12        | 3                | .1      | 18        | 5                | .1      | 17        | 7               | .1      | 26        | 8              | .1      | 38        |
| M 18-34        |  | 1                    |         | 10        | 6                 | .1      | 17        | 5                | .1      | 10        | 4                |         | 7         | 5               | .1      | 14        | 4              |         | 7         |
| W 18-34        |  | 8                    | .1      | 44        | 19                | .2      | 58        | 9                | .1      | 41        | 10               | .1      | 33        | 15              | .2      | 40        | 8              | .1      | 36        |
| M 18-49        |  | 17                   | .1      | 42        | 32                | .2      | 86        | 16               | .1      | 42        | 21               | .1      | 37        | 18              | .1      | 61        | 16             | .1      | 47        |
| W 18-49        |  | 29                   | .2      | 102       | 53                | .3      | 155       | 28               | .2      | 103       | 21               | .1      | 78        | 32              | .2      | 106       | 18             | .1      | 82        |
| M 25-49        |  | 17                   | .1      | 42        | 32                | .2      | 86        | 16               | .1      | 42        | 20               | .1      | 34        | 18              | .1      | 61        | 16             | .1      | 47        |
| W 25-49        |  | 25                   | .2      | 79        | 46                | .3      | 141       | 24               | .2      | 86        | 20               | .1      | 75        | 31              | .2      | 94        | 16             | .1      | 65        |
| M 25-54        |  | 22                   | .1      | 57        | 38                | .2      | 111       | 19               | .1      | 51        | 22               | .1      | 48        | 24              | .2      | 73        | 17             | .1      | 62        |
| W 25-54        |  | 30                   | .2      | 95        | 54                | .3      | 165       | 35               | .2      | 126       | 27               | .2      | 98        | 37              | .2      | 110       | 20             | .1      | 76        |
| M 35-64        |  | 22                   | .2      | 57        | 36                | .3      | 112       | 15               | .1      | 51        | 20               | .1      | 59        | 26              | .2      | 73        | 14             | .1      | 59        |
| W 35-64        |  | 34                   | .2      | 101       | 61                | .4      | 152       | 34               | .2      | 118       | 20               | .1      | 81        | 29              | .2      | 96        | 17             | .1      | 72        |
| <b>WNJO-FM</b> |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          |  | 46                   | .1      | 161       | 99                | .2      | 343       | 52               | .1      | 195       | 27               |         | 143       | 75              | .1      | 260       | 61             | .1      | 162       |
| Teens 12-17    |  | 1                    |         | 8         | 10                | .2      | 32        | 6                | .1      | 16        |                  |         | 8         | 1               |         | 8         |                |         |           |
| M 18-34        |  |                      |         |           |                   |         |           |                  |         |           |                  |         |           | 2               |         | 9         |                | .1      | 9         |
| W 18-34        |  | 4                    |         | 19        | 6                 | .1      | 21        | 2                |         | 10        | 2                |         | 17        | 17              | .2      | 46        | 16             | .2      | 32        |
| M 18-49        |  | 8                    |         | 18        | 23                | .1      | 63        | 13               | .1      | 39        | 13               | .1      | 37        | 8               |         | 37        | 11             | .1      | 26        |
| W 18-49        |  | 15                   | .1      | 52        | 29                | .2      | 137       | 17               | .1      | 70        | 5                |         | 36        | 21              | .1      | 75        | 23             | .1      | 69        |
| M 25-49        |  | 8                    | .1      | 18        | 23                | .2      | 63        | 13               | .1      | 39        | 13               | .1      | 37        | 8               | .1      | 37        | 11             | .1      | 26        |
| W 25-49        |  | 15                   | .1      | 52        | 25                | .2      | 128       | 15               | .1      | 60        | 5                |         | 36        | 20              | .1      | 66        | 22             | .2      | 60        |
| M 25-54        |  | 11                   | .1      | 34        | 24                | .2      | 69        | 13               | .1      | 39        | 16               | .1      | 54        | 10              | .1      | 52        | 12             | .1      | 41        |
| W 25-54        |  | 25                   | .2      | 79        | 34                | .2      | 161       | 20               | .1      | 78        | 7                |         | 55        | 30              | .2      | 105       | 26             | .2      | 71        |
| M 35-64        |  | 13                   | .1      | 47        | 30                | .2      | 90        | 16               | .1      | 58        | 19               | .1      | 73        | 16              | .1      | 73        | 4              |         | 44        |
| W 35-64        |  | 28                   | .2      | 87        | 45                | .3      | 183       | 24               | .2      | 100       | 6                |         | 45        | 31              | .2      | 116       | 26             | .2      | 69        |

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



# DMA Target Listeners

## AQH and Cume Persons

|                | Saturday 6AM-10AM |         |           | Saturday 10AM-3PM |         |           | Saturday 3PM-7PM |         |           | Saturday 7PM-MID |         |           | Sunday 10AM-3PM |         |           | Sunday 3PM-7PM |         |           |
|----------------|-------------------|---------|-----------|-------------------|---------|-----------|------------------|---------|-----------|------------------|---------|-----------|-----------------|---------|-----------|----------------|---------|-----------|
|                | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)        | AQH Rtg | Cume (00) | AQH (00)       | AQH Rtg | Cume (00) |
| <b>WODE-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 82                | .1      | 301       | 114               | .2      | 378       | 73               | .1      | 233       | 46               | .1      | 202       | 90              | .1      | 288       | 74             | .1      | 210       |
| Teens 12-17    | 1                 |         | 11        | 5                 | .1      | 33        | 2                |         | 16        |                  |         | 3         | 4               | .1      | 16        | 2              |         | 3         |
| M 18-34        | 4                 |         | 10        | 3                 |         | 17        | 5                | .1      | 14        | 2                |         | 16        | 8               | .1      | 24        | 5              | .1      | 10        |
| W 18-34        | 7                 | .1      | 25        | 7                 | .1      | 35        | 1                |         | 7         | 6                | .1      | 34        | 3               |         | 7         | 6              | .1      | 22        |
| M 18-49        | 10                | .1      | 41        | 25                | .1      | 93        | 23               | .1      | 68        | 13               | .1      | 58        | 22              | .1      | 72        | 19             | .1      | 47        |
| W 18-49        | 25                | .1      | 96        | 20                | .1      | 92        | 12               | .1      | 46        | 18               | .1      | 74        | 11              | .1      | 44        | 14             | .1      | 53        |
| M 25-49        | 9                 | .1      | 37        | 24                | .2      | 86        | 17               | .1      | 54        | 11               | .1      | 42        | 16              | .1      | 54        | 15             | .1      | 44        |
| W 25-49        | 21                | .2      | 85        | 19                | .1      | 81        | 12               | .1      | 46        | 14               | .1      | 47        | 8               | .1      | 37        | 11             | .1      | 46        |
| M 25-54        | 11                | .1      | 45        | 30                | .2      | 100       | 25               | .2      | 68        | 17               | .1      | 59        | 18              | .1      | 71        | 19             | .1      | 58        |
| W 25-54        | 35                | .2      | 110       | 30                | .2      | 108       | 19               | .1      | 61        | 16               | .1      | 52        | 15              | .1      | 70        | 16             | .1      | 64        |
| M 35-64        | 20                | .1      | 82        | 33                | .2      | 103       | 28               | .2      | 79        | 19               | .1      | 76        | 24              | .2      | 99        | 28             | .2      | 80        |
| W 35-64        | 42                | .3      | 138       | 46                | .3      | 125       | 26               | .2      | 81        | 15               | .1      | 49        | 32              | .2      | 108       | 26             | .2      | 83        |
| <b>WPST-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 67                | .1      | 334       | 212               | .3      | 858       | 124              | .2      | 588       | 100              | .2      | 477       | 148             | .2      | 701       | 135            | .2      | 561       |
| Teens 12-17    | 19                | .3      | 85        | 43                | .8      | 185       | 28               | .5      | 131       | 31               | .6      | 116       | 45              | .8      | 196       | 29             | .5      | 121       |
| M 18-34        | 8                 | .1      | 60        | 20                | .2      | 108       | 24               | .3      | 107       | 27               | .3      | 113       | 26              | .3      | 137       | 40             | .5      | 146       |
| W 18-34        | 14                | .2      | 103       | 60                | .7      | 270       | 30               | .4      | 195       | 18               | .2      | 136       | 30              | .4      | 176       | 37             | .4      | 154       |
| M 18-49        | 15                | .1      | 91        | 44                | .3      | 195       | 35               | .2      | 152       | 33               | .2      | 143       | 36              | .2      | 182       | 52             | .3      | 194       |
| W 18-49        | 29                | .2      | 153       | 113               | .7      | 432       | 58               | .3      | 283       | 34               | .2      | 192       | 64              | .4      | 313       | 50             | .3      | 227       |
| M 25-49        | 15                | .1      | 91        | 37                | .3      | 152       | 28               | .2      | 121       | 22               | .2      | 82        | 32              | .2      | 140       | 39             | .3      | 138       |
| W 25-49        | 22                | .2      | 97        | 91                | .7      | 345       | 41               | .3      | 190       | 25               | .2      | 124       | 57              | .4      | 251       | 34             | .2      | 148       |
| M 25-54        | 15                | .1      | 91        | 37                | .2      | 152       | 28               | .2      | 121       | 23               | .1      | 93        | 32              | .2      | 140       | 39             | .2      | 145       |
| W 25-54        | 22                | .1      | 97        | 93                | .6      | 349       | 42               | .3      | 197       | 26               | .2      | 131       | 57              | .4      | 251       | 34             | .2      | 148       |
| M 35-64        | 7                 | .1      | 31        | 27                | .2      | 99        | 12               | .1      | 45        | 7                | .1      | 41        | 10              | .1      | 46        | 15             | .1      | 57        |
| W 35-64        | 20                | .1      | 55        | 62                | .4      | 195       | 30               | .2      | 110       | 17               | .1      | 72        | 37              | .3      | 146       | 14             | .1      | 83        |
| <b>WPUR-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 31                | .1      | 102       | 61                | .1      | 133       | 37               | .1      | 99        | 16               |         | 50        | 34              | .1      | 84        | 33             | .1      | 79        |
| Teens 12-17    | 2                 |         | 10        | 3                 | .1      | 10        | 4                | .1      | 12        | 5                | .1      | 11        | 4               | .1      | 11        | 6              | .1      | 12        |
| M 18-34        | 4                 |         | 12        | 4                 |         | 10        | 6                | .1      | 14        | 2                |         | 7         | 2               |         | 4         | 5              | .1      | 12        |
| W 18-34        | 4                 |         | 23        | 10                | .1      | 26        | 6                | .1      | 19        | 3                |         | 7         | 5               | .1      | 10        | 9              | .1      | 15        |
| M 18-49        | 6                 |         | 19        | 10                | .1      | 21        | 8                |         | 20        | 4                |         | 11        | 5               |         | 18        | 8              |         | 21        |
| W 18-49        | 7                 |         | 41        | 17                | .1      | 41        | 7                |         | 21        | 5                |         | 15        | 12              | .1      | 26        | 12             | .1      | 23        |
| M 25-49        | 6                 |         | 17        | 9                 | .1      | 19        | 6                |         | 16        | 3                |         | 9         | 5               |         | 16        | 6              |         | 19        |
| W 25-49        | 6                 |         | 30        | 14                | .1      | 30        | 6                |         | 16        | 5                |         | 15        | 12              | .1      | 26        | 12             | .1      | 20        |
| M 25-54        | 9                 | .1      | 24        | 11                | .1      | 21        | 7                |         | 19        | 4                |         | 12        | 7               |         | 19        | 8              | .1      | 23        |
| W 25-54        | 10                | .1      | 36        | 16                | .1      | 39        | 6                |         | 16        | 5                |         | 15        | 14              | .1      | 29        | 12             | .1      | 20        |
| M 35-64        | 6                 |         | 14        | 22                | .2      | 28        | 16               | .1      | 35        | 4                |         | 11        | 8               | .1      | 20        | 7              | .1      | 20        |
| W 35-64        | 8                 | .1      | 28        | 16                | .1      | 43        | 3                |         | 11        | 3                |         | 8         | 13              | .1      | 30        | 4              |         | 15        |
| <b>WRDX-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 18                |         | 85        | 51                | .1      | 174       | 45               | .1      | 134       | 8                |         | 59        | 18              |         | 62        | 17             |         | 62        |
| Teens 12-17    | 1                 |         | 8         | 1                 |         | 10        | 4                | .1      | 15        |                  |         |           |                 |         |           | 1              |         | 6         |
| M 18-34        | 6                 | .1      | 34        | 23                | .3      | 59        | 19               | .2      | 44        | 5                | .1      | 38        | 1               |         | 5         | 2              |         | 16        |
| W 18-34        |                   |         |           | 6                 | .1      | 23        | 1                |         | 9         | 2                |         | 9         | 6               | .1      | 13        | 3              |         | 9         |
| M 18-49        | 10                | .1      | 55        | 31                | .2      | 99        | 22               | .1      | 61        | 6                |         | 42        | 6               |         | 22        | 10             | .1      | 35        |
| W 18-49        | 1                 |         | 7         | 15                | .1      | 57        | 8                |         | 30        | 2                |         | 13        | 7               |         | 24        | 6              |         | 20        |
| M 25-49        | 9                 | .1      | 45        | 29                | .2      | 90        | 21               | .2      | 50        | 4                |         | 33        | 6               |         | 22        | 10             | .1      | 35        |
| W 25-49        | 1                 |         | 7         | 11                | .1      | 46        | 7                | .1      | 26        |                  |         | 8         | 2               |         | 19        | 3              |         | 15        |
| M 25-54        | 9                 | .1      | 49        | 29                | .2      | 94        | 21               | .1      | 52        | 4                |         | 33        | 6               |         | 22        | 10             | .1      | 35        |
| W 25-54        | 3                 |         | 14        | 11                | .1      | 46        | 10               | .1      | 33        |                  |         | 8         | 5               |         | 26        | 3              |         | 15        |
| M 35-64        | 8                 | .1      | 29        | 12                | .1      | 47        | 7                | .1      | 21        | 2                |         | 8         | 5               |         | 17        | 8              | .1      | 19        |
| W 35-64        | 3                 |         | 14        | 9                 | .1      | 33        | 10               | .1      | 33        |                  |         | 4         | 4               |         | 18        | 3              |         | 11        |
| <b>WRFY-FM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 59                | .1      | 215       | 110               | .2      | 408       | 77               | .1      | 236       | 42               | .1      | 144       | 86              | .1      | 260       | 65             | .1      | 214       |
| Teens 12-17    | 4                 | .1      | 14        | 7                 | .1      | 28        | 8                | .1      | 36        | 4                | .1      | 13        | 5               | .1      | 19        | 10             | .2      | 33        |
| M 18-34        | 8                 | .1      | 22        | 12                | .1      | 42        | 9                | .1      | 35        | 16               | .2      | 37        | 10              | .1      | 64        | 3              |         | 37        |
| W 18-34        | 22                | .3      | 72        | 43                | .5      | 119       | 26               | .3      | 66        | 11               | .1      | 35        | 25              | .3      | 66        | 26             | .3      | 67        |
| M 18-49        | 22                | .1      | 81        | 36                | .2      | 140       | 33               | .2      | 97        | 19               | .1      | 59        | 32              | .2      | 118       | 15             | .1      | 73        |
| W 18-49        | 33                | .2      | 120       | 61                | .4      | 205       | 37               | .2      | 99        | 18               | .1      | 61        | 45              | .3      | 111       | 40             | .2      | 107       |
| M 25-49        | 20                | .1      | 71        | 35                | .3      | 130       | 30               | .2      | 91        | 9                | .1      | 31        | 27              | .2      | 83        | 14             | .1      | 53        |
| W 25-49        | 28                | .2      | 111       | 44                | .3      | 139       | 28               | .2      | 75        | 12               | .1      | 41        | 36              | .3      | 83        | 29             | .2      | 64        |
| M 25-54        | 20                | .1      | 71        | 38                | .2      | 147       | 30               | .2      | 91        | 10               | .1      | 38        | 31              | .2      | 91        | 14             | .1      | 53        |
| W 25-54        | 28                | .2      | 111       | 45                | .3      | 144       | 29               | .2      | 79        | 13               | .1      | 45        | 36              | .2      | 87        | 29             | .2      | 64        |
| M 35-64        | 14                | .1      | 59        | 29                | .2      | 122       | 24               | .2      | 62        | 4                |         | 30        | 26              | .2      | 62        | 12             | .1      | 37        |
| W 35-64        | 11                | .1      | 47        | 20                | .1      | 97        | 11               | .1      | 37        | 6                |         | 29        | 20              | .1      | 49        | 14             | .1      | 40        |

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

DMA Target Listeners

# DMA Target Listeners

|                |  | <b>AQH and Cume Persons</b> |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
|----------------|--|-----------------------------|------------|--------------|----------------------|------------|--------------|---------------------|------------|--------------|---------------------|------------|--------------|--------------------|------------|--------------|-------------------|------------|--------------|
|                |  | Saturday<br>6AM-10AM        |            |              | Saturday<br>10AM-3PM |            |              | Saturday<br>3PM-7PM |            |              | Saturday<br>7PM-MID |            |              | Sunday<br>10AM-3PM |            |              | Sunday<br>3PM-7PM |            |              |
|                |  | AQH<br>(00)                 | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)          | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)         | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)         | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)        | AQH<br>Rtg | Cume<br>(00) | AQH<br>(00)       | AQH<br>Rtg | Cume<br>(00) |
| <b>WSTW-FM</b> |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| P 12+          |  | 55                          | .1         | 242          | 89                   | .1         | 385          | 54                  | .1         | 244          | 24                  |            | 159          | 72                 | .1         | 367          | 46                | .1         | 190          |
| Teens 12-17    |  | 3                           | .1         | 33           | 3                    | .1         | 27           | 4                   | .1         | 15           | 2                   |            | 16           | 6                  | .1         | 37           | 2                 |            | 14           |
| M 18-34        |  | 5                           | .1         | 34           | 15                   | .2         | 55           | 5                   | .1         | 38           | 4                   |            | 32           | 22                 | .3         | 85           | 12                | .1         | 28           |
| W 18-34        |  | 13                          | .2         | 69           | 31                   | .4         | 160          | 18                  | .2         | 91           | 9                   | .1         | 50           | 15                 | .2         | 83           | 13                | .2         | 61           |
| M 18-49        |  | 24                          | .1         | 86           | 28                   | .2         | 107          | 11                  | .1         | 61           | 9                   | .1         | 57           | 29                 | .2         | 134          | 21                | .1         | 63           |
| W 18-49        |  | 27                          | .2         | 116          | 51                   | .3         | 221          | 34                  | .2         | 150          | 12                  | .1         | 76           | 29                 | .2         | 154          | 21                | .1         | 99           |
| M 25-49        |  | 21                          | .2         | 79           | 24                   | .2         | 101          | 11                  | .1         | 55           | 8                   | .1         | 43           | 22                 | .2         | 104          | 18                | .1         | 57           |
| W 25-49        |  | 23                          | .2         | 94           | 44                   | .3         | 184          | 26                  | .2         | 122          | 6                   |            | 50           | 26                 | .2         | 136          | 20                | .1         | 95           |
| M 25-54        |  | 21                          | .1         | 79           | 24                   | .2         | 101          | 11                  | .1         | 55           | 8                   | .1         | 43           | 22                 | .1         | 104          | 18                | .1         | 57           |
| W 25-54        |  | 24                          | .1         | 97           | 46                   | .3         | 193          | 27                  | .2         | 125          | 6                   |            | 53           | 30                 | .2         | 155          | 22                | .1         | 105          |
| M 35-64        |  | 19                          | .1         | 52           | 13                   | .1         | 62           | 6                   |            | 23           | 5                   |            | 25           | 10                 | .1         | 61           | 10                | .1         | 39           |
| W 35-64        |  | 15                          | .1         | 51           | 24                   | .2         | 74           | 18                  | .1         | 65           | 3                   |            | 29           | 18                 | .1         | 94           | 10                | .1         | 48           |
| <b>WZXL-FM</b> |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| P 12+          |  | 19                          |            | 74           | 35                   | .1         | 119          | 32                  | .1         | 97           | 24                  |            | 80           | 29                 |            | 120          | 35                | .1         | 105          |
| Teens 12-17    |  | 1                           |            | 6            | 3                    | .1         | 9            | 4                   | .1         | 17           | 4                   | .1         | 14           | 4                  | .1         | 13           | 4                 | .1         | 15           |
| M 18-34        |  | 6                           | .1         | 21           | 14                   | .2         | 41           | 14                  | .2         | 28           | 4                   |            | 20           | 9                  | .1         | 36           | 14                | .2         | 46           |
| W 18-34        |  | 4                           |            | 10           | 3                    |            | 14           | 3                   |            | 12           | 12                  | .1         | 22           | 2                  |            | 11           | 2                 |            | 6            |
| M 18-49        |  | 11                          | .1         | 46           | 25                   | .1         | 82           | 23                  | .1         | 54           | 6                   |            | 28           | 18                 | .1         | 71           | 20                | .1         | 64           |
| W 18-49        |  | 6                           |            | 22           | 5                    |            | 22           | 5                   |            | 22           | 13                  | .1         | 38           | 7                  |            | 32           | 10                | .1         | 21           |
| M 25-49        |  | 9                           | .1         | 39           | 17                   | .1         | 60           | 14                  | .1         | 39           | 5                   |            | 24           | 11                 | .1         | 43           | 11                | .1         | 43           |
| W 25-49        |  | 6                           |            | 22           | 4                    |            | 17           | 3                   |            | 16           | 2                   |            | 19           | 7                  | .1         | 26           | 9                 | .1         | 17           |
| M 25-54        |  | 9                           | .1         | 39           | 17                   | .1         | 62           | 14                  | .1         | 41           | 5                   |            | 24           | 12                 | .1         | 45           | 11                | .1         | 43           |
| W 25-54        |  | 6                           |            | 22           | 4                    |            | 17           | 3                   |            | 16           | 2                   |            | 19           | 7                  |            | 26           | 9                 | .1         | 20           |
| M 35-64        |  | 5                           |            | 25           | 13                   | .1         | 46           | 9                   | .1         | 27           | 3                   |            | 8            | 9                  | .1         | 38           | 6                 |            | 18           |
| W 35-64        |  | 2                           |            | 12           | 1                    |            | 9            | 2                   |            | 13           | 2                   |            | 17           | 5                  |            | 23           | 8                 | .1         | 20           |
| <b>WZZO-FM</b> |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| P 12+          |  | 69                          | .1         | 248          | 99                   | .2         | 318          | 75                  | .1         | 273          | 34                  | .1         | 121          | 56                 | .1         | 247          | 59                | .1         | 183          |
| Teens 12-17    |  | 3                           | .1         | 11           | 4                    | .1         | 15           | 6                   | .1         | 20           |                     |            | 3            | 1                  |            | 7            |                   |            | 3            |
| M 18-34        |  | 16                          | .2         | 82           | 22                   | .3         | 72           | 15                  | .2         | 69           | 12                  | .1         | 53           | 23                 | .3         | 92           | 17                | .2         | 58           |
| W 18-34        |  | 5                           | .1         | 27           | 14                   | .2         | 56           | 20                  | .2         | 54           | 9                   | .1         | 35           | 15                 | .2         | 66           | 18                | .2         | 50           |
| M 18-49        |  | 42                          | .3         | 156          | 54                   | .3         | 185          | 33                  | .2         | 128          | 15                  | .1         | 67           | 31                 | .2         | 142          | 34                | .2         | 106          |
| W 18-49        |  | 13                          | .1         | 58           | 27                   | .2         | 86           | 27                  | .2         | 93           | 18                  | .1         | 51           | 21                 | .1         | 87           | 23                | .1         | 61           |
| M 25-49        |  | 39                          | .3         | 136          | 48                   | .4         | 154          | 26                  | .2         | 97           | 9                   | .1         | 49           | 23                 | .2         | 98           | 29                | .2         | 88           |
| W 25-49        |  | 10                          | .1         | 47           | 24                   | .2         | 72           | 18                  | .1         | 76           | 11                  | .1         | 26           | 18                 | .1         | 73           | 20                | .1         | 54           |
| M 25-54        |  | 46                          | .3         | 146          | 52                   | .3         | 170          | 27                  | .2         | 107          | 9                   | .1         | 49           | 25                 | .2         | 103          | 30                | .2         | 91           |
| W 25-54        |  | 13                          | .1         | 52           | 29                   | .2         | 80           | 22                  | .1         | 81           | 11                  | .1         | 26           | 19                 | .1         | 79           | 21                | .1         | 64           |
| M 35-64        |  | 35                          | .3         | 92           | 40                   | .3         | 137          | 21                  | .2         | 81           | 4                   |            | 14           | 11                 | .1         | 56           | 18                | .1         | 51           |
| W 35-64        |  | 10                          | .1         | 36           | 18                   | .1         | 39           | 10                  | .1         | 45           | 9                   | .1         | 16           | 7                  |            | 27           | 6                 |            | 21           |
| <b>WIOV-FM</b> |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| P 12+          |  | 48                          | .1         | 148          | 73                   | .1         | 180          | 58                  | .1         | 131          | 32                  | .1         | 89           | 41                 | .1         | 121          | 37                | .1         | 126          |
| Teens 12-17    |  |                             |            |              |                      |            |              |                     |            |              |                     |            |              |                    |            |              |                   |            |              |
| M 18-34        |  | 11                          | .1         | 19           | 12                   | .1         | 19           | 10                  | .1         | 20           | 2                   |            | 9            | 5                  | .1         | 13           | 8                 | .1         | 32           |
| W 18-34        |  | 4                           |            | 8            | 2                    |            | 16           |                     |            | 16           | 6                   | .1         | 8            | 6                  | .1         | 16           | 2                 |            | 8            |
| M 18-49        |  | 16                          | .1         | 40           | 23                   | .1         | 53           | 19                  | .1         | 54           | 14                  | .1         | 30           | 18                 | .1         | 41           | 19                | .1         | 66           |
| W 18-49        |  | 11                          | .1         | 31           | 20                   | .1         | 51           | 12                  | .1         | 30           | 12                  | .1         | 21           | 7                  |            | 21           | 4                 |            | 15           |
| M 25-49        |  | 14                          | .1         | 30           | 13                   | .1         | 43           | 9                   | .1         | 35           | 14                  | .1         | 30           | 13                 | .1         | 31           | 14                | .1         | 47           |
| W 25-49        |  | 7                           | .1         | 23           | 18                   | .1         | 35           | 12                  | .1         | 30           | 12                  | .1         | 21           | 3                  |            | 12           | 2                 |            | 7            |
| M 25-54        |  | 14                          | .1         | 30           | 20                   | .1         | 51           | 17                  | .1         | 42           | 16                  | .1         | 38           | 15                 | .1         | 40           | 22                | .1         | 64           |
| W 25-54        |  | 7                           |            | 23           | 18                   | .1         | 35           | 12                  | .1         | 30           | 12                  | .1         | 21           | 4                  |            | 17           | 3                 |            | 11           |
| M 35-64        |  | 9                           | .1         | 45           | 24                   | .2         | 51           | 25                  | .2         | 59           | 17                  | .1         | 45           | 15                 | .1         | 45           | 21                | .2         | 59           |
| W 35-64        |  | 10                          | .1         | 37           | 21                   | .1         | 63           | 13                  | .1         | 37           | 7                   |            | 28           | 2                  |            | 16           | 3                 |            | 11           |

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

# DMA Target Listeners

## AQH and Cume Persons

|                | Saturday 6AM-10AM |         |           | Saturday 10AM-3PM |         |           | Saturday 3PM-7PM |         |           | Saturday 7PM-MID |         |           | Sunday 10AM-3PM |         |           | Sunday 3PM-7PM |         |           |
|----------------|-------------------|---------|-----------|-------------------|---------|-----------|------------------|---------|-----------|------------------|---------|-----------|-----------------|---------|-----------|----------------|---------|-----------|
|                | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)          | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)         | AQH Rtg | Cume (00) | AQH (00)        | AQH Rtg | Cume (00) | AQH (00)       | AQH Rtg | Cume (00) |
| <b>VOR -AM</b> |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 51                | .1      | 114       | 52                | .1      | 134       | 25               |         | 54        | 22               |         | 59        | 18              |         | 57        | 5              |         | 32        |
| Teens 12-17    |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-34        |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 18-34        |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| M 18-49        |                   |         | 4         | 3                 |         | 8         |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 18-49        |                   |         |           | 4                 |         | 15        |                  |         | 3         |                  |         | 3         | 1               |         | 7         |                |         | 3         |
| M 25-49        |                   |         | 4         | 3                 |         | 8         |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 25-49        |                   |         |           | 4                 |         | 15        |                  |         | 3         |                  |         | 3         | 1               |         | 7         |                |         | 3         |
| M 25-54        |                   |         | 4         | 3                 |         | 8         |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| W 25-54        |                   |         |           | 6                 |         | 19        |                  |         | 3         |                  |         | 3         | 1               |         | 7         |                |         | 3         |
| M 35-64        | 10                | .1      | 14        | 4                 |         | 17        | 3                |         | 10        | 2                |         | 10        |                 |         |           | 1              |         | 10        |
| W 35-64        | 6                 |         | 9         | 14                | .1      | 31        | 1                |         | 7         | 4                |         | 12        | 1               |         | 7         | 1              |         | 12        |
| <b>TOTALS</b>  |                   |         |           |                   |         |           |                  |         |           |                  |         |           |                 |         |           |                |         |           |
| P 12+          | 7735              | 12.7    | 21629     | 11818             | 19.4    | 29916     | 8152             | 13.4    | 21845     | 4611             | 7.6     | 14905     | 8521            | 14.0    | 23785     | 6001           | 9.9     | 16488     |
| Teens 12-17    | 343               | 6.1     | 1301      | 787               | 14.1    | 2410      | 641              | 11.5    | 1927      | 547              | 9.8     | 1754      | 534             | 9.5     | 1937      | 513            | 9.2     | 1555      |
| M 18-34        | 848               | 10.0    | 2358      | 1659              | 19.5    | 3819      | 1203             | 14.2    | 2974      | 798              | 9.4     | 2334      | 1124            | 13.2    | 3012      | 902            | 10.6    | 2354      |
| W 18-34        | 698               | 8.2     | 2263      | 1643              | 19.4    | 4386      | 1109             | 13.1    | 3239      | 780              | 9.2     | 2527      | 1120            | 13.2    | 3361      | 817            | 9.7     | 2355      |
| M 18-49        | 1950              | 11.6    | 5353      | 3243              | 19.3    | 7838      | 2340             | 14.0    | 5980      | 1417             | 8.4     | 4259      | 2246            | 13.4    | 6079      | 1771           | 10.6    | 4591      |
| W 18-49        | 1702              | 9.9     | 5299      | 3401              | 19.8    | 9059      | 2380             | 13.8    | 6619      | 1384             | 8.1     | 4530      | 2392            | 13.9    | 6989      | 1666           | 9.7     | 4832      |
| M 25-49        | 1719              | 12.7    | 4708      | 2666              | 19.7    | 6515      | 1862             | 13.8    | 4914      | 1080             | 8.0     | 3271      | 1850            | 13.7    | 4976      | 1441           | 10.7    | 3677      |
| W 25-49        | 1454              | 10.4    | 4500      | 2750              | 19.7    | 7287      | 1889             | 13.5    | 5263      | 980              | 7.0     | 3309      | 1945            | 13.9    | 5693      | 1367           | 9.8     | 3898      |
| M 25-54        | 2076              | 13.2    | 5643      | 3133              | 20.0    | 7650      | 2148             | 13.7    | 5700      | 1234             | 7.9     | 3811      | 2150            | 13.7    | 5796      | 1663           | 10.6    | 4273      |
| W 25-54        | 1826              | 11.2    | 5452      | 3211              | 19.7    | 8409      | 2198             | 13.5    | 6134      | 1093             | 6.7     | 3751      | 2286            | 14.0    | 6642      | 1613           | 9.9     | 4517      |
| M 35-64        | 2067              | 15.1    | 5479      | 2659              | 19.5    | 6727      | 1882             | 13.8    | 4935      | 961              | 7.0     | 3189      | 1911            | 14.0    | 5201      | 1391           | 10.2    | 3678      |
| W 35-64        | 1981              | 13.6    | 5632      | 3007              | 20.6    | 7632      | 2028             | 13.9    | 5509      | 895              | 6.1     | 3099      | 2264            | 15.5    | 6125      | 1466           | 10.0    | 4048      |

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

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*Notations*

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*Notations*

# Arbitron Radio Reliability Tables

Table A

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

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

## Instructions

### Estimating the Reliability of Audience Ratings Estimates

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

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

#### 1. Determine an estimate of standard error:

**a.** For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 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,  $2.9 \pm 0.18$  yields a confidence interval of 2.72 to 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 to 3.20. Interpretation: The user can be 90% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.6 and 3.2.

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

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

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

### Estimating Effective Sample Base (ESB) Sizes/

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

## For Additional Methodology Details

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

## Limitations

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

### Metro Table B

Average Quarter-Hour Estimates

| Metro Survey Area    | All Cume Estimates | Sat 6A-10A | Weekend    | Sat 10A-3P | Mon-Fri    | Mon-Fri | Weekend | Mon-Fri | Mon-Fri | Mon-Sun | Mon-Sun |
|----------------------|--------------------|------------|------------|------------|------------|---------|---------|---------|---------|---------|---------|
|                      |                    | Sat 3P-7P  | Sun 6A-10A | 10A-7P     | Sun 7P-MID | 6A-10A  |         | 10A-3P  |         |         |         |
| <b>Persons 12+</b>   | 55.72              | 83.78      | 102.12     | 82.92      | 103.97     | 104.95  | 122.79  | 123.08  | 114.33  | 126.64  | 132.03  |
| <b>Persons 18+</b>   | *****              | *****      | 97.70      | *****      | *****      | 96.76   | *****   | 118.00  | *****   | *****   | 126.58  |
| <b>Men</b>           |                    |            |            |            |            |         |         |         |         |         |         |
| 18+                  | 40.37              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 97.69   |
| 18-24                | 13.85              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 40.38   |
| 25-34                | 18.42              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 48.84   |
| 35-44                | 19.43              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 48.78   |
| 45-54                | 18.72              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 46.37   |
| 55-64                | 14.35              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 38.74   |
| 65+                  | 16.04              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 34.97   |
| 12-24                | 20.15              | 35.48      | *****      | 34.53      | 44.73      | 42.13   | 52.42   | *****   | 47.22   | *****   | 56.48   |
| 18-34                | 23.35              | 36.63      | 44.87      | 35.36      | 47.80      | 44.83   | 54.27   | 54.21   | 52.60   | *****   | 61.47   |
| 18-49                | 33.03              | 51.24      | 59.81      | 49.65      | 64.97      | 59.59   | 72.33   | 72.25   | 70.11   | *****   | 81.93   |
| 25-49                | 30.47              | 46.14      | *****      | 45.47      | 58.13      | 53.72   | 68.40   | *****   | 59.61   | *****   | 73.51   |
| 25-54                | 32.73              | 48.88      | 59.92      | 48.58      | 61.88      | 56.92   | 72.47   | 67.35   | 63.15   | *****   | 77.88   |
| 35-64                | 30.72              | 44.90      | 56.71      | 45.85      | 58.24      | 54.03   | 68.58   | 63.74   | 59.77   | *****   | 73.70   |
| <b>Women</b>         |                    |            |            |            |            |         |         |         |         |         |         |
| 18+                  | 45.00              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 103.44  |
| 18-24                | 15.12              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 40.97   |
| 25-34                | 19.83              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 50.81   |
| 35-44                | 22.30              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 57.49   |
| 45-54                | 20.29              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 48.18   |
| 55-64                | 16.36              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 39.04   |
| 65+                  | 19.84              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 44.90   |
| 12-24                | 21.66              | 35.50      | *****      | 35.08      | 43.42      | 44.14   | 53.23   | *****   | 47.32   | *****   | 55.43   |
| 18-34                | 25.20              | 38.82      | 47.93      | 37.49      | 49.04      | 47.50   | 58.21   | 54.42   | 52.06   | *****   | 63.16   |
| 18-49                | 35.62              | 54.62      | 65.82      | 53.35      | 68.09      | 65.31   | 79.93   | 74.73   | 71.49   | *****   | 86.73   |
| 25-49                | 33.54              | 49.77      | *****      | 49.66      | 63.11      | 60.04   | 74.60   | *****   | 68.37   | *****   | 80.59   |
| 25-54                | 36.32              | 53.31      | 65.59      | 53.25      | 67.76      | 63.77   | 79.65   | 76.36   | 73.00   | *****   | 86.04   |
| 35-64                | 34.62              | 50.14      | 60.64      | 50.21      | 63.13      | 60.24   | 73.64   | 70.60   | 67.50   | *****   | 79.56   |
| <b>Persons</b>       |                    |            |            |            |            |         |         |         |         |         |         |
| 12-24                | 27.94              | 45.63      | *****      | 45.01      | 56.58      | 54.92   | 66.81   | *****   | 61.77   | *****   | 71.84   |
| 18-34                | 32.18              | 49.67      | 61.76      | 48.06      | 63.33      | 61.21   | 74.41   | 74.59   | 68.79   | *****   | 80.01   |
| 18-49                | 45.02              | 68.67      | 83.52      | 66.83      | 85.62      | 81.10   | 100.64  | 100.88  | 93.04   | *****   | 108.22  |
| 25-49                | 41.16              | 61.70      | *****      | 61.16      | 77.46      | 73.18   | 91.01   | *****   | 84.14   | *****   | 97.86   |
| 25-54                | 44.19              | 65.46      | 80.97      | 65.29      | 82.56      | 77.87   | 97.56   | 97.80   | 90.19   | *****   | 104.90  |
| 35-64                | 42.09              | 60.77      | 75.90      | 61.43      | 77.88      | 74.17   | 91.45   | 91.67   | 84.55   | *****   | 98.33   |
| <b>Teens 12-17</b>   | 20.04              | 32.82      | *****      | 33.45      | 44.87      | 49.60   | 51.00   | *****   | 54.25   | *****   | 59.16   |
| <b>Black P12+</b>    | 23.19              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 54.94   |
| <b>Hispanic P12+</b> | 10.57              | *****      | *****      | *****      | *****      | *****   | *****   | *****   | *****   | *****   | 25.05   |

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

### TSA Table B

| Total Survey Area    | All Cume Estimates | Mon-Sun 6A-MID* |
|----------------------|--------------------|-----------------|
| <b>Persons 12+</b>   | 83.56              | 194.30          |
| <b>Men</b>           |                    |                 |
| 18-34                | 34.97              | 91.81           |
| 25-54                | 49.22              | 114.37          |
| 35-64                | 46.66              | 110.23          |
| <b>Women</b>         |                    |                 |
| 18-34                | 36.54              | 91.25           |
| 25-54                | 53.87              | 127.24          |
| 35-64                | 51.50              | 118.81          |
| <b>Persons 18-34</b> | 47.43              | 118.35          |
| 25-54                | 66.20              | 153.87          |
| 35-64                | 63.33              | 146.81          |

\* Average Quarter-Hour Estimates

### DMA Table B

Average Quarter-Hour Estimates

| Designated Market Area | All Cume Estimates | Sat 6A-10A | Sat 10A-3P | Mon-Fri | Mon-Fri | Mon-Fri | Mon-Sun |
|------------------------|--------------------|------------|------------|---------|---------|---------|---------|
|                        |                    | Sat 3P-7P  | Sat 7P-MID | 6A-10A  | 10A-3P  |         |         |
| <b>Persons 12+</b>     | 68.58              | 112.03     | 110.02     | 139.94  | 134.89  | 167.51  | 183.25  |
| <b>Men</b>             |                    |            |            |         |         |         |         |
| 18-34                  | 32.21              | 49.29      | 47.97      | 63.68   | 59.52   | 69.96   | 84.54   |
| 18-49                  | 45.58              | 68.09      | 66.79      | 85.57   | 79.73   | 93.06   | 110.11  |
| 25-49                  | 41.43              | 61.98      | 61.57      | 77.63   | 73.92   | 80.80   | 101.19  |
| 25-54                  | 44.66              | 65.89      | 65.78      | 83.23   | 78.62   | 86.07   | 106.41  |
| 35-64                  | 42.04              | 60.84      | 62.14      | 79.24   | 74.29   | 81.75   | 96.76   |
| <b>Women</b>           |                    |            |            |         |         |         |         |
| 18-34                  | 33.71              | 52.08      | 49.97      | 65.54   | 64.01   | 69.87   | 85.48   |
| 18-49                  | 48.94              | 73.33      | 71.29      | 91.64   | 88.79   | 96.69   | 118.06  |
| 25-49                  | 44.98              | 66.26      | 66.32      | 85.02   | 82.05   | 92.77   | 113.11  |
| 25-54                  | 48.92              | 71.14      | 71.15      | 91.08   | 87.05   | 98.88   | 120.72  |
| 35-64                  | 47.19              | 68.84      | 68.35      | 85.83   | 84.51   | 93.20   | 112.95  |
| <b>Teens 12-17</b>     | 27.71              | 44.46      | 45.02      | 60.35   | 66.08   | 72.61   | 81.05   |

# Description of Methodology

## Introduction

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

## The Market

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

### a. Metro Survey Area (Metro)

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

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

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

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

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

### b. Total Survey Area (TSA)

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

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

### c. Designated Market Area (DMA®)

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

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

## Sampling & Measurement Techniques

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

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

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

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

12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. The diary contains a varying number of questions (depending on the market/market segment) regarding socioeconomic characteristics of the survey participant(s). Bilingual (Spanish-English) diaries, which include a three-part language preference question, are provided to all survey participants in the Metro of a Hispanic-controlled market who have identified themselves as Hispanic in response to an ethnicity question or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary.

Premiums of varying monetary amounts are provided to encourage respondent cooperation.

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

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

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

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

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

## Processing Techniques

**5. Processing of Diaries/**Arbitron makes reasonable efforts to utilize all returned diaries. However, some returned diaries are determined by Arbitron to be unusable. Among those that are unusable are diaries that Arbitron determines: are incomplete; are 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 Diary Processing Radio Edit Training Manual* and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascension procedures, the allocation of credit for aberrated call letters, and other analyses and pretabulation preparations.



## Calculating Techniques

### 6. Calculation of Estimates/

#### a. Sample Balancing

The weighting system used by Arbitron, sample balancing, is an iterative marginal weighting technique designed to compensate for disproportionate in-tab from specified marginal classes. Marginal weighting means that in-tab diaries are weighted to represent the population for each specified marginal class. The number of geographic marginal classes (e.g., counties, county equivalents or county clusters) will vary. The number of sex/age marginal classes is generally 16. In addition, markets that are race and/or ethnically controlled are sample balanced so that in-tab diaries from the race/ethnic group are weighted to represent the population of that race/ethnic group. As a result of this cumulative weighting, a Persons-Per-Diary Value (PPDV) is computed for each in-tab diary. The PPDV is the number of persons that diary is estimated to represent.

#### b. Computing Cume Persons Estimates

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

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

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

#### d. Computing 4-Book and 2-Book Averages

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

#### e. Rounding of Calculations

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

#### f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for a market report. Arbitron uses the sign-on/sign-off times reported for the month closest to December and the shortest broadcast day within that month as provided by the affected radio station. (iii) Audience estimates are adjusted for the station's broadcast schedule as reported to Arbitron. However, when a station changes sign-on/sign-off

time(s) during an Arbitron survey period, the times used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart(s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time(s) as soon as they occur but no later than the day after the last day of the survey.

#### g. Technical Difficulties

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

#### h. Stations on the Air Less Than 12 Weeks

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

## Criteria for Reporting Stations

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

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

All radio stations, commercial and noncommercial alike, are measured using the same methodology and are included in Metro, TSA and/or DMA Totals. All commercial stations are evaluated using the Minimum Reporting Standards (MRS) as described in Paragraphs 8 and 9. Noncommercial stations are not eligible to be listed in this report and are not considered in MRS evaluations. For report qualification purposes, stations are considered commercial or noncommercial based on their status as of the last day of the survey as reported to Arbitron. Audience estimates for a station that does not meet MRS cannot be obtained in any way from the audience estimates published in this report, including the Target Listener Trends estimates from prior survey periods. However, individual audience estimates for commercial stations that do

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

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

a. The station must have received five or more minutes of listening in a quarter-hour in at least 10 in-tab Metro diaries (10 in-tab DMA diaries for DMA qualification), and

b. The station must have a Metro Cume rating of 0.495 or greater (DMA Cume rating of 0.495 or greater for DMA qualification), and

c. The station must have a Metro Average Quarter-Hour rating of 0.05 or greater (DMA Average Quarter-Hour rating of 0.05 or greater for DMA qualification) for the time the station is on the air during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market.

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

a. 9.49 percent or less – Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)

b. 9.50 percent to 90.49 percent – If one of the two stations meets all MRS criteria described in Paragraph 8, the second station is included in the report if it (i) meets the criteria of Paragraphs 8(a) and (b) and (ii) achieves an Average Quarter-Hour rating of 0.05 or greater for any one of the four basic Monday-Friday dayparts, i.e., 6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight.

c. 90.50 percent or greater – If the combined audience of the 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 that is licensed to a city located within the Metro of a market, or that has requested Metro home status and is recognized under Arbitron's policies and procedures as having an acceptable alternate city identifier, is listed in the market report as a home station. However, if two stations are partially or totally simulcast and one of the two stations is a home station, both may be treated as home stations. A station can be home to only one Metro, unless a station is licensed to a Metro that is embedded in another Arbitron Metro. All other stations are classified as outside stations. For reports containing a DMA section, outside stations are further classified into: (a) outside the Metro but home to the DMA, or (b) outside the Metro and the DMA. Within each reporting classification, U.S. stations are listed alphabetically followed by non-U.S. stations listed alphabetically.

### Simulcast Reporting

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

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

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

### Statistical Reliability

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

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

estimates will be less than the number of in-tab diaries, and ESBs for all Average Quarter-Hour estimates will be larger than the ESBs for Cume estimates and may be greater than the number of in-tab diaries for the applicable demo. This is due to the intraclass correlation of the listening between quarter-hours for the various dayparts.

### Limitations

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

**a.** The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; and group quarters residences containing 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, diaries and other survey materials are destroyed. Subscribers to this report are reminded that any special tabulations of previously published estimates should be ordered before the end of the retention period. Similarly, subscribers to this report interested in scheduling an electronic review of the Arbitron in-tab listening diaries used for this report may do so upon proper appointment with Arbitron's Client Services department in Columbia, MD.

**Special Notices**

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

**Reservation of Rights**

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

**Disclaimer of Warranties**

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

**Restrictions on Use of Report**

**21. Restrictions on Use of Report/**All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. Any commercial use of Arbitron audience estimates or data for the purpose of selling advertising time or space by or on behalf of broadcast, cable, or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report. Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Boston, Spring 1999, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

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

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

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

## 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 that may be established in a county within the Metro of an ethnically controlled market. The specific criteria for establishing, retaining, or eliminating an HDA are outlined in a separate publication titled *Arbitron Radio Description of Methodology*.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Simulcast**/The simultaneous broadcast of one station's 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).

# Metro Market Profile Sources

## PRIZM®

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

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

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

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

## Metro Census Data

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Winter 1999 Metro definition. All data are based on the 1990 Census. For further information, contact your Arbitron representative.

1. Total Households are based on 1990 Census data, updated to 1/1/99.

2. Households by Income is grouped into eight discrete income categories. The income reported represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/99).

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

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

5. Household Size categories are for Persons 0+. These categories are based on 1990 Census data, updated to 1/1/99.

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

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

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

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

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

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

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

13. Car Ownership by Household data are distributed into four Car Ownership categories. Percentages are based on total 1/1/99 household estimates.

## Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 1999, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909, and are copyright 1999, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

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

## Passenger Car Registrations

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

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

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*Notations*

# Media Targeting 2000<sup>SM</sup>

Limited Report Edition

## Survey Period

February 8 - March 7, 1995

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

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

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

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

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

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

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

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*Notations*



# Arbitron Covers the Country with Qualitative...



## *Arbitron Data Are Even More Powerful with QUALITAP™ Software*

### **Arbitron Qualitative Services Help Your Ad Dollars Go Further**

Arbitron qualitative services deliver some of the most comprehensive data available. Arbitron offers stations, agencies and advertisers profiles of local market consumers in 246 radio Metros across the United States. Arbitron's qualitative services help local advertisers see customers up close — their occupation, income, race, education, shopping habits and more.

#### *Arbitron qualitative services include:*

- Scarborough Research — Comprehensive survey of local consumers and their retail media purchase behavior. Available in the top 64 markets.
- RetailDirect® — Tracks key media usage as well as national and market-specific consumer behavior in 44 mid-sized markets.
- Qualitative Diary — Delivers key categories of consumer, media and retail behavior in 145 small markets.

### **...and QUALITAP Software Makes Arbitron Qualitative Data More Powerful**

QUALITAP is one of the most popular software tools for analyzing qualitative data. Now you can use the speed and ease of QUALITAP software to unleash the power found in Scarborough, RetailDirect and Qualitative Diary data. The unbeatable combination of QUALITAP software and Arbitron qualitative data can help radio stations describe their audience more precisely and advertisers get more power from every buy.

To learn more about the power of Arbitron's QUALITAP software and qualitative data, contact your Arbitron representative.

\* In Macon, GA, Peoria, IL, and Springfield, MO, both RetailDirect and the Qualitative Diary service are offered.

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A Ceridian Company



# Instant Qualitative Profile

## Preface

Scarborough data and estimates provided herein are intended to provide a limited summary of product and media use among adults 18 years or older for this Scarborough market, Release 1 (Feb 98-Jan 99). 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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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), and Arbitron has not requested accreditation. Arbitron 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  
WDAS-AM  
WDAS-FM  
WHYY-FM  
WIOQ-FM  
WIP -AM  
WJBR-FM  
WMGK-FM  
WMMR-FM  
WPEN-AM  
WPHI-FM  
WPLY-FM  
WRTI-FM  
WJSL-FM  
WWDB-FM  
WXPN-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 **2,869**.

# Profiling a Consumer Has Never Been Easier



With the new Instant Qualitative Profile (IQP), you can now see at a glance key socioeconomic characteristics of consumers and radio listeners. The IQP is available through the following Arbitron services: Maximizer 99<sup>SM</sup> service (for radio stations); Media Professional<sup>SM</sup> (for ad agencies); or MaxQualitative<sup>SM</sup> (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<sup>®</sup> service or Qualitative Diary service. For example, you can find out about consumers in a market who are planning to buy a new car—what their household income is, their education level, their home ownership status, and much more.

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

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

## How to Read an Instant Qualitative Profile

### OWN OR LEASE A DOMESTIC VEHICLE

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

---

#### Gender

3 ▶ **53.3 % Male**    **46.7 % Female**

---

#### Employment Status

4 ▶

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

---

#### Occupation

|                                          |       |
|------------------------------------------|-------|
| Administrative Support                   | 13.2% |
| Executive, Administrative & Managerial   | 9.5%  |
| Farming, Forestry and Fishing            | 0.0%  |
| Handlers, Equip Clean Helpers & Laborers | 2.4%  |
| Machine Operators, Assemblers & Inspc'tr | 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%**  
Less Than 12th Grade

**40.1%**  
High School Graduate

**26.0%**  
Some College/ Trade School

**22.1%**  
Completed College or More

#### Demographic Breakout

6 ▶

---

#### Household Income

7 ▶

---

#### Presence of Children Under 12 in Household

8 ▶

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

#### Home Ownership

9 ▶

|       |       |
|-------|-------|
| Own   | 56.9% |
| Rent  | 40.1% |
| Other | 3.0%  |

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

Estimates displayed are reported for % Composition  
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- 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: 3,697,185 Target Intab: 2,869  
 PHILADELPHIA  
 Scarborough, Feb98-Jan99

## Gender

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





## Employment Status

|                               |       |
|-------------------------------|-------|
| Employed Full-Time            | 55.8% |
| Employed Part-Time            | 12.7% |
| Not Employed                  |       |
| A Homemaker                   | 9.0%  |
| A Student                     | 1.9%  |
| Retired                       | 14.5% |
| Disabled                      | 3.1%  |
| Temporarily Laid-Off          | 1.0%  |
| Not Employed-Looking for Work | 1.8%  |
| Other                         | 0.3%  |

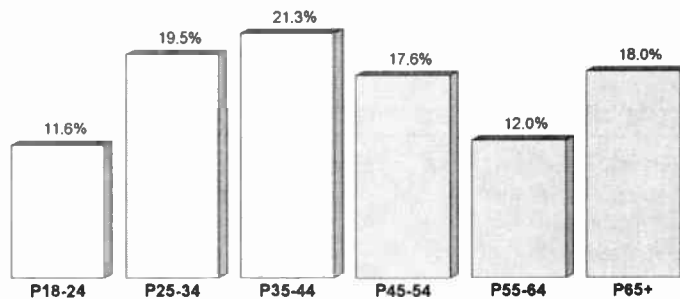
## Occupation

|                                         |       |
|-----------------------------------------|-------|
| Administrative Support                  | 14.7% |
| Executive, Administrative & Managerial  | 10.1% |
| Farming, Forestry & Fishing             | 0.6%  |
| Handlers, Eqp Clnrs, Helpers & Laborers | 1.1%  |
| Machine Operators, Assem & Inspectors   | 1.8%  |
| Precision Production, Craft & Repair    | 5.9%  |
| Professional Specialty                  | 11.8% |
| Sales                                   | 8.1%  |
| Service                                 | 8.0%  |
| Technicians & Related Support           | 4.2%  |
| Transportation & Material Moving        | 2.3%  |

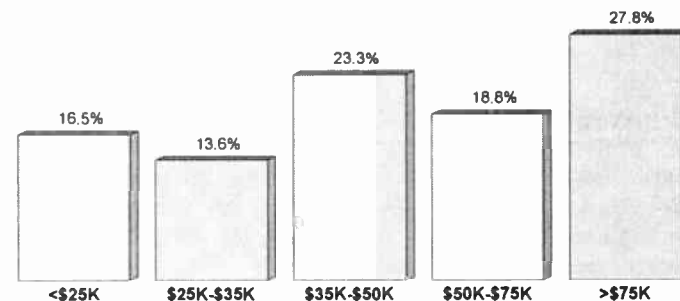
## Education

|                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| 10.5%                                                                              | 40.4%                                                                               | 25.3%                                                                               | 23.9%                                                                               |
| Less Than 12th Grade                                                               | High School Graduate                                                                | Some College                                                                        | College Degree or More                                                              |

## Demographic Breakout



## Household Income

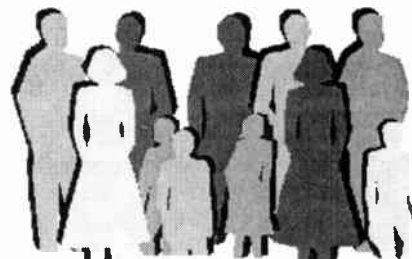


## Number of Children Under 17 in Household

|               |       |
|---------------|-------|
| None          | 57.9% |
| One           | 17.5% |
| Two           | 15.6% |
| Three or More | 9.1%  |

## Home Ownership

|       |       |
|-------|-------|
| Own   | 72.0% |
| Rent  | 23.7% |
| Other | 4.3%  |



This report is based on Persons 18+ in PHILADELPHIA METRO - Std  
 MARKET PROFILE - PERSONS 18+ (Target Age/Sex Demos is Persons 18+)

Estimates displayed are reported for % Composition.  
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# ANY QUICK SERVICE VISITS

Target Persons: 3,301,965 Target Intab: 2,550  
 PHILADELPHIA  
 Scarborough, Feb98-Jan99

## Gender

|      |        |      |          |
|------|--------|------|----------|
| 47.5 | % Male | 52.5 | % Female |
|------|--------|------|----------|





## Employment Status

|                               |       |
|-------------------------------|-------|
| Employed Full-Time            | 57.5% |
| Employed Part-Time            | 12.9% |
| Not Employed                  |       |
| A Homemaker                   | 8.4%  |
| A Student                     | 1.8%  |
| Retired                       | 13.0% |
| Disabled                      | 3.1%  |
| Temporarily Laid-Off          | 1.1%  |
| Not Employed-Looking for Work | 1.9%  |
| Other                         | 0.3%  |

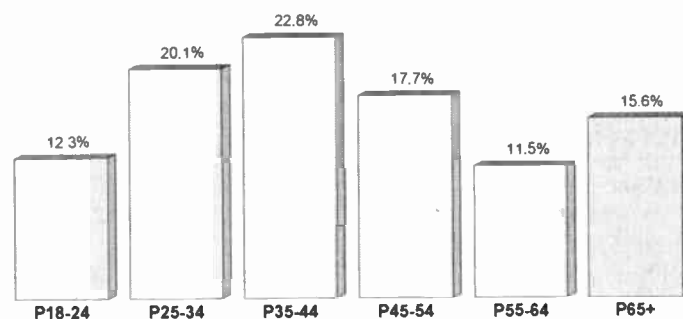
## Occupation

|                                        |       |
|----------------------------------------|-------|
| Administrative Support                 | 15.4% |
| Executive, Administrative & Managerial | 10.6% |
| Farming, Forestry & Fishing            | 0.5%  |
| Handlers, Eqp Clnrs, Helprs & Laborers | 1.1%  |
| Machine Operators, Assem & Inspectors  | 1.9%  |
| Precision Production, Craft & Repair   | 6.1%  |
| Professional Specialty                 | 11.6% |
| Sales                                  | 8.3%  |
| Service                                | 8.1%  |
| Technicians & Related Support          | 4.5%  |
| Transportation & Material Moving       | 2.5%  |

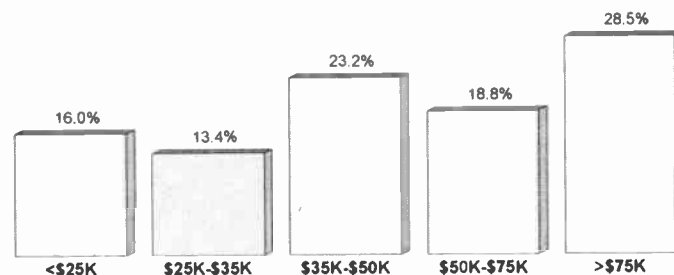
## Education

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| 10.4%                                                                               | 40.5%                                                                               | 25.7%                                                                               | 23.4%                                                                               |
| Less Than 12th Grade                                                                | High School Graduate                                                                | Some College                                                                        | College Degree or More                                                              |

## Demographic Breakout



## Household Income

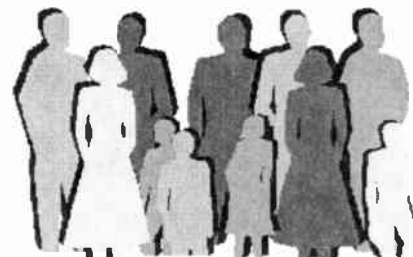


## Number of Children Under 17 in Household

|               |       |
|---------------|-------|
| None          | 54.8% |
| One           | 18.9% |
| Two           | 16.5% |
| Three or More | 9.9%  |

## Home Ownership

|       |       |
|-------|-------|
| Own   | 71.4% |
| Rent  | 24.2% |
| Other | 4.4%  |



This report is based on Persons 18+ in PHILADELPHIA METRO - Std  
 ANY QUICK SERVICE VISITS (Any Restaurant is Any Fast Food Past 30 Days)

Estimates displayed are reported for % Composition.  
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# SHARED AUTO PURCHASE DECISION

Target Persons: 743,495 Target Intab: 627  
 PHILADELPHIA  
 Scarborough, Feb98-Jan99

## Gender

|      |        |      |          |
|------|--------|------|----------|
| 50.5 | % Male | 49.5 | % Female |
|------|--------|------|----------|





## Employment Status

|                               |       |
|-------------------------------|-------|
| Employed Full-Time            | 59.4% |
| Employed Part-Time            | 11.3% |
| Not Employed                  |       |
| A Homemaker                   | 10.1% |
| A Student                     | 0.6%  |
| Retired                       | 14.3% |
| Disabled                      | 0.9%  |
| Temporarily Laid-Off          | 2.0%  |
| Not Employed-Looking for Work | 0.8%  |
| Other                         | 0.6%  |

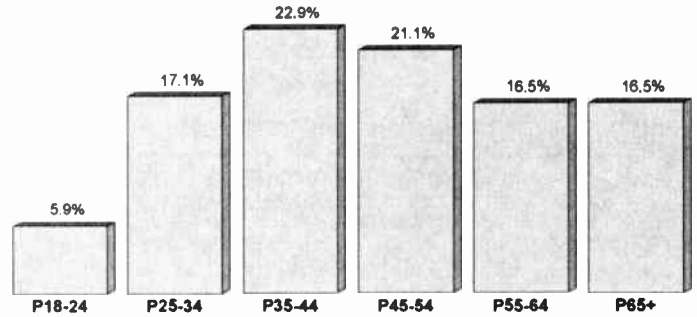
## Occupation

|                                        |       |
|----------------------------------------|-------|
| Administrative Support                 | 13.9% |
| Executive, Administrative & Managerial | 13.0% |
| Farming, Forestry & Fishing            | 0.2%  |
| Handlers, Eqp Clnrs, Helps & Laborers  | 0.6%  |
| Machine Operators, Assem & Inspectors  | 2.0%  |
| Precision Production, Craft & Repair   | 8.3%  |
| Professional Specialty                 | 15.3% |
| Sales                                  | 5.7%  |
| Service                                | 4.9%  |
| Technicians & Related Support          | 3.7%  |
| Transportation & Material Moving       | 3.1%  |

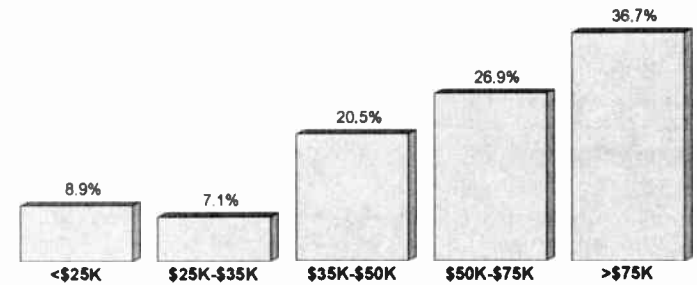
## Education

|                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| 5.4%                                                                               | 40.4%                                                                               | 22.9%                                                                               | 31.3%                                                                               |
| Less Than 12th Grade                                                               | High School Graduate                                                                | Some College                                                                        | College Degree or More                                                              |

## Demographic Breakout



## Household Income



## Number of Children Under 17 in Household

|               |       |
|---------------|-------|
| None          | 57.8% |
| One           | 16.9% |
| Two           | 17.5% |
| Three or More | 7.9%  |

## Home Ownership

|       |       |
|-------|-------|
| Own   | 84.3% |
| Rent  | 12.6% |
| Other | 3.1%  |



This report is based on Persons 18+ in PHILADELPHIA METRO - Std

SHARED AUTO PURCHASE DECISION (Principal Decision Maker Pur/Ls Lst Nw Vehicle is Shared Equally)

Estimates displayed are reported for % Composition.

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# DRINK REGULAR SOFT DRINKS

Target Persons: 1,998,575 Target Intab: 1,489

PHILADELPHIA

Scarborough, Feb98-Jan99

## Gender

|      |        |      |          |
|------|--------|------|----------|
| 52.2 | % Male | 47.8 | % Female |
|------|--------|------|----------|





## Employment Status

|                               |       |
|-------------------------------|-------|
| Employed Full-Time            | 58.0% |
| Employed Part-Time            | 13.1% |
| Not Employed                  |       |
| A Homemaker                   | 8.3%  |
| A Student                     | 1.5%  |
| Retired                       | 12.8% |
| Disabled                      | 3.3%  |
| Temporarily Laid-Off          | 0.8%  |
| Not Employed-Looking for Work | 2.1%  |
| Other                         | 0.2%  |

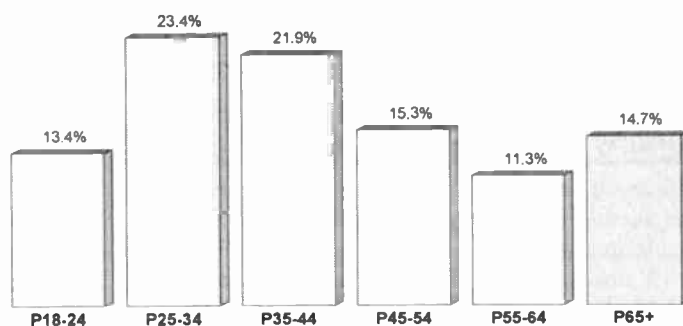
## Occupation

|                                         |       |
|-----------------------------------------|-------|
| Administrative Support                  | 14.8% |
| Executive, Administrative & Managerial  | 11.4% |
| Farming, Forestry & Fishing             | 0.6%  |
| Handlers, Eqp Clnrs, Helpers & Laborers | 1.5%  |
| Machine Operators, Assem & Inspectors   | 1.8%  |
| Precision Production, Craft & Repair    | 6.6%  |
| Professional Specialty                  | 10.1% |
| Sales                                   | 8.6%  |
| Service                                 | 8.7%  |
| Technicians & Related Support           | 4.0%  |
| Transportation & Material Moving        | 3.0%  |

## Education

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| 12.5%                                                                               | 39.7%                                                                               | 25.7%                                                                               | 22.1%                                                                               |
| Less Than 12th Grade                                                                | High School Graduate                                                                | Some College                                                                        | College Degree or More                                                              |

## Demographic Breakout



## Household Income



## Number of Children Under 17 in Household

|               |       |
|---------------|-------|
| None          | 53.7% |
| One           | 17.8% |
| Two           | 17.0% |
| Three or More | 11.5% |

## Home Ownership

|       |       |
|-------|-------|
| Own   | 69.2% |
| Rent  | 26.8% |
| Other | 4.1%  |



This report is based on Persons 18+ in PHILADELPHIA METRO - Std

DRINK REGULAR SOFT DRINKS (Regular Soft Drinks Drank Past 7 Days is 7Up or A & W Root Beer or Barq's Root Beer or Caffeine Free Coke or Caffeine Free Pepsi or Cherry Coke or Coca-Cola Classic or Dr Pepper or Mello Yello or Minute Maid or Mountain Dew or

Estimates displayed are reported for % Composition.  
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# PLAN TO BUY FURNITURE

Target Persons: 1,046,225 Target Intab: 815  
 PHILADELPHIA  
 Scarborough, Feb98-Jan99

## Gender

|      |        |      |          |
|------|--------|------|----------|
| 44.5 | % Male | 55.5 | % Female |
|------|--------|------|----------|





## Employment Status

|                               |       |
|-------------------------------|-------|
| Employed Full-Time            | 63.2% |
| Employed Part-Time            | 12.3% |
| Not Employed                  |       |
| A Homemaker                   | 9.4%  |
| A Student                     | 2.2%  |
| Retired                       | 7.6%  |
| Disabled                      | 2.2%  |
| Temporarily Laid-Off          | 1.1%  |
| Not Employed-Looking for Work | 1.9%  |
| Other                         | 0.2%  |

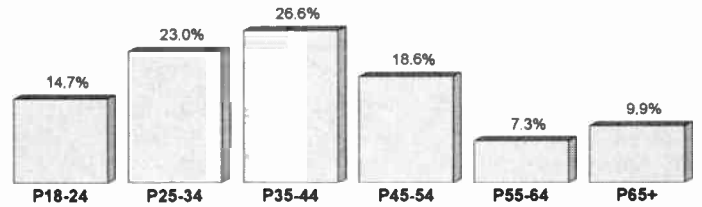
## Occupation

|                                         |       |
|-----------------------------------------|-------|
| Administrative Support                  | 15.8% |
| Executive, Administrative & Managerial  | 11.0% |
| Farming, Forestry & Fishing             | 0.0%  |
| Handlers, Eqp Clnrs, Helpers & Laborers | 1.6%  |
| Machine Operators, Assem & Inspectors   | 1.5%  |
| Precision Production, Craft & Repair    | 5.7%  |
| Professional Specialty                  | 14.0% |
| Sales                                   | 9.7%  |
| Service                                 | 8.6%  |
| Technicians & Related Support           | 4.6%  |
| Transportation & Material Moving        | 2.9%  |

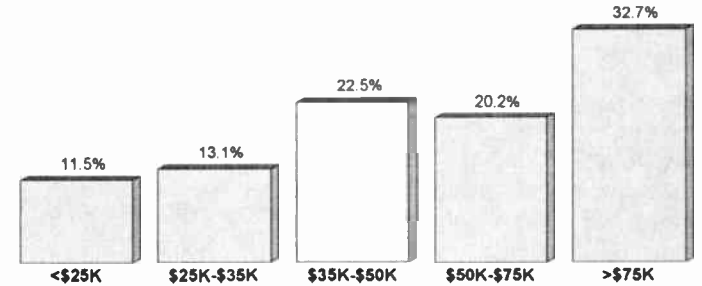
## Education

|                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| 8.5%                                                                               | 36.0%                                                                               | 29.3%                                                                               | 26.3%                                                                               |
| Less Than 12th Grade                                                               | High School Graduate                                                                | Some College                                                                        | College Degree or More                                                              |

## Demographic Breakout



## Household Income

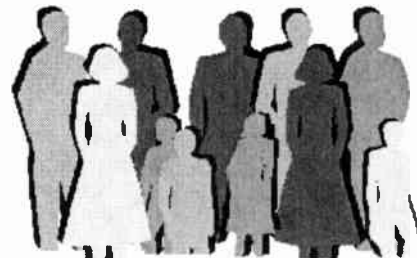


## Number of Children Under 17 in Household

|               |       |
|---------------|-------|
| None          | 45.7% |
| One           | 22.7% |
| Two           | 18.7% |
| Three or More | 12.9% |

## Home Ownership

|       |       |
|-------|-------|
| Own   | 68.2% |
| Rent  | 26.2% |
| Other | 5.5%  |



This report is based on Persons 18+ in PHILADELPHIA METRO - Std  
 PLAN TO BUY FURNITURE (Items Hhld Plans to Buy Next 12 Months is Furniture)

Estimates displayed are reported for % Composition.  
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# PLAN TO BUY MAJOR APPLIANCE

Target Persons: 601,440 Target Intab: 439  
 PHILADELPHIA  
 Scarborough, Feb98-Jan99

## Gender

|      |        |      |          |
|------|--------|------|----------|
| 51.4 | % Male | 48.6 | % Female |
|------|--------|------|----------|


## Employment Status

|                               |       |
|-------------------------------|-------|
| Employed Full-Time            | 61.1% |
| Employed Part-Time            | 12.1% |
| Not Employed                  |       |
| A Homemaker                   | 8.7%  |
| A Student                     | 2.2%  |
| Retired                       | 8.3%  |
| Disabled                      | 3.5%  |
| Temporarily Laid-Off          | 2.2%  |
| Not Employed-Looking for Work | 1.8%  |
| Other                         | 0.0%  |

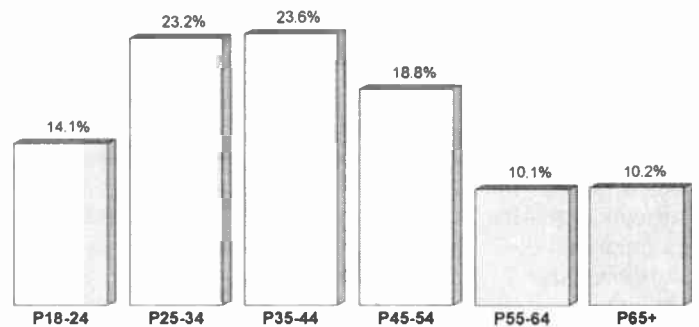
## Occupation

|                                         |       |
|-----------------------------------------|-------|
| Administrative Support                  | 16.5% |
| Executive, Administrative & Managerial  | 9.3%  |
| Farming, Forestry & Fishing             | 0.0%  |
| Handlers, Eqp Clnrs, Helpers & Laborers | 1.7%  |
| Machine Operators, Assem & Inspectors   | 1.7%  |
| Precision Production, Craft & Repair    | 6.9%  |
| Professional Specialty                  | 13.2% |
| Sales                                   | 7.7%  |
| Service                                 | 7.2%  |
| Technicians & Related Support           | 5.6%  |
| Transportation & Material Moving        | 3.4%  |

## Education

|                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| 6.3%                                                                               | 35.6%                                                                               | 32.9%                                                                               | 25.2%                                                                               |
| Less Than 12th Grade                                                               | High School Graduate                                                                | Some College                                                                        | College Degree or More                                                              |

## Demographic Breakout



## Household Income

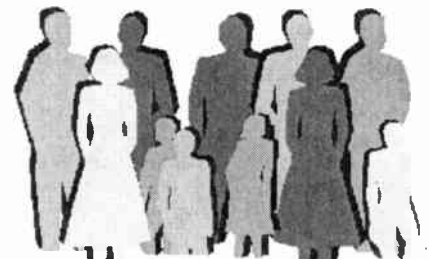


## Number of Children Under 17 in Household

|               |       |
|---------------|-------|
| None          | 51.1% |
| One           | 18.6% |
| Two           | 15.6% |
| Three or More | 14.6% |

## Home Ownership

|       |       |
|-------|-------|
| Own   | 69.6% |
| Rent  | 25.4% |
| Other | 5.0%  |



This report is based on Persons 18+ in PHILADELPHIA METRO - Std  
 PLAN TO BUY MAJOR APPLIANCE (Items Hhld Plans to Buy Next 12 Months is Major Appliance)

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

## Qualitative 1999-2000 Survey Schedule

### 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 |    |    |    |   |  |  |

### SUMMER SURVEY

July 1 - September 22, 1999

| 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 23 - December 15, 1999

| 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 6 - March 29, 2000

| 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 | 29 |    |    |    |    |   |  |  |

| 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 |    |  |  |  |

NOTE/The survey dates are subject to change.

**ARBITRON**

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*Notations*

# Arbitron 1999 Summer Delivery Schedule

| Market                              | May-Jun-Jul Arbitrends |             | Jun-Jul-Aug Arbitrends |         | Summer Arbitrends |         | Advance Ratings** |         | Maxmiser®/ Media Professional™/ TAPSCAN® |        | Market Report | Ethnic Tape Mail Dates |          |
|-------------------------------------|------------------------|-------------|------------------------|---------|-------------------|---------|-------------------|---------|------------------------------------------|--------|---------------|------------------------|----------|
|                                     | Date                   | Time*       | Date                   | Time*   | Date              | Time*   | Date              | Time*   | ADE                                      | Mail   | Mail Date     | Black                  | Hispanic |
| Akron                               | Aug 30                 | 2:30PM LMT  | Sep 21                 | 2:30PM  | Oct 19            | 10:00AM | Oct 19            | 1:00PM  | Oct 21                                   | Oct 22 | Oct 25        |                        |          |
| Albany-Schenectady-Troy             | Sep 08                 | 10:00AM LMT | Sep 29                 | 10:00AM | Oct 26            | 1:00PM  | Oct 26            | 4:00PM  | Oct 28                                   | Oct 29 | Nov 01        |                        |          |
| Albuquerque                         | Sep 13                 | 2:00PM LMT  | Oct 04                 | 2:00PM  | Nov 02            | 11:00AM | Nov 02            | 2:00PM  | Nov 04                                   | Nov 05 | Nov 08        |                        |          |
| Allentown-Bethlehem                 | Aug 31                 | 4:00PM LMT  | Sep 22                 | 4:00PM  | Oct 20            | 11:30AM | Oct 20            | 2:30PM  | Oct 22                                   | Oct 25 | Oct 26        |                        |          |
| Atlanta                             | Sep 03                 | 10:00AM LMT | Sep 27                 | 10:00AM | Oct 22            | 11:30AM | Oct 22            | 2:30PM  | Oct 26                                   | Oct 27 | Oct 28        |                        |          |
| Austin                              | Sep 13                 | 12:00PM LMT | Oct 04                 | 12:00PM | Nov 01            | 1:30PM  | Nov 01            | 4:30PM  | Nov 03                                   | Nov 04 | Nov 05        |                        |          |
| Bakersfield                         | Sep 14                 | 10:00AM LMT | Oct 05                 | 10:00AM | Nov 02            | 11:30AM | Nov 02            | 2:30PM  | Nov 04                                   | Nov 05 | Nov 08        |                        |          |
| Baltimore                           | Aug 31                 | 11:30AM LMT | Sep 22                 | 11:30AM | Oct 20            | 10:00AM | Oct 20            | 1:00PM  | Oct 22                                   | Oct 25 | Oct 26        |                        |          |
| Baton Rouge                         | Sep 14                 | 9:00AM LMT  | Oct 04                 | 1:30PM  | Nov 02            | 10:30AM | Nov 02            | 1:30PM  | Nov 04                                   | Nov 05 | Nov 08        |                        |          |
| Birmingham                          | Sep 07                 | 1:30PM LMT  | Sep 28                 | 1:30PM  | Oct 26            | 12:00PM | Oct 26            | 3:00PM  | Oct 28                                   | Oct 29 | Nov 01        |                        |          |
| Boston                              | Aug 30                 | 1:00PM LMT  | Sep 21                 | 1:00PM  | Oct 18            | 1:00PM  | Oct 18            | 4:00PM  | Oct 20                                   | Oct 21 | Oct 22        |                        |          |
| Buffalo-Niagara Falls               | Sep 01                 | 2:30PM LMT  | Sep 23                 | 2:30PM  | Oct 21            | 1:00PM  | Oct 21            | 4:00PM  | Oct 25                                   | Oct 26 | Oct 27        |                        |          |
| Charleston, SC                      | Sep 10                 | 4:00PM LMT  | Oct 01                 | 4:00PM  | Nov 01            | 11:30AM | Nov 01            | 2:30PM  | Nov 03                                   | Nov 04 | Nov 05        |                        |          |
| Charlotte-Gastonia-Rock Hill        | Sep 09                 | 10:00AM LMT | Sep 30                 | 10:00AM | Oct 27            | 11:30AM | Oct 27            | 2:30PM  | Oct 29                                   | Nov 01 | Nov 02        |                        |          |
| Chattanooga                         | Sep 09                 | 4:00PM LMT  | Sep 30                 | 1:00PM  | Oct 29            | 1:00PM  | Oct 29            | 4:00PM  | Nov 02                                   | Nov 03 | Nov 04        |                        |          |
| Chicago                             | Aug 27                 | 12:00PM LMT | Sep 17                 | 12:00PM | Oct 15            | 12:00PM | Oct 15            | 3:00PM  | Oct 19                                   | Oct 20 | Oct 21        |                        |          |
| Cincinnati                          | Sep 01                 | 4:00PM LMT  | Sep 23                 | 4:00PM  | Oct 21            | 11:30AM | Oct 21            | 2:30PM  | Oct 25                                   | Oct 26 | Oct 27        |                        |          |
| Cleveland                           | Aug 31                 | 2:30PM LMT  | Sep 22                 | 2:30PM  | Oct 20            | 11:30AM | Oct 20            | 2:30PM  | Oct 22                                   | Oct 25 | Oct 26        |                        |          |
| Colorado Springs                    | Sep 14                 | 9:30AM LMT  | Oct 04                 | 2:00PM  | Nov 02            | 12:30PM | Nov 02            | 3:30PM  | Nov 04                                   | Nov 05 | Nov 08        |                        |          |
| Columbia, SC                        | Sep 10                 | 2:30PM LMT  | Sep 30                 | 4:00PM  | Nov 01            | 10:00AM | Nov 01            | 1:00PM  | Nov 03                                   | Nov 04 | Nov 05        |                        |          |
| Columbus, OH                        | Sep 02                 | 4:00PM LMT  | Sep 24                 | 4:00PM  | Oct 21            | 1:00PM  | Oct 21            | 4:00PM  | Oct 25                                   | Oct 26 | Oct 27        |                        |          |
| Dallas-Ft. Worth                    | Sep 02                 | 10:30AM LMT | Sep 24                 | 10:30AM | Oct 21            | 3:00PM  | Oct 21            | 6:00PM  | Oct 25                                   | Oct 26 | Oct 27        |                        |          |
| Dayton                              | Sep 07                 | 11:30AM LMT | Sep 28                 | 11:30AM | Oct 26            | 11:30AM | Oct 26            | 2:30PM  | Oct 28                                   | Oct 29 | Nov 01        |                        |          |
| Denver-Boulder                      | Sep 02                 | 12:30PM LMT | Sep 24                 | 12:30PM | Oct 20            | 12:30PM | Oct 20            | 3:30PM  | Oct 22                                   | Oct 25 | Oct 26        |                        |          |
| Des Moines                          | Sep 13                 | 10:30AM LMT | Oct 04                 | 9:00AM  | Nov 02            | 9:00AM  | Nov 02            | 12:00PM | Nov 04                                   | Nov 05 | Nov 08        |                        |          |
| Detroit                             | Aug 30                 | 11:30AM LMT | Sep 21                 | 11:30AM | Oct 18            | 11:30AM | Oct 18            | 2:30PM  | Oct 20                                   | Oct 21 | Oct 22        |                        |          |
| El Paso                             | Sep 14                 | 9:30AM LMT  | Oct 04                 | 12:30PM | Nov 02            | 11:00AM | Nov 02            | 2:00PM  | Nov 04                                   | Nov 05 | Nov 08        |                        |          |
| Fresno                              | Sep 09                 | 11:30AM LMT | Sep 30                 | 11:30AM | Oct 27            | 1:00PM  | Oct 27            | 4:00PM  | Oct 29                                   | Nov 01 | Nov 02        |                        |          |
| Grand Rapids                        | Sep 10                 | 11:30AM LMT | Oct 01                 | 11:30AM | Oct 29            | 10:00AM | Oct 29            | 1:00PM  | Nov 02                                   | Nov 03 | Nov 04        |                        |          |
| Greensboro-Winston Salem-High Point | Sep 10                 | 2:30PM LMT  | Oct 01                 | 2:30PM  | Oct 29            | 1:00PM  | Oct 29            | 4:00PM  | Nov 02                                   | Nov 03 | Nov 04        |                        |          |
| Greenville-New Bern-Jacksonville    | Sep 13                 | 10:00AM LMT | Oct 04                 | 10:00AM | Nov 01            | 1:00PM  | Nov 01            | 4:00PM  | Nov 03                                   | Nov 04 | Nov 05        |                        |          |
| Greenville-Spartanburg              | Sep 10                 | 4:00PM LMT  | Oct 01                 | 2:30PM  | Nov 01            | 10:00AM | Nov 01            | 1:00PM  | Nov 03                                   | Nov 04 | Nov 05        |                        |          |
| Harrisburg-Lebanon-Carlisle         | Sep 10                 | 11:30AM LMT | Oct 01                 | 11:30AM | Oct 29            | 10:00AM | Oct 29            | 1:00PM  | Nov 02                                   | Nov 03 | Nov 04        |                        |          |
| Hartford-New Britain-Middletown     | Aug 30                 | 2:30PM LMT  | Sep 21                 | 2:30PM  | Oct 19            | 10:00AM | Oct 19            | 1:00PM  | Oct 21                                   | Oct 22 | Oct 25        |                        |          |
| Honolulu                            | Sep 08                 | 10:00AM LMT | Sep 29                 | 10:00AM | Oct 27            | 10:00AM | Oct 27            | 1:00PM  | Oct 29                                   | Nov 01 | Nov 02        |                        |          |
| Houston-Galveston                   | Sep 02                 | 12:00PM LMT | Sep 24                 | 12:00PM | Oct 21            | 1:30PM  | Oct 21            | 4:30PM  | Oct 25                                   | Oct 26 | Oct 27        |                        |          |
| Huntsville                          | Sep 13                 | 1:30PM LMT  | Oct 04                 | 12:00PM | Nov 02            | 12:00PM | Nov 02            | 3:00PM  | Nov 04                                   | Nov 05 | Nov 08        |                        |          |
| Indianapolis                        | Sep 03                 | 10:30AM LMT | Sep 27                 | 10:30AM | Oct 22            | 12:00PM | Oct 22            | 3:00PM  | Oct 26                                   | Oct 27 | Oct 28        |                        |          |
| Jackson, MS                         | Sep 13                 | 1:30PM LMT  | Oct 04                 | 12:00PM | Nov 01            | 1:30PM  | Nov 01            | 4:30PM  | Nov 03                                   | Nov 04 | Nov 05        |                        |          |
| Jacksonville                        | Sep 10                 | 10:00AM LMT | Oct 01                 | 10:00AM | Oct 28            | 10:00AM | Oct 28            | 1:00PM  | Nov 01                                   | Nov 02 | Nov 03        |                        |          |
| Johnson City-Kingsport-Bristol      | Sep 13                 | 10:00AM LMT | Oct 01                 | 4:00PM  | Nov 01            | 1:00PM  | Nov 01            | 4:00PM  | Nov 03                                   | Nov 04 | Nov 05        |                        |          |
| Kansas City                         | Sep 03                 | 3:00PM LMT  | Sep 27                 | 3:00PM  | Oct 25            | 12:00PM | Oct 25            | 3:00PM  | Oct 27                                   | Oct 28 | Oct 29        |                        |          |
| Knoxville                           | Sep 09                 | 10:00AM LMT | Sep 30                 | 2:30PM  | Oct 28            | 1:00PM  | Oct 28            | 4:00PM  | Nov 01                                   | Nov 02 | Nov 03        |                        |          |
| Lansing-East Lansing                | Sep 10                 | 2:30PM LMT  | Oct 01                 | 1:00PM  | Oct 28            | 11:30AM | Oct 28            | 2:30PM  | Nov 01                                   | Nov 02 | Nov 03        |                        |          |
| Las Vegas                           | Sep 08                 | 11:30AM LMT | Sep 29                 | 11:30AM | Oct 26            | 1:00PM  | Oct 26            | 4:00PM  | Oct 28                                   | Oct 29 | Nov 01        |                        |          |
| Little Rock                         | Sep 13                 | 12:00PM LMT | Oct 04                 | 10:30AM | Nov 02            | 9:00AM  | Nov 02            | 12:00PM | Nov 04                                   | Nov 05 | Nov 08        |                        |          |
| Los Angeles                         | Aug 27                 | 11:30AM LMT | Sep 17                 | 11:30AM | Oct 15            | 11:30AM | Oct 15            | 2:30PM  | Oct 19                                   | Oct 20 | Oct 21        |                        |          |
| Louisville                          | Sep 07                 | 10:00AM LMT | Sep 28                 | 10:00AM | Oct 26            | 10:00AM | Oct 26            | 1:00PM  | Oct 28                                   | Oct 29 | Nov 01        |                        |          |
| Madison                             | Sep 13                 | 1:30PM LMT  | Oct 04                 | 1:30PM  | Nov 02            | 10:30AM | Nov 02            | 1:30PM  | Nov 04                                   | Nov 05 | Nov 08        |                        |          |
| Memphis                             | Sep 08                 | 12:00PM LMT | Sep 29                 | 1:30PM  | Oct 26            | 1:30PM  | Oct 26            | 4:30PM  | Oct 28                                   | Oct 29 | Nov 01        |                        |          |
| Miami-Ft. Lauderdale-Hollywood      | Sep 03                 | 2:30PM LMT  | Sep 27                 | 2:30PM  | Oct 25            | 11:30AM | Oct 25            | 2:30PM  | Oct 27                                   | Oct 28 | Oct 29        |                        |          |
| Milwaukee-Racine                    | Sep 02                 | 3:00PM LMT  | Sep 24                 | 3:00PM  | Oct 22            | 12:00PM | Oct 22            | 3:00PM  | Oct 26                                   | Oct 27 | Oct 28        |                        |          |
| Minneapolis-St. Paul                | Sep 02                 | 9:00AM LMT  | Sep 24                 | 9:00AM  | Oct 22            | 9:00AM  | Oct 22            | 12:00PM | Oct 26                                   | Oct 27 | Oct 28        |                        |          |
| Mobile                              | Sep 13                 | 12:00PM LMT | Oct 04                 | 10:30AM | Nov 01            | 12:00PM | Nov 01            | 3:00PM  | Nov 03                                   | Nov 04 | Nov 05        |                        |          |
| Monterey-Salinas-Santa Cruz         | Sep 01                 | 1:00PM LMT  | Sep 22                 | 1:00PM  | Oct 20            | 1:00PM  | Oct 20            | 4:00PM  | Oct 22                                   | Oct 25 | Oct 26        |                        |          |

\* All times are local market times.

\*\* All times indicate START of Market calling.

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# Arbitron 1999 Summer Delivery Schedule

| Market                              | May-Jun-Jul Arbitrends |             | Jun-Jul-Aug Arbitrends |         | Summer Arbitrends |         | Advance Ratings** |         | Maximiser®/Media Professional™/TAPSCAN® |        | Market Report | Ethnic Tape Mail Dates |          |
|-------------------------------------|------------------------|-------------|------------------------|---------|-------------------|---------|-------------------|---------|-----------------------------------------|--------|---------------|------------------------|----------|
|                                     | Date                   | Time*       | Date                   | Time*   | Date              | Time*   | Date              | Time*   | ADE                                     | Mail   | Mail Date     | Black                  | Hispanic |
| Nashville                           | Sep 09                 | 10:30AM LMT | Sep 30                 | 10:30AM | Oct 28            | 9:00AM  | Oct 28            | 12:00PM | Nov 01                                  | Nov 02 | Nov 03        |                        |          |
| Nassau-Suffolk (Long Island)        | Aug 27                 | 11:30AM LMT | Sep 17                 | 11:30AM | Oct 15            | 11:30AM | Oct 15            | 2:30PM  | Oct 19                                  | Oct 20 | Oct 21        |                        |          |
| New Orleans                         | Sep 07                 | 10:30AM LMT | Sep 28                 | 10:30AM | Oct 25            | 1:30PM  | Oct 25            | 4:30PM  | Oct 27                                  | Oct 28 | Oct 29        |                        |          |
| New York                            | Aug 27                 | 10:00AM LMT | Sep 17                 | 10:00AM | Oct 15            | 10:00AM | Oct 15            | 1:00PM  | Oct 19                                  | Oct 20 | Oct 21        |                        |          |
| Norfolk-Virginia Beach-Newport News | Sep 09                 | 11:30AM LMT | Sep 30                 | 11:30AM | Oct 27            | 1:00PM  | Oct 27            | 4:00PM  | Oct 29                                  | Nov 01 | Nov 02        |                        |          |
| Oklahoma City                       | Sep 08                 | 1:30PM LMT  | Sep 29                 | 12:00PM | Oct 26            | 10:30AM | Oct 26            | 1:30PM  | Oct 28                                  | Oct 29 | Nov 01        |                        |          |
| Omaha-Council Bluffs                | Sep 07                 | 9:00AM LMT  | Sep 28                 | 9:00AM  | Oct 25            | 12:00PM | Oct 25            | 3:00PM  | Oct 27                                  | Oct 28 | Oct 29        |                        |          |
| Orlando                             | Sep 10                 | 1:00PM LMT  | Oct 01                 | 1:00PM  | Oct 29            | 11:30AM | Oct 29            | 2:30PM  | Nov 02                                  | Nov 03 | Nov 04        |                        |          |
| Philadelphia                        | Aug 30                 | 10:00AM LMT | Sep 21                 | 10:00AM | Oct 18            | 10:00AM | Oct 18            | 1:00PM  | Oct 20                                  | Oct 21 | Oct 22        |                        |          |
| Phoenix                             | Sep 07                 | 1:00PM LMT  | Sep 28                 | 1:00PM  | Oct 25            | 11:30AM | Oct 25            | 2:30PM  | Oct 27                                  | Oct 28 | Oct 29        |                        |          |
| Pittsburgh                          | Sep 01                 | 11:30AM LMT | Sep 23                 | 11:30AM | Oct 21            | 10:00AM | Oct 21            | 1:00PM  | Oct 25                                  | Oct 26 | Oct 27        |                        |          |
| Portland, OR                        | Sep 08                 | 10:00AM LMT | Sep 29                 | 10:00AM | Oct 26            | 11:30AM | Oct 26            | 2:30PM  | Oct 28                                  | Oct 29 | Nov 01        |                        |          |
| Providence-Warwick-Pawtucket        | Aug 30                 | 4:00PM LMT  | Sep 21                 | 4:00PM  | Oct 19            | 11:30AM | Oct 19            | 2:30PM  | Oct 21                                  | Oct 22 | Oct 25        |                        |          |
| Puerto Rico                         | Sep 14                 | 1:00PM LMT  | Oct 05                 | 11:30AM | Nov 02            | 11:30AM | Nov 02            | 2:30PM  | Nov 04                                  | Nov 05 | Nov 08        |                        |          |
| Raleigh-Durham                      | Sep 10                 | 10:00AM LMT | Oct 01                 | 10:00AM | Oct 28            | 11:30AM | Oct 28            | 2:30PM  | Nov 01                                  | Nov 02 | Nov 03        |                        |          |
| Richmond                            | Sep 08                 | 4:00PM LMT  | Sep 29                 | 4:00PM  | Oct 27            | 1:00PM  | Oct 27            | 4:00PM  | Oct 29                                  | Nov 01 | Nov 02        |                        |          |
| Riverside-San Bernardino            | Aug 30                 | 1:00PM LMT  | Sep 21                 | 1:00PM  | Oct 18            | 1:00PM  | Oct 18            | 4:00PM  | Oct 20                                  | Oct 21 | Oct 22        |                        |          |
| Rochester, NY                       | Sep 08                 | 10:00AM LMT | Sep 29                 | 10:00AM | Oct 27            | 10:00AM | Oct 27            | 1:00PM  | Oct 29                                  | Nov 01 | Nov 02        |                        |          |
| Sacramento                          | Sep 09                 | 1:00PM LMT  | Sep 30                 | 1:00PM  | Oct 28            | 10:00AM | Oct 28            | 1:00PM  | Nov 01                                  | Nov 02 | Nov 03        |                        |          |
| Saginaw-Bay City-Midland            | Sep 13                 | 10:00AM LMT | Oct 01                 | 4:00PM  | Nov 01            | 11:30AM | Nov 01            | 2:30PM  | Nov 03                                  | Nov 04 | Nov 05        |                        |          |
| Salt Lake City-Ogden-Provo          | Sep 08                 | 9:30AM LMT  | Sep 29                 | 9:30AM  | Oct 25            | 2:00PM  | Oct 25            | 5:00PM  | Oct 27                                  | Oct 28 | Oct 29        |                        |          |
| San Antonio                         | Sep 09                 | 12:00PM LMT | Sep 30                 | 12:00PM | Oct 27            | 1:30PM  | Oct 27            | 4:30PM  | Oct 29                                  | Nov 01 | Nov 02        |                        |          |
| San Diego                           | Aug 31                 | 10:00AM LMT | Sep 22                 | 10:00AM | Oct 18            | 11:30AM | Oct 18            | 2:30PM  | Oct 20                                  | Oct 21 | Oct 22        |                        |          |
| San Francisco                       | Sep 01                 | 10:00AM LMT | Sep 23                 | 10:00AM | Oct 19            | 1:00PM  | Oct 19            | 4:00PM  | Oct 21                                  | Oct 22 | Oct 25        |                        |          |
| San Jose                            | Sep 01                 | 11:30AM LMT | Sep 23                 | 11:30AM | Oct 19            | 10:00AM | Oct 19            | 1:00PM  | Oct 21                                  | Oct 22 | Oct 25        |                        |          |
| Seattle-Tacoma                      | Sep 07                 | 10:00AM LMT | Sep 28                 | 10:00AM | Oct 22            | 11:30AM | Oct 22            | 2:30PM  | Oct 26                                  | Oct 27 | Oct 28        |                        |          |
| Shreveport                          | Sep 13                 | 10:30AM LMT | Oct 04                 | 10:30AM | Nov 01            | 1:30PM  | Nov 01            | 4:30PM  | Nov 03                                  | Nov 04 | Nov 05        |                        |          |
| Spokane                             | Sep 14                 | 10:00AM LMT | Oct 05                 | 10:00AM | Nov 02            | 11:30AM | Nov 02            | 2:30PM  | Nov 04                                  | Nov 05 | Nov 08        |                        |          |
| Springfield, MA                     | Aug 31                 | 2:30PM LMT  | Sep 22                 | 2:30PM  | Oct 19            | 11:30AM | Oct 19            | 2:30PM  | Oct 21                                  | Oct 22 | Oct 25        |                        |          |
| St. Louis                           | Sep 01                 | 9:00AM LMT  | Sep 23                 | 9:00AM  | Oct 19            | 1:30PM  | Oct 19            | 4:30PM  | Oct 21                                  | Oct 22 | Oct 25        |                        |          |
| Syracuse                            | Sep 08                 | 11:30AM LMT | Sep 29                 | 11:30AM | Oct 27            | 10:00AM | Oct 27            | 1:00PM  | Oct 29                                  | Nov 01 | Nov 02        |                        |          |
| Tampa-St. Petersburg-Clearwater     | Sep 03                 | 1:00PM LMT  | Sep 27                 | 1:00PM  | Oct 25            | 10:00AM | Oct 25            | 1:00PM  | Oct 27                                  | Oct 28 | Oct 29        |                        |          |
| Toledo                              | Sep 03                 | 11:30AM LMT | Sep 27                 | 11:30AM | Oct 26            | 10:00AM | Oct 26            | 1:00PM  | Oct 28                                  | Oct 29 | Nov 01        |                        |          |
| Tucson                              | Sep 07                 | 11:30AM LMT | Sep 28                 | 11:30AM | Oct 25            | 1:00PM  | Oct 25            | 4:00PM  | Oct 27                                  | Oct 28 | Oct 29        |                        |          |
| Tulsa                               | Sep 09                 | 1:30PM LMT  | Sep 30                 | 1:30PM  | Oct 28            | 10:30AM | Oct 28            | 1:30PM  | Nov 01                                  | Nov 02 | Nov 03        |                        |          |
| Washington, DC                      | Aug 31                 | 10:00AM LMT | Sep 22                 | 10:00AM | Oct 20            | 1:00PM  | Oct 20            | 4:00PM  | Oct 22                                  | Oct 25 | Oct 26        |                        |          |
| West Palm Beach-Boca Raton          | Sep 13                 | 10:00AM LMT | Oct 01                 | 4:00PM  | Nov 01            | 11:30AM | Nov 01            | 2:30PM  | Nov 03                                  | Nov 04 | Nov 05        |                        |          |
| Wichita                             | Sep 13                 | 10:30AM LMT | Oct 04                 | 9:00AM  | Nov 02            | 9:00AM  | Nov 02            | 12:00PM | Nov 04                                  | Nov 05 | Nov 08        |                        |          |
| Wilkes Barre-Scranton               | Sep 09                 | 1:00PM LMT  | Sep 30                 | 10:00AM | Oct 29            | 1:00PM  | Oct 29            | 4:00PM  | Nov 02                                  | Nov 03 | Nov 04        |                        |          |
| York                                | Sep 10                 | 11:30AM LMT | Oct 01                 | 11:30AM | Oct 29            | 10:00AM | Oct 29            | 1:00PM  | Nov 02                                  | Nov 03 | Nov 04        |                        |          |

\* All times are local market times.

\*\* All times indicate START of Market calling.

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# 1999-2000 Radio Survey Schedule

# Who to Call at Arbitron

## SPRING SURVEY

April 1 - June 23, 1999

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

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

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

## SUMMER SURVEY

July 1 - September 22, 1999

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

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

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

## FALL SURVEY

September 23 - December 15, 1999

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

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

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

## WINTER SURVEY

January 6 - March 29, 2000

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

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

## New York

142 West 57th Street/10019  
Fax: (212) 887-1535

### Radio Station Services:

Tom D'Sullivan, Mgr. (212) 887-1368  
Kathy Koch (212) 887-1304  
John Nolan (212) 887-1306  
Malou Watterson (212) 887-1371  
Scarborough Training Specialist:  
Lis Perry (212) 887-1367  
Training Specialist:  
Brendan Kane (212) 887-1310

### Group Services:

Les Tolchin, Sr. VP, National Sales  
(212) 887-1302  
Laura Ivey, Mgr., National Radio Sales  
(212) 887-1326

### Rep/Network Services:

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

### Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387  
Britt Alexander (212) 887-1343  
Susan Carmichael (212) 887-1398  
Kent Stephens (212) 887-1423  
Project Development Executive:  
Charmaie Eleazar (212) 887-1308  
Training Specialist:  
Richard Salazar (212) 887-1356

### TAPSCAN Worldwide (Northeast):

Bill Garcia (508) 767-0221

## Chicago

311 South Wacker Dr., Suite 1600/60606  
Fax: (312) 913-6221

### Radio Station Services:

John Basila, Mgr. (312) 913-6235  
Bethanie Buckingham (312) 913-6232  
Melissa Fischer (312) 913-6231  
Trish Kallembach (312) 913-6236  
Patrick Pendergast (312) 913-6239  
Training Specialists:  
Tony Hereau (312) 913-6233  
Karen Young (312) 913-6240

### Advertiser/Agency Services:

Margaret Bustell, Mgr. (312) 913-6226  
Cory Flahaven (312) 913-6229  
Michael Hopkins (312) 913-6228  
James Tobolski (312) 913-6243  
Kirsten Valenta (312) 913-6227  
Product Training Coordinator:  
Vicki Murphy (312) 913-6241  
Training Specialist:  
Oveda Brown (312) 913-6222

### TAPSCAN Worldwide (Midwest):

Trish Kallembach (312) 913-6236

## Atlanta

9000 Central Parkway, Suite 300/30328  
Fax: (770) 551-1401

### Radio Station Services:

Lisa Segall, Mgr. (770) 551-1403  
Julian Davis (770) 551-1419  
Jerry Wiese (770) 551-1422  
Pete Winston (770) 551-1420  
Scarborough Training Specialist:  
Jacqui Berry (770) 551-1445  
Training Specialist:  
Felicia Clem (770) 551-1405

### Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408  
Spencer Wilson (770) 551-1404

### TAPSCAN Worldwide (Atlanta):

Beth Bourne (AAS Acct. Mgr.) (205) 987-7456  
Kevin Hathcock (AAS Training) (205) 987-7456  
Judy McDowell (Stations) (205) 560-0895

## Los Angeles

10877 Wilshire Blvd., Suite 1600/90024  
Fax: (310) 824-6666

### Radio Station Services:

Brad Bedford, Mgr. (310) 824-6601  
Paul Lefort (310) 824-6606  
Jim Remeny (310) 824-6600  
Steven Shrinisky (310) 824-6602  
Rob Winston (310) 824-6604  
Scarborough Training Specialist:  
David Ogilvie (310) 824-6607

### Training Specialists:

Gabnela Selva (310) 824-6605  
Vanessa Ware (310) 824-6609

### Advertiser/Agency Services:

George Brady, Mgr. (310) 824-6615  
John Hegelmeyer (310) 824-6621  
Debbie Lahm (310) 824-6622  
Jacqueline Noel (310) 824-6619  
Training Specialist:  
Stacie De Armas (310) 824-6613

### Consumer Information Services:

Ailsa Joseph, National Mgr. (310) 824-6620

### TAPSCAN Worldwide (West):

Randi Lee (310) 824-6603

## Dallas

Dne Galleria Tower  
13355 Noel Road, Suite 1120/75240  
Fax: (972) 385-5377

### Radio Station Services:

Tony Betzer, Mgr. (972) 385-5386  
Chris Kiske (972) 385-5398  
Maryanne Maguire (972) 385-5383  
Scarborough Training Specialist:  
Jennifer Thompson (972) 385-5391  
Training Specialist:  
Harry Clark (972) 385-5392

### Latin American Marketing:

Clara Carneiro, VP (972) 385-5384  
Client Service Representative:  
Patricia Jinich (972) 385-5385

### Radio Programming Services:

Bob Michaels, Mgr. (972) 385-5357  
Gary Mannc (412) 859-3740

### Advertiser/Agency Services:

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Anne Baron (972) 385-5389  
Julia Johnston (972) 385-5344  
Training Specialist:  
Kelly McLean (972) 385-5364

### TAPSCAN Worldwide (Dallas):

P. J. McCarthy (435) 783-8469

## Washington/Baltimore

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Fred Hannasch (410) 312-8595  
Laura Hill (410) 312-8530

### Group Services:

Brad Kelly, Mgr., National Radio Sales  
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John Snyder, Mgr. National Radio Sales  
(410) 312-8532

### Rep/Network Services:

Bruce Supovitz, VP, National Radio Services  
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Scarborough Training Specialist:  
Sarah Liddle (410) 312-8546

### Training Specialist:

Christian Meinhardt (410) 312-8588

### Advertiser/Agency Services:

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NOTE/The survey dates are subject to change.

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