

**ARBITRON
RADIO
U.S.A.**

Spring 1981

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- Program Evaluator
- Mechanical Diary
- Special Programmers Package
- Radio U.S.A.
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- Programming Preference Report
- Client Tapes
- Coincidental Surveys
- Coverage
- Talk-Back Report
- Trading Area Reports
- State Network Reports
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Arbitron Offices

New York

1350 Avenue of the Americas / 10019

Radio Station Services:

Client Service Rep Karen Sarro
Hot Line (212) 887 1312

Susan Dingethal (212) 887 1308

Scott Herman (212) 887 1306

Linda Joest (212) 887-1304

Maddy Schreiber (212) 887 1324

Advertiser/Agency Services:

Client Service Rep Alan Strumwasser
Hot Line (212) 887 1326

Rick Greenhut (212) 887 1332

Barbara Graff (212) 887 1360

Henry Laura (212) 887 1330

Dallas

3131 Turtle Creek Boulevard / 75219

Radio Station Services:

Client Service Rep M. Aurelius Sofia
Hot Line (214) 522 2651

Al Maxwell (214) 559-0870

Advertiser/Agency Services:

Sharon Stanley (214) 559-0870

San Francisco

417 Montgomery Street / 94104

Radio Station Services:

Client Service Rep Bill Rose
Hot Line (415) 982 5371

Marvin Korach (415) 393 6925

Dave Burrill (415) 393-6925

Advertiser/Agency Services:

Randy Washburn (213) 937 6420

Chicago

1807 Tribune Tower / 60611

Radio Station Services:

Client Service Rep Brad Bedford
Hot Line (312) 454 3436

Bruce Johnson (312) 454-3426

Dean Mutter (312) 454 3425

Steve Streiker (312) 454 3424

Advertiser/Agency Services:

Joan Schwartz (312) 454-3423

Jill Snyder (312) 454 3442

Atlanta

5775 Peachtree Dunwoody Road
NE / 30342

Radio Station Services:

Client Service Rep Marianne Pieper
Hot Line (404) 252-2914

Cliff Fletcher (404) 252-7755

Dan Griffin (404) 252 7755

Advertiser/Agency Services:

Randy Briggs (404) 252-7755

Los Angeles

5670 Wilshire Boulevard / 90036

Radio Station Services:

Client Service Rep Barbara Barnowitz
Hot Line (213) 937 1682

Bill McDowell (213) 937-6420

Jim Francis (213) 937-6420

Advertiser/Agency Services:

Randy Washburn (213) 937-6420

Arbitron Radio U.S.A.

A Quick Reference Guide to What's Happening in Radio

Arbitron Radio U.S.A. tells you what's happening in radio for each market surveyed in the 1981 Spring Sweep. Each market surveyed displays two key pages of useful listening information based on the following kinds of audience estimates:

**Average Persons
(Total Survey Area)**

**Cume Persons
(Total Survey Area)**

**Average Persons
(Metro Survey Area)**

**Cume Persons
(Metro Survey Area)**

Metro Shares

Metro Cume Ratings

Average audience estimates appear on the lefthand page with cume estimates appearing on the right. For Los Angeles, Nassau-Suffolk (Long Island, NY), New York, Providence-Warwick-Pawtucket, Riverside-San Bernardino-Ontario, San Francisco and San Jose with more than 40 listed stations, Average estimates will appear on the first two pages followed by Cume estimates on two additional pages.

Estimates are reported for the broadcast week, Monday-Sunday, 6AM-Midnight. Complete demographics are shown for each market surveyed. Metro population bases also are included.

Here are some of the ways *Arbitron Radio U.S.A.* can be used by **Broadcasters:**

- As a useful station tool for comparing programming performance to stations with similar formats in other markets.
- To give group broadcasters a quick overview to identify attractive station property opportunities in other markets.
- To help station representatives identify potential prospects for solicitation.

Here are some of the ways *Arbitron Radio U.S.A.* can be used by **Advertisers and Advertising Agencies:**

- As a general planning guide to radio listening levels across the country.
- For assessing radio spending by radio listening areas.
- To cross-reference with their own station format knowledge, differences in audience delivery across markets.
 - In analyzing the importance of station spill-in from nearby markets.

This report is a compilation of summary listening estimates and data as it appeared in each Radio Market Report. The data presented are Average Quarter Hour and Cume listening estimates, Monday through Sunday, 6AM to Midnight. Individual market sample size and Special Notices are not presented herein. The user is referred to the appropriate Radio Market Report for such information. The audience estimates presented in this Book are subject to the Limitations discussed in the local Radio Market Report from which these estimates are reprinted. The survey methodology used to produce these estimates and a discussion of the methodology's limitations are presented at the back of this book.

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Arbitron recommends that the appropriate market, survey period, survey area, time period, and kind of audience estimate (e.g., Boston, October-November 1976 Total Survey Area, Monday-Friday, 8:00PM-9PM, Average quarter-hour estimates, Men 18-34) be stated and that it be mentioned that the audience estimates are subject to the qualifications given in the Arbitron report.

Users of this report are referred to the current policies of the federal government relating to the use of audience estimates. Neither this report nor any of its contents may be used in any manner by non-clients of Arbitron without written permission from Arbitron.

Markets Surveyed in the 1981 Spring Surveys

(Survey Dates: March 19 - June 10)

MARKET	WINTER	SPRING	SUMMER	FALL
Aberdeen, WA	C			C
Abilene, TX	C			
Akron				
Albany, GA	C			
Albany-Corvallis- Lebanon, OR	C			
Albany-Schenectady-Troy				
Albuquerque				
Alexandria, LA	C			
Allentown-Bethlehem-Easton				
Aitona				
Amarillo				
Anaheim-Santa Ana-Garden Grove (Orange County, CA)				
Anchorage				
Ann Arbor, MI	C			
Appleton-Oshkosh				
Asheville				
Atlanta				
Atlantic City				
Augusta, GA				
Augusta-Waterville, ME	C			
Austin, TX				
Bakersfield				
Baltimore				
Bangor, ME	C			
Baton Rouge				
Battle Creek, MI	C			
Beaumont-Port Arthur- Orange				
Beckley, WV	C			
Bellingham, WA	C			
Bend, OR	C			
Billings				
Biloxi-Gulfport-Pascagoula- Moss Point, MS	C			
Binghamton				
Birmingham				
Bismarck, ND	C			
Bloomington, IL				
Boise				
Boston				
Boulder, CO	C			
Bozeman, MT	C			
Bridgeport				
Buffalo				
Burlington, VT	C			C
Canton				
Cape Cod, MA	C			
Casper, WY	C			
Cedar Rapids				
Champaign-Urbana- Rantoul, IL	C			
Charleston, WV				
Charleston- North Charleston, SC				
Charlotte-Gastonia				
Charlottesville, VA	C			
Chattanooga				
Cheyenne, WY	C			
Chicago				
Chico, CA	C			
Cincinnati				
Cleveland				
Colorado Springs				
Columbia, SC				
Columbus, GA				
Columbus, OH				
Corpus Christi				

MARKET	WINTER	SPRING	SUMMER	FALL
Dallas-Ft. Worth				
Danbury, CT				C
Danville, IL	C			
Dayton				
Daytona Beach				
Denver-Boulder				
Des Moines				
Detroit				
Dothan, AL	C			
Dubuque, IA	C			
Duluth-Superior				
Eau Claire, WI	C			
El Paso				
Erie				
Eugene-Springfield				
Evansville				
Fargo-Moorhead				
Fayetteville, NC				
Fayetteville- Springdale, AR	C			
Flint				
Ft. Lauderdale-Hollywood				
Ft. Myers-Cape Coral, FL	C			
Ft. Pierce, FL	C			
Ft. Smith, AR	C			
Ft. Walton Beach, FL	C			
Ft. Wayne				
Frederick, MD	C			
Fresno				
Grand Forks, ND-MN	C			
Grand Junction, CO	C			
Grand Rapids				
Great Falls, MT	C			
Green Bay				
Greensboro-Winston Salem- High Point				
Greenville-New Bern- Washington				
Greenville-Spartanburg, SC				
Hagerstown-Chambersburg- Waynesboro, MD-PA	C			
Harrisburg				
Hartford-New Britain				
Honolulu				
Houston-Galveston				
Huntington-Ashland				
Huntsville, AL				
Indianapolis				
Ithaca, NY	C			
Jackson, MS				
Jacksonville				
Johnson City-Kingsport- Bristol				
Johnstown				
Joplin, MO	C			
Kalamazoo-Portage				
Kansas City				
Killeen-Temple, TX	C			
Knoxville				
La Crosse, WI	C			
Lafayette, IN	C			C
Lafayette, LA				
Lake Charles, LA	C			
Lakeland-Winter Haven, FL				
Lancaster				
Lansing-East Lansing				
Las Vegas				
Lawton, OK	C			
Lexington-Fayette				

MARKET	WINTER	SPRING	SUMMER	FALL
Lincoln				
Little Rock- North Little Rock				
Long Branch-Asbury Park, NJ	C			
Longview-Marshall, TX	C			
Los Angeles				
Louisville				
Lubbock				
Lynchburg, VA				
Macon				
Madison				
Manchester				
McAllen-Brownsville				
Medford-Ashland				
Melbourne-Titusville- Cocoa, FL				
Memphis				
Miami				
Milwaukee-Racine				
Minneapolis-St. Paul				
Minot, ND	C			
Mobile				
Modesto				
Monroe, LA	C			
Montgomery				
Morristown, NJ	C			
Muskegon, MI	C			
Nashville-Davidson				
Nassau-Suffolk (Long Island, NY)				
New Bedford-Fall River, MA	C			C
New Haven-West Haven				
New Orleans				
New York				
Norfolk-Portsmouth- Newport News-Hampton				
Northeast Pennsylvania (Wilkes Barre-Scranton)				
Odessa-Midland, TX	C			
Ogden, UT	C			
Oklahoma City				
Omaha-Council Bluffs				
Orlando				
Owensboro, KY	C			
Palm Springs, CA	C			C
Panama City, FL	C			
Parkersburg- Marietta, WV-OH	C			
Pensacola				
Peoria				
Philadelphia				
Phoenix				
Pittsburgh				
Plattsburgh, NY	C			C
Portland, ME				
Portland, OR				
Poughkeepsie, NY	C			
Providence-Warwick- Pawtucket				
Provo-Orem, UT	C			
Pueblo				
Quad Cities (Davenport- Rock Island-Moline)				
Raleigh-Durham				
Rapid City, SD	C			
Reading				
Redding, CA	C			
Reno				
Richmond				

MARKET	WINTER	SPRING	SUMMER	FALL
Riverside-San Bernardino- Ontario				
Roanoke				
Rochester, MN				
Rochester, NY				
Rockford				
Sacramento				
Saginaw				
St. Cloud, MN	C			
St. Louis				
Salem, OR	C			
Salinas-Seaside-Monterey				
Salt Lake City-Ogden				
San Angelo, TX	C			
San Antonio				
San Diego				
San Francisco				
San Jose				
Santa Barbara, CA	C			C
Santa Fe, NM	C			
Santa Rosa, CA	C			C
Sarasota-Bradenton				
Savannah				
Seattle-Everett-Tacoma				
Shreveport				
Sioux City, IA	C			
Sioux Falls, SD				
South Bend				
Spokane				
Springfield, IL	C			
Springfield, MO				
Springfield-Chicopee- Holyoke				
Staunton-Waynesboro, VA	C			
Steubenville-Weirton				
Stockton				
Syracuse				
Tallahassee				
Tampa-St. Petersburg				
Terre Haute				
Texarkana, TX	C			
Toledo				
Topeka				
Tri-Cities (Richland- Kennewick-Pasco)				
Tucson				
Tulsa				
Twin Falls, ID	C			
Utica-Rome				
Victoria, TX	C			
Waco				
Washington, DC				
Waterbury, CT	C			
Waterloo-Cedar Falls				
Watertown, NY	C			
Wenatchee, WA	C			C
West Palm Beach- Boca Raton				
Wheeling				
Wichita, KS				
Wichita Falls, TX	C			
Williamsport, PA	C			
Wilmington, DE				
Wilmington, NC				
Worcester				
Yakima				
York				
Youngstown-Warren				
Yuma, AZ	C			

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Aberdeen, WA	Abilene, TX	Akron	Albany-Corvallis-Lebanon, OR	Albany-Schenectady-Troy	Albany, GA	Albuquerque
MEN	18-24	4,000	11,000	48,300	16,200	52,100	9,000	32,100
MEN	25-34	5,300	10,000	53,400	14,300	58,100	9,600	38,600
MEN	35-44	3,700	7,400	38,400	8,400	42,000	5,900	25,800
MEN	45-49	1,500	3,000	17,100	3,400	19,800	2,300	11,300
MEN	50-54	1,900	3,100	16,900	3,700	21,600	2,200	11,300
MEN	55-64	3,600	6,800	27,900	6,300	39,700	3,200	17,400
MEN	65+	4,000	7,000	26,800	6,300	39,800	3,100	15,600
WOMEN	18-24	3,700	10,000	49,500	14,200	53,600	8,900	33,800
WOMEN	25-34	5,100	10,500	53,900	13,200	59,400	10,100	40,300
WOMEN	35-44	3,700	7,800	39,900	8,800	44,800	6,600	27,800
WOMEN	45-49	1,600	3,500	18,100	3,400	21,200	2,400	12,100
WOMEN	50-54	1,900	3,500	18,000	3,600	24,200	2,500	11,400
WOMEN	55-64	3,600	7,600	31,200	6,500	45,500	4,000	19,700
WOMEN	65+	4,900	10,900	39,600	8,500	64,000	5,300	21,000
TEENS	12-17	7,000	13,400	68,900	14,900	80,900	12,200	50,200
TOTAL PERSONS	12+	55,500	115,500	547,900	131,700	666,700	87,300	368,400
MEN	18+	24,000	48,300	228,800	58,600	273,100	35,300	152,100
WOMEN	18+	24,500	53,800	250,200	58,200	312,700	39,800	166,100
ADULTS	18+	48,500	102,100	479,000	116,800	585,800	75,100	318,200

METRO SURVEY AREA		Alexandria, LA	Allentown-Bethlehem-Easton	Altoona	Amarillo	Anaheim-Santa Ana-Garden Grove-(Orange County, CA)	Anchorage	Ann Arbor, MI
MEN	18-24	9,900	38,300	7,000	12,300	130,000	15,600	36,100
MEN	25-34	11,400	47,800	9,300	14,900	184,600	19,100	27,600
MEN	35-44	7,900	37,700	7,200	10,900	133,400	12,500	13,200
MEN	45-49	3,100	17,400	3,400	4,200	55,800	4,500	4,700
MEN	50-54	3,500	19,600	3,800	4,300	47,700	3,800	4,700
MEN	55-64	6,700	33,800	7,000	7,100	62,900	4,100	7,300
MEN	65+	6,800	33,600	8,100	6,100	59,300	1,300	6,200
WOMEN	18-24	9,300	37,000	7,800	12,300	127,700	14,100	33,100
WOMEN	25-34	12,200	48,400	10,000	15,800	187,500	18,600	25,400
WOMEN	35-44	8,700	40,400	8,100	11,200	133,700	10,800	13,200
WOMEN	45-49	3,700	18,900	3,900	4,400	54,700	4,000	5,000
WOMEN	50-54	3,900	21,100	4,200	4,600	46,600	3,200	4,700
WOMEN	55-64	7,900	37,800	8,600	7,900	71,000	3,500	8,100
WOMEN	65+	10,200	51,300	12,800	9,300	99,000	1,300	10,600
TEENS	12-17	16,800	60,500	13,200	17,800	210,700	19,400	20,300
TOTAL PERSONS	12+	122,000	543,600	114,400	143,100	1,604,600	135,800	220,200
MEN	18+	49,300	228,200	45,800	59,800	673,700	60,900	99,800
WOMEN	18+	55,900	254,900	55,400	65,500	720,200	55,500	100,100
ADULTS	18+	105,200	483,100	101,200	125,300	1,393,900	116,400	199,900

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Appleton-Oshkosh	Asheville	Atlanta	Atlantic City	Augusta-Waterville, ME	Augusta, GA	Austin, TX
MEN	18-24	21,300	9,500	133,900	8,800	6,500	30,300	60,700
MEN	25-34	24,700	14,300	206,200	11,500	8,400	26,900	47,200
MEN	35-44	16,400	9,800	124,300	9,300	6,000	18,700	26,400
MEN	45-49	6,200	4,600	46,100	4,500	2,800	7,300	10,600
MEN	50-54	6,400	4,800	44,200	4,900	2,800	7,100	10,700
MEN	55-64	12,200	9,000	70,700	9,800	5,200	11,500	19,600
MEN	65+	12,800	10,300	58,900	14,000	5,300	9,700	19,300
WOMEN	18-24	21,800	10,600	145,300	9,200	7,200	22,300	53,400
WOMEN	25-34	24,200	14,800	206,200	13,300	8,400	27,300	44,100
WOMEN	35-44	16,800	11,000	126,500	10,100	6,700	19,800	27,500
WOMEN	45-49	6,200	4,800	47,500	5,200	2,800	7,600	11,200
WOMEN	50-54	7,200	5,400	47,000	5,800	3,000	7,500	11,500
WOMEN	55-64	13,000	10,700	82,300	12,600	5,900	13,400	22,800
WOMEN	65+	18,100	15,700	101,300	21,500	8,400	16,800	30,100
TEENS	12-17	33,000	15,900	201,500	17,800	11,600	34,400	47,300
TOTAL PERSONS	12+	240,300	151,200	1,641,900	158,300	91,000	260,600	442,400
MEN	18+	100,000	62,300	684,300	62,800	37,000	111,500	194,500
WOMEN	18+	107,300	73,000	756,100	77,700	42,400	114,700	200,600
ADULTS	18+	207,300	135,300	1,440,400	140,500	79,400	226,200	395,100

METRO SURVEY AREA		Bakersfield	Baltimore	Bangor, ME	Baton Rouge	Battle Creek, MI	Beaumont-Port Arthur-Orange	Beckley, WV
MEN	18-24	25,100	145,700	12,500	39,700	11,200	23,400	4,600
MEN	25-34	32,800	184,300	10,600	44,100	15,300	29,100	5,500
MEN	35-44	23,200	131,700	7,700	27,300	11,000	23,300	4,300
MEN	45-49	10,000	58,800	3,000	11,000	4,800	9,900	2,200
MEN	50-54	10,500	59,800	3,200	10,800	4,800	9,800	2,400
MEN	55-64	19,500	97,300	5,800	17,700	8,200	17,900	4,500
MEN	65+	16,700	83,500	5,700	14,500	8,300	15,000	4,900
WOMEN	18-24	24,500	145,500	11,200	41,000	12,000	23,600	4,600
WOMEN	25-34	34,100	188,700	10,500	45,500	15,700	31,000	6,000
WOMEN	35-44	24,100	136,500	8,000	29,300	11,500	24,700	5,700
WOMEN	45-49	10,500	62,500	3,000	11,500	4,700	10,200	2,300
WOMEN	50-54	11,000	62,300	3,300	11,200	5,000	10,100	2,800
WOMEN	55-64	19,600	104,900	6,600	19,400	9,000	19,100	5,300
WOMEN	65+	20,700	132,400	8,800	22,700	12,200	21,100	6,200
TEENS	12-17	45,000	228,000	14,200	54,200	19,800	41,900	8,900
TOTAL PERSONS	12+	327,300	1,821,900	114,100	399,400	153,500	310,100	70,200
MEN	18+	137,800	761,100	48,500	165,100	63,600	128,400	28,400
WOMEN	18+	144,500	832,800	51,400	180,100	70,100	139,800	32,900
ADULTS	18+	282,300	1,593,900	99,900	345,200	133,700	268,200	61,300

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Bellingham, WA	Bend, OR	Billings	Biloxi-Gulfport-Pascagoula-Moss Point, MS	Binghamton	Birmingham	Bismarck, ND
MEN	18-24	9,600	3,300	7,300	30,400	17,300	48,900	4,500
MEN	25-34	8,900	5,000	8,700	27,600	23,900	64,100	6,700
MEN	35-44	5,300	3,700	6,500	18,400	17,300	46,700	5,000
MEN	45-49	2,200	1,500	2,700	6,700	7,400	20,000	1,700
MEN	50-54	2,500	1,700	2,900	6,400	8,000	20,400	2,000
MEN	55-64	4,700	3,400	4,800	10,900	14,400	38,300	3,500
MEN	65+	6,100	3,600	3,700	10,000	14,200	38,500	3,300
WOMEN	18-24	9,600	3,300	7,700	20,600	18,300	53,500	5,700
WOMEN	25-34	7,900	5,400	9,300	26,600	24,200	69,600	6,800
WOMEN	35-44	5,600	3,800	6,900	17,700	17,400	53,500	5,000
WOMEN	45-49	2,300	1,600	2,700	6,500	8,000	22,000	1,800
WOMEN	50-54	2,500	1,800	2,900	6,100	8,700	23,200	1,900
WOMEN	55-64	5,200	3,400	5,100	11,200	15,800	45,600	3,900
WOMEN	65+	8,400	3,900	5,300	12,900	22,400	60,200	4,400
TEENS	12-17	10,200	6,800	12,000	31,300	32,200	87,000	8,900
TOTAL PERSONS	12+	91,000	52,200	88,500	243,300	249,500	691,500	65,100
MEN	18+	39,300	22,200	36,600	110,400	102,500	276,900	26,700
WOMEN	18+	41,500	23,200	39,900	101,600	114,800	327,600	29,500
ADULTS	18+	80,800	45,400	76,500	212,000	217,300	604,500	56,200

METRO SURVEY AREA		Bloomington, IL	Boise	Boston	Boulder, CO	Bozeman, MT	Bridgeport	Buffalo
MEN	18-24	11,600	17,200	232,300	20,300	6,400	25,900	73,000
MEN	25-34	9,300	21,600	280,900	21,000	3,800	31,700	88,600
MEN	35-44	5,700	14,300	196,100	11,500	2,000	24,500	69,700
MEN	45-49	2,400	5,600	79,400	4,100	900	11,600	32,600
MEN	50-54	2,500	6,400	84,600	3,600	900	12,700	35,900
MEN	55-64	4,700	11,800	148,600	5,800	1,600	20,600	60,700
MEN	65+	4,900	11,500	148,700	5,500	1,500	18,000	56,200
WOMEN	18-24	14,100	17,600	248,700	18,200	5,000	25,300	79,700
WOMEN	25-34	9,100	21,700	285,100	19,700	3,200	33,400	93,500
WOMEN	35-44	6,000	15,000	205,200	11,300	2,100	25,800	74,800
WOMEN	45-49	2,500	6,300	86,200	3,900	900	12,500	35,500
WOMEN	50-54	2,800	6,700	94,400	3,700	1,000	13,600	38,300
WOMEN	55-64	5,300	12,400	182,000	6,700	1,600	22,200	68,200
WOMEN	65+	8,400	15,800	263,000	9,400	2,100	29,600	86,800
TEENS	12-17	10,900	25,800	344,300	16,700	3,700	42,200	137,400
TOTAL PERSONS	12+	100,200	209,700	2,879,500	161,400	36,700	349,600	1,030,900
MEN	18+	41,100	88,400	1,170,600	71,800	17,100	145,000	416,700
WOMEN	18+	48,200	95,500	1,364,600	72,900	15,900	162,400	476,800
ADULTS	18+	89,300	183,900	2,535,200	144,700	33,000	307,400	893,500

METRO POPULATION ESTIMATES

METRO SURVEY AREA								Champaign- Urbana- Rantoul, IL	Charleston- North Charleston, SC
		Burlington, VT	Canton	Cape Cod, MA	Casper, WY	Cedar Rapids	Cedar Rapids	Cedar Rapids	
MEN	18-24	11,400	24,100	7,500	4,800	10,600	28,100	41,000	
MEN	25-34	11,600	32,000	10,500	5,900	16,300	16,400	38,500	
MEN	35-44	6,700	23,100	8,100	5,000	10,200	8,100	23,700	
MEN	45-49	2,200	10,700	3,100	2,100	3,900	2,700	9,200	
MEN	50-54	2,100	11,100	3,500	1,900	3,800	2,800	9,000	
MEN	55-64	3,600	18,400	7,500	3,000	6,600	4,400	13,300	
MEN	65+	3,200	18,900	11,600	2,200	6,300	4,000	10,700	
WOMEN	18-24	11,100	25,800	7,100	4,900	12,900	20,100	27,500	
WOMEN	25-34	11,100	33,000	10,900	6,100	16,400	14,600	36,900	
WOMEN	35-44	6,900	24,500	8,700	5,200	10,100	7,800	24,400	
WOMEN	45-49	2,300	11,500	3,400	2,000	3,900	2,800	9,400	
WOMEN	50-54	2,300	11,600	4,100	1,900	3,900	2,900	9,100	
WOMEN	55-64	4,200	20,200	10,000	3,200	7,300	5,000	15,500	
WOMEN	65+	5,500	27,600	16,600	3,000	10,500	7,100	16,900	
TEENS	12-17	11,900	42,200	14,700	8,000	16,900	13,200	45,000	
TOTAL PERSONS	12+	96,100	334,700	127,300	59,100	139,600	140,000	330,100	
MEN	18+	40,800	138,300	51,800	24,900	57,700	66,500	145,400	
WOMEN	18+	43,400	154,200	60,800	26,200	65,000	60,300	139,700	
ADULTS	18+	84,200	292,500	112,600	51,100	122,700	126,800	285,100	

METRO SURVEY AREA								Chicago	Chico, CA
		Charleston, WV	Charlotte- Gastonia	Charlottesville, VA	Chattanooga	Cheyenne, WY	Chicago	Chico, CA	
MEN	18-24	14,200	39,100	12,500	24,900	4,700	473,500	11,600	
MEN	25-34	20,900	58,500	8,800	35,700	6,100	658,200	10,300	
MEN	35-44	15,500	39,400	5,100	24,500	4,500	456,900	6,600	
MEN	45-49	6,900	16,000	2,200	9,900	1,600	191,000	3,100	
MEN	50-54	7,200	15,200	2,000	10,000	1,800	199,100	3,800	
MEN	55-64	13,300	24,700	3,800	18,900	3,100	343,200	7,800	
MEN	65+	11,100	20,900	3,800	17,300	2,300	292,300	10,400	
WOMEN	18-24	15,500	43,100	6,900	27,100	4,200	486,500	11,600	
WOMEN	25-34	22,200	60,700	8,600	37,200	6,200	675,900	10,000	
WOMEN	35-44	17,900	42,200	5,400	27,000	4,400	471,200	7,200	
WOMEN	45-49	7,600	17,200	2,300	10,600	1,900	197,900	3,700	
WOMEN	50-54	7,900	16,600	2,200	11,300	1,800	214,000	4,100	
WOMEN	55-64	14,300	29,700	4,700	22,100	3,300	381,300	8,800	
WOMEN	65+	16,000	35,300	6,000	28,000	3,100	449,000	12,900	
TEENS	12-17	26,400	62,900	8,100	42,600	6,900	796,300	13,300	
TOTAL PERSONS	12+	216,900	521,500	82,400	347,100	55,900	6,286,300	125,200	
MEN	18+	89,100	213,800	38,200	141,200	24,100	2,614,200	53,600	
WOMEN	18+	111,400	244,800	36,100	163,300	24,900	2,875,800	58,300	
ADULTS	18+	190,500	458,600	74,300	304,500	49,000	5,490,000	111,900	

METRO POPULATION ESTIMATES

METRO SURVEY AREA	Cincinnati	Cleveland	Colorado Springs	Columbia, SC	Columbus, GA	Columbus, OH	Corpus Christi
MEN	18-24	87,500	111,800	39,400	45,000	33,600	21,400
MEN	25-34	113,000	149,600	27,600	35,800	21,100	25,700
MEN	35-44	80,300	111,200	19,300	22,100	12,000	18,300
MEN	45-49	32,700	51,200	6,400	8,800	4,700	7,900
MEN	50-54	32,800	53,600	6,400	9,100	4,800	7,100
MEN	55-64	60,100	90,200	8,900	13,300	7,800	13,000
MEN	65+	57,300	77,200	7,800	11,100	6,200	10,500
WOMEN	18-24	89,900	120,600	23,700	30,900	17,100	21,700
WOMEN	25-34	118,200	158,300	29,000	34,700	20,500	26,800
WOMEN	35-44	85,700	118,500	19,400	23,100	13,700	20,100
WOMEN	45-49	35,500	54,700	6,900	9,600	5,200	8,100
WOMEN	50-54	36,700	58,100	6,200	9,100	5,400	7,600
WOMEN	55-64	70,300	100,800	10,100	15,700	9,500	14,100
WOMEN	65+	94,200	120,800	13,000	18,900	11,400	14,100
TEENS	12-17	145,200	194,300	29,700	39,100	23,000	37,900
TOTAL PERSONS	12+	1,139,400	1,570,900	253,800	326,300	196,000	254,300
MEN	18+	463,700	644,800	115,800	145,200	90,200	103,900
WOMEN	18+	530,500	731,800	108,300	142,000	82,800	112,500
ADULTS	18+	994,200	1,376,600	224,100	287,200	173,000	216,400

METRO SURVEY AREA	Dallas-Ft. Worth	Danbury, CT	Danville, IL	Quad Cities (Davenport-Rock Island-Moline)	Dayton	Daytona Beach	Denver-Boulder
MEN	18-24	200,600	5,300	5,200	22,900	56,900	111,400
MEN	25-34	293,700	10,200	7,200	32,900	73,300	160,000
MEN	35-44	180,800	7,200	5,200	21,600	50,400	107,100
MEN	45-49	70,300	2,400	2,400	8,900	21,300	41,600
MEN	50-54	68,600	2,600	2,700	9,600	21,200	39,700
MEN	55-64	114,900	4,700	4,600	17,700	33,900	59,200
MEN	65+	99,600	4,500	5,000	16,800	28,400	48,400
WOMEN	18-24	216,300	5,900	5,400	24,700	59,700	115,500
WOMEN	25-34	289,900	10,700	7,300	32,600	74,200	164,800
WOMEN	35-44	185,300	6,700	5,400	22,200	52,900	109,400
WOMEN	45-49	73,300	2,400	2,500	9,300	22,200	42,700
WOMEN	50-54	71,100	2,800	2,500	10,200	21,500	39,800
WOMEN	55-64	131,700	5,500	5,000	19,000	36,100	65,000
WOMEN	65+	163,300	6,900	7,700	25,800	44,600	77,100
TEENS	12-17	289,000	11,000	9,600	39,700	85,100	167,500
TOTAL PERSONS	12+	2,448,400	88,800	77,700	313,900	680,800	1,349,200
MEN	18+	1,028,500	36,900	32,300	130,400	284,500	567,400
WOMEN	18+	1,130,900	40,900	35,800	143,800	311,200	614,300
ADULTS	18+	2,159,400	77,800	68,100	274,200	595,700	1,181,700

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Des Moines	Detroit	Dothan, AL	Dubuque, IA	Duluth-Superior	Eau Claire, WI	El Paso
MEN	18-24	22,100	265,800	4,200	6,400	17,800	10,600	38,700
MEN	25-34	29,400	366,300	6,300	7,600	18,100	9,700	37,200
MEN	35-44	19,600	261,700	4,400	5,100	13,800	6,700	27,500
MEN	45-49	7,700	114,500	1,700	2,100	6,500	2,700	10,200
MEN	50-54	8,100	115,400	1,800	2,100	7,500	3,200	9,600
MEN	55-64	14,100	185,300	3,300	3,600	14,200	5,700	14,000
MEN	65+	13,000	166,500	2,900	3,600	14,900	6,600	12,700
WOMEN	18-24	24,800	281,200	4,500	6,300	17,600	11,600	34,600
WOMEN	25-34	30,500	372,900	6,700	7,300	18,100	9,400	40,800
WOMEN	35-44	20,400	278,100	4,700	5,100	14,600	7,000	31,100
WOMEN	45-49	8,400	119,200	1,800	2,000	6,500	2,800	11,100
WOMEN	50-54	8,600	122,400	2,000	2,300	7,900	3,500	9,800
WOMEN	55-64	16,500	198,900	3,800	4,400	15,300	6,100	16,400
WOMEN	65+	21,800	230,000	4,700	6,600	20,200	9,500	18,900
TEENS	12-17	33,500	473,400	7,700	10,700	30,000	14,100	54,800
TOTAL PERSONS	12+	278,500	3,551,600	60,500	75,200	223,000	109,200	367,400
MEN	18+	114,000	1,475,500	24,600	30,500	92,800	45,200	149,900
WOMEN	18+	131,000	1,602,700	28,200	34,000	100,200	49,900	162,700
ADULTS	18+	245,000	3,078,200	52,800	64,500	193,000	95,100	312,600

METRO SURVEY AREA		Erie	Eugene-Springfield	Evansville	Fargo-Moorehead	Fayetteville-Springdale, AR	Fayetteville, NC	Flint
MEN	18-24	16,800	22,900	17,500	14,500	16,100	40,500	33,300
MEN	25-34	20,500	26,600	24,000	11,100	15,000	23,000	46,800
MEN	35-44	15,100	15,700	16,700	7,400	9,100	13,000	33,500
MEN	45-49	7,200	6,000	7,300	2,900	3,400	4,000	12,300
MEN	50-54	7,800	6,400	7,700	3,000	3,600	3,700	11,700
MEN	55-64	13,100	11,600	14,800	5,400	7,900	5,100	19,200
MEN	65+	12,600	10,900	15,600	5,700	9,900	3,900	16,600
WOMEN	18-24	18,500	21,900	18,700	13,900	14,500	18,500	35,000
WOMEN	25-34	21,100	25,400	24,600	10,600	14,400	22,600	47,600
WOMEN	35-44	16,400	16,100	18,200	7,400	9,600	13,300	33,600
WOMEN	45-49	7,800	6,300	8,100	2,700	3,600	4,300	12,500
WOMEN	50-54	8,200	6,800	8,300	3,100	3,900	3,600	12,100
WOMEN	55-64	14,200	11,500	17,100	5,800	8,700	5,800	20,600
WOMEN	65+	19,300	14,800	24,900	8,300	13,400	6,200	24,300
TEENS	12-17	20,500	26,500	31,700	13,600	16,100	22,400	59,300
TOTAL PERSONS	12+	278,100	229,400	255,200	115,400	149,200	189,900	418,400
MEN	18+	93,100	100,100	103,600	50,000	65,000	93,200	173,400
WOMEN	18+	105,500	102,800	119,900	51,800	68,100	74,300	185,700
ADULTS	18+	198,600	202,900	223,500	101,800	133,100	167,500	359,100

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Frederick, MD	Fresno	Ft. Smith, AR	Ft. Lauderdale-Hollywood	Ft. Myers-Cape Coral, FL	Ft. Pierce, FL	Ft. Walton Beach, FL
MEN	18-24	8,000	35,600	10,900	47,400	9,000	4,300	10,500
MEN	25-34	9,800	39,700	16,600	69,700	13,000	5,800	11,100
MEN	35-44	7,000	26,900	10,800	51,700	9,100	4,600	7,900
MEN	45-49	2,900	12,500	4,300	23,100	4,700	2,000	2,400
MEN	50-54	2,900	13,000	5,000	25,200	5,100	2,000	2,400
MEN	55-64	5,200	22,700	9,700	55,300	13,700	4,500	2,400
MEN	65+	4,900	22,400	11,400	102,800	23,200	7,200	2,000
WOMEN	18-24	8,000	36,200	11,600	49,900	9,500	4,800	8,100
WOMEN	25-34	9,600	40,600	17,000	73,100	13,500	5,900	11,400
WOMEN	35-44	7,300	30,000	11,700	56,400	9,900	4,900	7,400
WOMEN	45-49	2,900	13,400	4,800	26,000	4,800	2,100	2,500
WOMEN	50-54	2,900	13,500	5,300	30,100	6,000	2,200	1,900
WOMEN	55-64	5,500	23,900	11,000	76,900	17,700	5,300	2,800
WOMEN	65+	7,700	30,400	16,500	119,600	24,000	8,300	2,900
TEENS	12-17	11,900	54,900	20,100	82,500	17,000	8,700	11,800
TOTAL PERSONS	12+	96,500	415,700	166,700	889,700	179,800	72,600	87,500
MEN	18+	40,700	172,800	68,700	375,200	77,400	30,400	38,700
WOMEN	18+	43,900	188,000	77,900	432,000	85,400	33,500	37,000
ADULTS	18+	84,600	360,800	146,600	807,200	162,800	63,900	75,700

METRO SURVEY AREA		Ft. Wayne	Grand Forks, ND/MN	Grand Junction, CO	Grand Rapids	Great Falls, MT	Green Bay	Greensboro-Winston Salem-High Point
MEN	18-24	24,500	10,700	5,000	40,000	6,000	12,100	51,300
MEN	25-34	31,900	8,000	5,900	50,100	7,600	15,700	73,400
MEN	35-44	21,300	5,500	4,500	34,000	4,900	9,900	51,500
MEN	45-49	8,900	1,900	2,000	13,400	1,800	3,600	21,000
MEN	50-54	9,000	2,100	2,300	13,800	1,800	3,800	20,700
MEN	55-64	15,200	3,700	4,300	24,200	3,100	6,800	34,900
MEN	65+	15,200	4,800	4,800	24,200	2,900	6,700	32,300
WOMEN	18-24	25,300	8,700	5,100	43,500	5,500	12,900	60,200
WOMEN	25-34	32,100	7,700	6,300	51,200	7,500	15,300	75,800
WOMEN	35-44	22,000	5,100	5,000	35,600	4,900	10,100	54,700
WOMEN	45-49	9,400	1,800	2,300	14,300	1,700	3,800	22,100
WOMEN	50-54	9,600	2,200	2,300	14,800	1,900	4,000	22,800
WOMEN	55-64	17,300	3,900	4,700	26,800	3,200	7,600	41,600
WOMEN	65+	24,500	6,100	6,000	37,800	3,900	9,900	51,000
TEENS	12-17	41,000	9,600	8,800	66,800	8,200	20,500	79,500
TOTAL PERSONS	12+	307,200	81,800	69,300	490,500	64,900	142,700	692,800
MEN	18+	126,000	36,700	28,800	199,700	28,100	58,600	285,100
WOMEN	18+	140,200	35,500	31,700	224,000	28,600	63,600	328,200
ADULTS	18+	266,200	72,200	60,500	423,700	56,700	122,200	613,300

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Greenville- New Bern- Washington	Greenville- Spartanburg, SC	Hagerstown- Chambersburg- Waynesboro, MD-PA	Harrisburg	Hartford- New Britain	Honolulu	Houston- Galveston
MEN	18-24	24,400	41,200	14,900	27,800	61,900	78,700	199,400
MEN	25-34	21,400	50,400	18,200	34,400	81,900	70,700	302,800
MEN	35-44	14,900	33,400	13,500	26,500	55,700	45,100	197,000
MEN	45-49	6,100	14,000	5,900	11,700	25,200	20,900	76,900
MEN	50-54	6,700	13,900	6,200	12,100	26,400	19,600	71,600
MEN	55-64	11,600	24,000	10,600	21,200	42,800	30,900	120,800
MEN	65+	10,300	20,600	10,900	21,100	39,600	23,600	90,300
WOMEN	18-24	21,500	38,200	14,200	29,300	66,100	55,500	210,200
WOMEN	25-34	21,900	50,800	18,200	36,000	80,300	66,800	300,200
WOMEN	35-44	16,600	35,900	14,200	28,600	58,100	46,000	200,200
WOMEN	45-49	7,000	14,900	6,300	12,600	25,900	20,400	77,400
WOMEN	50-54	7,600	15,500	6,300	13,100	27,500	18,500	73,200
WOMEN	55-64	14,300	28,300	11,700	24,400	46,700	24,400	128,300
WOMEN	65+	16,000	34,300	17,200	33,300	63,800	27,400	132,500
TEENS	12-17	31,600	54,200	22,600	43,800	96,100	74,400	322,900
TOTAL PERSONS	12+	231,900	469,600	190,900	375,900	798,000	622,900	2,503,700
MEN	18+	95,400	197,500	80,200	154,800	333,500	289,500	1,058,800
WOMEN	18+	104,900	217,900	88,100	177,300	368,400	259,000	1,122,000
ADULTS	18+	200,300	415,400	168,200	332,100	701,900	548,500	2,180,800

METRO SURVEY AREA		Huntington-Ashland	Huntsville, AL	Indianapolis	Ithaca, NY	Jackson, MS	Jacksonville	Johnson City- Kingsport- Bristol
MEN	18-24	18,500	19,700	70,300	13,800	20,800	56,600	28,300
MEN	25-34	24,900	30,100	101,400	8,100	26,600	60,600	38,500
MEN	35-44	18,400	21,400	68,400	3,900	17,700	41,700	25,000
MEN	45-49	7,700	7,400	28,300	1,600	6,500	17,900	10,900
MEN	50-54	7,900	6,900	28,100	1,700	6,500	17,800	11,400
MEN	55-64	14,400	10,700	47,800	2,900	12,100	29,700	20,700
MEN	65+	14,800	9,800	42,700	2,900	11,700	29,100	19,800
WOMEN	18-24	19,600	20,600	74,900	9,500	23,700	48,800	28,500
WOMEN	25-34	26,100	32,000	103,300	7,200	28,700	63,300	38,700
WOMEN	35-44	20,200	21,600	71,800	3,900	20,400	45,700	27,600
WOMEN	45-49	8,300	7,300	29,700	1,700	7,000	19,000	11,800
WOMEN	50-54	8,400	7,100	29,800	1,800	7,300	19,200	12,000
WOMEN	55-64	16,800	12,300	53,500	3,400	13,900	34,800	23,300
WOMEN	65+	21,200	14,400	71,000	4,800	17,600	45,400	28,400
TEENS	12-17	30,700	32,500	124,500	7,300	33,500	77,500	41,600
TOTAL PERSONS	12+	257,900	253,800	945,500	74,300	254,000	607,100	366,500
MEN	18+	106,600	106,000	387,000	34,700	101,900	253,400	154,600
WOMEN	18+	120,600	115,300	434,000	32,300	118,600	276,200	170,300
ADULTS	18+	227,200	221,300	821,000	67,000	220,500	529,600	324,900

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Johnstown, PA	Joplin, MO	Kalamazoo-Portage	Kansas City	Killeen-Temple, TX	Knoxville	La Crosse, WI
MEN	18-24	14,600	5,300	23,200	77,500	44,500	34,500	7,400
MEN	25-34	16,300	6,400	24,000	120,800	17,000	39,600	6,800
MEN	35-44	13,900	4,500	15,400	80,700	9,400	26,100	4,700
MEN	45-49	7,200	1,800	6,000	32,700	3,500	11,800	1,900
MEN	50-54	8,100	2,100	6,300	31,200	3,500	12,500	2,000
MEN	55-64	14,600	4,300	10,900	53,600	6,100	22,300	4,000
MEN	65+	15,000	5,100	11,100	51,600	6,400	20,500	4,500
WOMEN	18-24	15,100	5,500	24,600	88,000	16,000	34,100	8,600
WOMEN	25-34	17,200	6,600	23,900	124,000	13,500	40,600	6,500
WOMEN	35-44	15,700	5,000	15,800	85,000	8,800	29,700	4,800
WOMEN	45-49	7,700	2,100	6,400	33,800	3,400	13,300	2,000
WOMEN	50-54	9,000	2,400	6,700	33,700	3,300	14,000	2,300
WOMEN	55-64	15,700	5,300	12,200	61,200	6,600	25,900	4,700
WOMEN	65+	21,400	8,600	16,600	84,100	9,400	31,700	7,000
TEENS	12-17	29,100	8,200	28,300	123,900	16,800	46,400	9,000
TOTAL PERSONS	12+	220,600	73,200	231,400	1,091,800	168,200	403,000	76,200
MEN	18+	89,700	29,500	96,900	448,100	90,400	167,300	31,300
WOMEN	18+	101,800	35,500	106,200	509,800	61,000	189,300	35,900
ADULTS	18+	191,500	65,000	203,100	957,900	151,400	356,600	67,200

METRO SURVEY AREA		Lafayette, IN	Lafayette, LA	Lake Charles, LA	Lakeland-Winter Haven, FL	Lancaster	Lansing-East Lansing	Las Vegas
MEN	18-24	19,500	12,400	10,800	18,600	23,100	49,100	30,300
MEN	25-34	11,100	12,500	13,400	24,400	29,100	42,900	45,600
MEN	35-44	5,400	8,800	10,000	17,800	20,900	25,100	30,000
MEN	45-49	2,300	3,100	3,900	7,700	8,500	9,600	12,900
MEN	50-54	2,200	3,100	4,000	8,000	8,900	9,600	13,500
MEN	55-64	4,000	4,800	7,000	15,200	15,900	16,400	21,200
MEN	65+	3,600	4,000	5,600	21,700	17,200	15,000	16,200
WOMEN	18-24	14,300	12,300	11,200	19,500	23,100	45,200	30,200
WOMEN	25-34	9,900	13,100	14,300	24,700	29,600	40,900	44,500
WOMEN	35-44	5,400	9,400	10,900	18,500	21,700	25,300	28,100
WOMEN	45-49	2,400	3,100	4,100	7,900	9,200	9,500	12,400
WOMEN	50-54	2,400	3,100	4,100	8,300	9,700	10,300	12,500
WOMEN	55-64	4,300	5,500	7,400	17,600	18,200	17,500	19,500
WOMEN	65+	5,900	6,600	7,900	28,300	26,500	23,200	17,400
TEENS	12-17	9,300	16,400	19,800	32,200	36,300	45,900	47,900
TOTAL PERSONS	12+	102,000	118,200	134,400	270,400	297,900	385,500	382,200
MEN	18+	48,100	48,700	54,700	113,400	123,600	167,700	169,700
WOMEN	18+	44,600	53,100	59,900	124,800	138,000	171,900	164,600
ADULTS	18+	92,700	101,800	114,600	238,200	261,600	339,600	334,300

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Lawton, OK	Lexington-Fayette	Lincoln	Little Rock-North Little Rock	Long Branch-Asbury Park, NJ	Longview-Marshall, TX	Los Angeles
MEN	18-24	21,200	26,600	21,400	25,000	27,300	9,000	609,000
MEN	25-34	8,900	29,900	17,200	35,400	38,700	11,100	864,300
MEN	35-44	4,900	17,700	10,100	22,700	31,000	8,300	577,300
MEN	45-49	1,800	6,900	3,900	8,600	12,700	3,400	256,000
MEN	50-54	2,000	6,800	4,000	8,900	13,100	3,800	251,500
MEN	55-64	2,800	11,800	7,000	15,500	21,600	7,300	405,900
MEN	65+	2,500	11,500	7,500	15,300	22,500	8,000	351,000
WOMEN	18-24	8,900	28,100	20,100	26,100	27,400	9,200	627,000
WOMEN	25-34	9,500	29,700	15,700	36,800	42,200	11,900	848,600
WOMEN	35-44	5,600	18,500	10,200	24,600	32,300	8,900	585,300
WOMEN	45-49	1,900	7,100	4,000	9,100	13,600	3,800	267,300
WOMEN	50-54	1,900	7,300	4,400	9,600	13,900	4,300	265,800
WOMEN	55-64	3,200	13,600	8,800	18,100	24,300	8,800	458,200
WOMEN	65+	3,500	17,700	13,200	24,200	37,000	11,800	599,200
TEENS	12-17	10,900	28,300	16,200	38,900	54,800	15,100	891,700
TOTAL PERSONS	12+	89,500	261,500	163,700	318,800	412,400	124,700	7,858,100
MEN	18+	44,100	111,200	71,100	131,400	166,900	50,900	3,315,000
WOMEN	18+	34,500	122,000	76,400	148,500	190,700	58,700	3,651,400
ADULTS	18+	78,600	233,200	147,500	279,900	357,600	109,600	6,966,400

METRO SURVEY AREA		Louisville	Lubbock	Lynchburg, VA	Macon	Madison	Manchester	McAllen-Brownsville
MEN	18-24	56,200	22,900	9,600	14,200	35,100	10,800	29,000
MEN	25-34	77,900	17,900	12,500	20,600	32,900	13,500	29,600
MEN	35-44	53,300	11,300	8,800	15,100	17,100	9,700	22,400
MEN	45-49	22,200	4,200	3,600	6,200	6,300	4,100	9,500
MEN	50-54	21,900	4,400	3,800	6,300	6,100	4,200	8,500
MEN	55-64	37,000	7,200	7,300	9,300	10,500	7,500	17,600
MEN	65+	32,900	6,000	7,100	7,800	10,500	7,300	19,900
WOMEN	18-24	58,700	20,600	12,000	17,300	35,600	10,800	32,600
WOMEN	25-34	79,600	17,900	13,100	22,500	30,800	13,600	35,500
WOMEN	35-44	57,200	11,700	8,900	15,900	17,300	9,900	28,200
WOMEN	45-49	23,300	4,600	4,000	6,800	6,300	4,200	10,500
WOMEN	50-54	23,300	4,500	4,400	6,600	6,700	4,500	9,600
WOMEN	55-64	43,400	8,300	8,400	11,100	11,800	8,700	20,300
WOMEN	65+	54,900	9,300	11,900	14,200	16,800	12,400	24,600
TEENS	12-17	95,800	20,600	14,600	28,000	30,100	17,200	60,700
TOTAL PERSONS	12+	737,600	171,400	130,000	203,900	273,900	138,400	358,500
MEN	18+	301,400	73,900	52,700	81,500	118,500	57,100	136,500
WOMEN	18+	340,400	76,900	62,700	94,400	125,300	64,100	161,300
ADULTS	18+	641,800	150,800	115,400	175,900	243,800	121,200	297,800

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Medford-Ashland	Melbourne-Titusville-Cocoa, FL	Memphis	Miami	Milwaukee-Racine	Minneapolis-St. Paul	Minot, ND
MEN	18-24	7,600	16,500	63,800	89,300	97,300	146,800	5,800
MEN	25-34	10,800	27,200	74,900	114,800	132,800	210,500	5,300
MEN	35-44	7,700	21,700	48,300	97,500	97,200	125,700	3,500
MEN	45-49	3,100	8,000	19,800	40,600	37,600	45,000	1,000
MEN	50-54	3,600	7,200	20,000	42,500	38,400	44,800	1,100
MEN	55-64	7,100	9,100	35,500	78,200	68,800	75,300	1,900
MEN	65+	8,100	8,500	33,400	111,300	65,100	77,800	2,000
WOMEN	18-24	8,100	15,600	62,300	92,600	102,900	166,100	4,700
WOMEN	25-34	10,900	28,500	80,600	126,700	136,700	207,000	5,100
WOMEN	35-44	8,100	21,000	55,500	102,700	99,300	124,500	3,200
WOMEN	45-49	3,200	7,800	22,200	44,900	39,000	45,400	1,000
WOMEN	50-54	3,500	6,400	22,100	47,600	40,400	47,700	1,100
WOMEN	55-64	7,000	9,500	42,000	98,000	76,100	85,600	2,100
WOMEN	65+	9,900	11,600	52,300	153,700	98,300	125,400	2,700
TEENS	12-17	12,900	32,100	100,600	136,000	167,000	216,800	5,300
TOTAL PERSONS	12+	111,600	230,700	733,300	1,371,400	1,296,900	1,744,400	45,800
MEN	18+	48,000	98,200	295,700	569,200	537,200	725,900	20,600
WOMEN	18+	50,700	100,400	337,000	666,200	592,700	801,700	19,900
ADULTS	18+	98,700	198,600	632,700	1,235,400	1,129,900	1,527,600	40,500

METRO SURVEY AREA		Mobile	Modesto	Monroe, LA	Montgomery	Morristown, NJ	Muskegon, MI	Nashville-Davidson
MEN	18-24	26,600	16,100	9,700	16,700	20,500	10,400	55,000
MEN	25-34	34,600	21,300	10,700	21,600	37,400	13,700	73,100
MEN	35-44	23,900	14,400	7,100	15,500	28,500	9,800	47,800
MEN	45-49	9,900	6,700	2,800	6,000	11,700	4,300	19,700
MEN	50-54	10,200	6,700	2,900	6,400	11,000	4,500	19,700
MEN	55-64	19,200	13,000	5,600	11,300	17,500	8,300	36,300
MEN	65+	17,300	13,400	5,400	10,400	14,100	7,800	34,200
WOMEN	18-24	27,700	16,900	10,100	17,400	23,500	11,200	57,400
WOMEN	25-34	37,000	21,900	11,500	23,200	39,500	14,400	73,900
WOMEN	35-44	26,800	15,500	8,400	17,500	28,100	10,600	51,500
WOMEN	45-49	11,100	6,900	3,100	6,800	11,700	4,500	20,400
WOMEN	50-54	11,400	7,500	3,400	7,000	11,200	5,000	21,400
WOMEN	55-64	22,000	13,600	6,400	13,900	18,200	8,500	42,000
WOMEN	65+	26,100	18,100	8,200	18,700	22,700	10,900	53,500
TEENS	12-17	49,300	28,100	14,800	29,600	44,400	21,200	82,200
TOTAL PERSONS	12+	353,100	220,100	110,100	222,000	340,000	145,100	688,100
MEN	18+	141,700	91,600	44,200	87,900	140,700	58,800	285,800
WOMEN	18+	162,100	100,400	51,100	104,500	154,900	65,100	320,100
ADULTS	18+	303,800	192,000	95,300	192,400	295,600	123,900	605,900

METRO POPULATION ESTIMATES

METRO SURVEY AREA	Nassau-Suffolk (Long Island, NY)	New Bedford- Fall River, MA	New Haven- West Haven	New Orleans	New York	Norfolk-Portsmouth- Newport News-Hampton	Northeast Pennsylvania (Wilkes Barre-Scranton)
MEN	18-24	141,200	27,700	32,200	74,700	913,300	130,900
MEN	25-34	189,300	35,900	35,600	100,900	1,268,800	105,400
MEN	35-44	176,300	26,200	23,400	67,000	944,800	68,800
MEN	45-49	80,200	12,200	11,100	29,200	422,000	29,100
MEN	50-54	77,000	13,300	12,200	27,100	437,400	27,300
MEN	55-64	114,000	23,300	20,000	47,700	802,900	39,800
MEN	65+	92,400	22,800	20,900	40,500	740,000	31,500
WOMEN	18-24	143,600	30,300	30,600	81,000	976,500	81,200
WOMEN	25-34	216,100	36,600	36,500	105,700	1,370,600	100,200
WOMEN	35-44	190,600	28,300	25,100	73,400	1,027,700	70,100
WOMEN	45-49	81,200	13,400	12,100	30,800	461,700	29,800
WOMEN	50-54	75,900	15,000	13,500	29,400	492,200	27,300
WOMEN	55-64	118,100	27,500	23,300	56,200	927,500	44,300
WOMEN	65+	146,000	36,700	32,800	65,900	1,155,500	50,400
TEENS	12-17	322,600	47,800	41,000	126,600	1,557,600	116,700
TOTAL PERSONS	12+	2,164,500	399,000	370,300	956,200	13,498,500	952,800
MEN	18+	870,400	161,400	155,400	387,200	5,529,200	432,800
WOMEN	18+	971,500	189,800	173,900	442,400	6,411,700	403,300
ADULTS	18+	1,841,900	351,200	329,300	829,600	11,940,900	836,100

METRO SURVEY AREA	Odessa- Midland, TX	Ogden, UT	Oklahoma City	Omaha- Council Bluffs	Orlando	Owensboro, KY	Palm Springs, CA
MEN	18-24	10,700	10,700	58,900	37,100	46,500	5,800
MEN	25-34	16,600	11,200	74,200	50,600	53,500	8,400
MEN	35-44	14,300	7,500	47,800	35,000	41,400	6,300
MEN	45-49	5,800	3,200	19,400	12,700	18,000	3,000
MEN	50-54	5,000	3,400	18,400	12,000	17,600	3,200
MEN	55-64	8,300	5,600	31,500	20,900	28,500	8,100
MEN	65+	4,700	5,200	30,200	20,600	37,500	10,100
WOMEN	18-24	11,700	11,200	60,200	40,300	40,800	6,500
WOMEN	25-34	17,900	10,900	74,800	51,800	57,600	8,800
WOMEN	35-44	15,300	7,900	51,000	34,900	44,300	6,600
WOMEN	45-49	5,300	3,400	19,800	12,800	19,000	3,700
WOMEN	50-54	5,200	3,400	15,300	17,700	18,400	3,900
WOMEN	55-64	8,700	5,900	37,400	23,900	33,900	9,700
WOMEN	65+	6,700	7,400	49,500	32,800	53,000	11,000
TEENS	12-17	24,100	16,100	84,200	59,700	73,300	12,100
TOTAL PERSONS	12+	159,800	112,000	676,600	457,800	583,300	107,200
MEN	18+	65,400	46,800	280,400	188,900	243,000	44,900
WOMEN	18+	70,300	50,100	312,000	209,200	267,000	50,200
ADULTS	18+	135,700	96,900	592,400	398,100	510,000	95,100

METRO POPULATION ESTIMATES

METRO SURVEY AREA	Panama City, FL	Parkersburg- Marietta, WV-OH	Pensacola	Peoria	Philadelphia	Phoenix	Pittsburgh
MEN	18-24	6,500	9,400	26,000	22,800	291,500	125,600
MEN	25-34	8,100	14,200	24,700	29,400	363,700	158,800
MEN	35-44	5,800	9,200	15,600	21,300	276,800	130,100
MEN	45-49	2,300	3,900	6,700	8,800	125,200	63,100
MEN	50-54	2,400	3,800	6,400	8,700	129,900	69,300
MEN	55-64	4,100	7,500	10,400	17,000	218,800	121,000
MEN	65+	3,700	7,700	9,100	15,600	206,700	117,200
WOMEN	18-24	6,500	10,100	21,500	23,600	291,900	136,200
WOMEN	25-34	8,700	14,400	24,800	29,700	383,900	170,300
WOMEN	35-44	6,200	9,800	17,500	21,800	296,400	143,200
WOMEN	45-49	2,500	3,900	7,200	8,700	133,500	69,200
WOMEN	50-54	2,400	4,300	6,900	9,700	140,700	77,100
WOMEN	55-64	4,600	8,100	11,700	18,200	248,700	136,100
WOMEN	65+	5,100	11,500	13,700	24,000	329,800	171,000
TEENS	12-17	10,400	15,500	30,000	38,400	476,900	231,200
TOTAL PERSONS	12+	79,300	133,300	232,200	297,700	3,914,400	1,919,400
MEN	18+	32,900	55,700	98,900	123,600	1,612,600	785,100
WOMEN	18+	36,000	62,100	103,300	135,700	1,824,900	903,100
ADULTS	18+	68,900	117,800	202,200	259,300	3,437,500	1,688,200

METRO SURVEY AREA	Plattsburgh, NY	Portland, OR	Portland, ME	Poughkeepsie, NY	Providence- Warwick- Pawtucket	Provo-Orem, UT	Pueblo
MEN	18-24	6,900	75,100	14,700	14,700	93,900	8,800
MEN	25-34	7,400	113,300	16,500	23,800	103,600	9,300
MEN	35-44	4,800	71,400	11,800	16,300	77,900	7,300
MEN	45-49	1,600	29,300	5,000	5,800	36,200	3,200
MEN	50-54	1,600	31,500	5,500	5,500	38,500	3,300
MEN	55-64	2,900	56,700	10,200	10,500	68,200	6,000
MEN	65+	2,800	58,000	10,200	10,800	70,400	5,600
WOMEN	18-24	6,700	84,900	14,300	15,900	92,400	8,300
WOMEN	25-34	6,300	111,900	16,700	22,200	108,600	9,900
WOMEN	35-44	4,300	74,500	12,800	14,700	83,600	7,800
WOMEN	45-49	1,500	31,100	5,600	6,600	39,100	3,300
WOMEN	50-54	1,600	32,900	6,100	6,200	42,800	3,400
WOMEN	55-64	3,300	62,100	11,900	11,800	80,700	6,400
WOMEN	65+	4,100	86,900	17,100	16,300	116,600	7,700
TEENS	12-17	8,600	120,300	22,200	24,300	141,800	14,200
TOTAL PERSONS	12+	64,400	1,039,900	180,400	204,400	1,194,300	104,500
MEN	18+	28,000	435,300	73,700	87,400	488,700	43,500
WOMEN	18+	27,800	484,300	84,500	92,700	563,800	46,800
ADULTS	18+	55,800	919,600	158,200	180,100	1,052,500	90,300

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Raleigh-Durham	Rapid City, SD	Tri-Cities (Richland-Kennewick-Pasco)	Reading	Redding, CA	Reno	Richmond
MEN	18-24	53,800	8,800	7,800	16,900	6,200	13,200	41,300
MEN	25-34	50,400	7,500	12,000	22,800	9,500	16,300	55,900
MEN	35-44	29,200	5,700	9,200	18,900	6,900	11,200	37,400
MEN	45-49	11,900	2,000	3,700	8,400	3,100	5,800	17,600
MEN	50-54	11,500	1,900	4,100	9,100	3,200	6,200	16,600
MEN	55-64	19,200	2,800	7,000	17,300	6,300	10,400	27,500
MEN	65+	17,300	3,300	4,800	18,000	5,700	9,600	22,700
WOMEN	18-24	46,900	6,100	8,000	19,400	6,500	13,700	45,800
WOMEN	25-34	49,200	7,700	12,800	23,600	10,200	15,900	57,600
WOMEN	35-44	31,300	5,300	9,700	19,900	7,400	11,600	40,800
WOMEN	45-49	12,700	1,900	3,700	8,900	3,100	5,900	18,000
WOMEN	50-54	12,800	1,900	4,100	10,000	3,200	6,000	17,900
WOMEN	55-64	23,300	3,500	6,600	19,700	6,200	10,200	31,500
WOMEN	65+	29,100	4,100	6,100	26,400	6,600	11,500	39,500
TEENS	12-17	46,600	9,300	18,000	27,800	13,000	19,100	62,800
TOTAL PERSONS	12+	445,200	71,800	117,600	267,100	97,100	166,600	532,900
MEN	18+	193,300	32,000	48,600	111,400	40,900	72,700	219,000
WOMEN	18+	205,300	30,500	51,000	127,900	43,200	74,800	251,100
ADULTS	18+	398,600	62,500	99,600	239,300	84,100	147,500	470,100

METRO SURVEY AREA		Riverside-San Bernardino-Ontario	Roanoke	Rochester, MN	Rochester, NY	Rockford	Sacramento	Saginaw
MEN	18-24	78,600	13,000	4,800	62,500	17,100	71,200	13,800
MEN	25-34	102,300	18,300	10,000	80,700	25,200	85,600	19,700
MEN	35-44	68,000	13,300	5,400	53,500	16,200	62,100	13,200
MEN	45-49	28,800	6,200	1,700	23,000	6,900	28,600	5,200
MEN	50-54	30,100	5,700	1,800	25,100	6,500	28,400	5,400
MEN	55-64	50,500	10,400	3,100	43,400	11,400	44,600	9,500
MEN	65+	64,800	11,400	3,300	42,600	11,100	37,300	8,200
WOMEN	18-24	77,600	15,300	7,900	66,600	18,900	72,700	14,700
WOMEN	25-34	102,600	18,500	10,200	81,100	24,700	89,700	20,100
WOMEN	35-44	71,100	14,400	5,300	55,000	16,700	65,400	13,600
WOMEN	45-49	31,000	6,200	1,800	25,000	6,900	29,600	5,300
WOMEN	50-54	31,500	6,400	1,800	27,100	7,000	27,700	5,600
WOMEN	55-64	59,200	12,500	3,600	48,300	12,200	46,800	9,900
WOMEN	65+	90,700	17,900	5,500	67,700	16,700	51,400	12,200
TEENS	12-17	127,300	21,700	8,700	101,100	29,800	111,000	25,800
TOTAL PERSONS	12+	1,014,100	191,200	74,900	802,700	227,300	852,100	182,200
MEN	18+	423,100	78,300	30,100	330,800	94,400	357,800	75,000
WOMEN	18+	463,700	91,200	36,100	370,800	103,100	383,300	81,400
ADULTS	18+	886,800	169,500	66,200	701,600	197,500	741,100	156,400

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Salem, OR	Salinas-Seaside-Monterey	Salt Lake City-Ogden	San Angelo, TX	San Antonio	San Diego	San Francisco
MEN	18-24	15,800	32,400	64,900	7,000	82,300	201,100	360,800
MEN	25-34	20,400	25,300	80,800	6,300	83,200	158,600	493,600
MEN	35-44	13,500	15,200	50,600	4,400	57,800	104,700	311,200
MEN	45-49	5,600	6,400	19,700	1,800	24,500	45,700	140,400
MEN	50-54	6,100	6,700	20,200	2,000	24,200	45,200	138,800
MEN	55-64	11,200	11,900	32,400	3,800	40,600	72,900	279,600
MEN	65+	14,300	10,500	29,600	4,100	37,900	76,100	203,700
WOMEN	18-24	16,900	19,000	66,600	6,000	73,400	128,900	358,400
WOMEN	25-34	20,500	23,000	81,400	6,500	88,500	153,600	483,800
WOMEN	35-44	14,600	16,200	51,800	4,900	64,700	106,800	316,000
WOMEN	45-49	5,800	7,100	20,200	2,200	27,200	48,900	146,200
WOMEN	50-54	6,200	6,800	20,300	2,200	25,500	47,900	144,000
WOMEN	55-64	12,900	12,300	34,300	4,700	47,000	85,400	249,800
WOMEN	65+	19,900	15,000	43,700	6,200	60,600	113,800	311,600
TEENS	12-17	25,700	28,300	101,500	8,200	117,000	177,100	488,900
TOTAL PERSONS	12+	209,400	236,100	718,000	70,300	854,400	1,566,700	4,376,800
MEN	18+	86,900	108,400	298,200	29,400	350,500	704,300	1,878,100
WOMEN	18+	96,800	99,400	318,300	32,700	386,900	685,300	2,009,800
ADULTS	18+	183,700	207,800	616,500	62,100	737,400	1,389,600	3,887,900

METRO SURVEY AREA		San Jose	Santa Barbara, CA	Santa Fe, NM	Santa Rosa, CA	Sarasota-Bradenton	Savannah	Seattle- Everett-Tacoma
MEN	18-24	93,300	14,600	4,900	17,400	13,100	16,500	163,000
MEN	25-34	136,900	13,000	6,100	22,900	16,500	17,700	202,100
MEN	35-44	84,600	8,200	4,300	15,100	13,500	11,600	128,700
MEN	45-49	34,600	4,000	1,700	7,200	6,200	4,900	50,200
MEN	50-54	31,300	3,800	1,800	7,500	7,400	5,500	52,000
MEN	55-64	44,300	7,000	3,100	14,600	20,800	9,600	84,500
MEN	65+	35,000	8,900	3,200	18,800	55,100	8,200	81,600
WOMEN	18-24	93,500	15,200	4,800	18,000	13,400	15,900	152,300
WOMEN	25-34	134,300	12,500	6,400	23,700	17,900	17,800	197,400
WOMEN	35-44	84,500	8,700	4,500	16,100	15,200	13,100	127,700
WOMEN	45-49	35,000	4,300	1,800	7,700	7,300	5,700	51,500
WOMEN	50-54	31,400	4,200	1,800	8,300	9,500	6,100	51,500
WOMEN	55-64	47,800	9,000	3,800	17,100	31,600	11,100	89,500
WOMEN	65+	56,600	14,900	4,600	24,900	65,900	14,400	126,000
TEENS	12-17	135,500	13,500	8,500	28,800	24,000	23,700	207,900
TOTAL PERSONS	12+	1,078,600	141,800	61,300	248,100	317,400	181,800	1,765,900
MEN	18+	460,000	59,500	25,100	103,500	132,600	74,000	762,100
WOMEN	18+	483,100	68,800	27,700	115,800	160,800	84,100	795,900
ADULTS	18+	943,100	128,300	52,800	219,300	293,400	158,100	1,558,000

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Shreveport	Sioux City, IA	Sioux Falls, SD	South Bend	Spokane	Springfield-Chicopee-Holyoke	Springfield, IL
MEN	18-24	22,700	6,800	6,700	21,300	24,800	45,000	9,200
MEN	25-34	29,100	8,500	8,800	20,300	26,500	44,200	14,200
MEN	35-44	20,800	6,300	6,200	15,700	18,500	31,400	9,900
MEN	45-49	7,900	2,600	2,600	6,900	7,600	14,400	4,400
MEN	50-54	8,500	3,000	2,800	7,100	8,400	15,600	4,600
MEN	55-64	15,100	5,300	4,600	13,000	15,300	25,800	9,100
MEN	65+	16,100	5,900	4,900	13,000	17,600	25,500	9,100
WOMEN	18-24	23,800	8,200	8,300	17,900	24,800	49,300	11,700
WOMEN	25-34	31,900	8,600	9,100	20,500	27,100	43,800	15,300
WOMEN	35-44	23,700	6,600	6,600	16,700	19,500	33,300	10,800
WOMEN	45-49	9,200	2,800	2,700	7,400	8,300	15,300	5,000
WOMEN	50-54	9,700	3,000	2,900	7,800	8,800	16,800	5,300
WOMEN	55-64	18,700	6,000	5,200	14,400	16,600	29,700	11,200
WOMEN	65+	25,200	8,900	7,600	19,600	25,700	43,900	15,500
TEENS	12-17	41,300	12,800	11,800	29,300	35,100	59,100	18,500
TOTAL PERSONS	12+	303,700	95,300	90,800	230,300	284,600	493,100	153,800
MEN	18+	120,200	38,400	36,600	96,800	118,700	201,900	60,500
WOMEN	18+	142,200	44,100	42,400	104,200	130,800	232,100	74,800
ADULTS	18+	262,400	82,500	79,000	201,000	249,500	434,000	135,300

METRO SURVEY AREA		Springfield, MO	St. Cloud, MN	St. Louis	Staunton-Waynesboro, VA	Stuebenville-Weirton	Stockton	Syracuse
MEN	18-24	16,600	15,000	135,500	5,100	9,100	22,600	46,900
MEN	25-34	16,900	12,900	196,300	8,100	11,600	27,100	49,600
MEN	35-44	11,400	8,600	141,000	5,600	9,900	19,000	34,600
MEN	45-49	4,400	3,100	56,000	2,400	4,400	9,200	15,800
MEN	50-54	4,600	3,300	54,900	2,400	5,000	9,800	16,200
MEN	55-64	8,700	6,000	101,700	4,600	8,700	19,100	28,000
MEN	65+	10,000	7,900	95,000	4,000	7,800	18,500	27,200
WOMEN	18-24	18,000	14,000	151,300	6,000	9,200	22,500	46,900
WOMEN	25-34	17,500	12,200	205,300	7,800	12,500	27,300	50,200
WOMEN	35-44	12,100	8,300	148,700	5,700	10,600	20,200	36,400
WOMEN	45-49	4,600	3,000	58,800	2,400	4,900	9,900	16,500
WOMEN	50-54	5,200	3,200	59,600	2,700	5,200	10,000	17,300
WOMEN	55-64	10,200	6,200	115,700	5,200	9,300	17,600	31,000
WOMEN	65+	16,300	9,400	153,100	6,400	10,100	22,200	42,400
TEENS	12-17	18,300	18,900	253,900	9,100	16,700	36,500	69,000
TOTAL PERSONS	12+	174,800	132,000	1,926,800	77,500	135,000	291,500	528,000
MEN	18+	72,600	56,800	780,400	32,200	56,500	125,300	218,300
WOMEN	18+	83,900	56,300	892,500	36,200	61,800	129,700	240,700
ADULTS	18+	156,500	113,100	1,672,900	68,400	118,300	255,000	459,000

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Tallahassee	Tampa-St. Petersburg	Terre Haute	Texarkana, TX	Toledo	Topeka	Tucson
MEN	18-24	18,700	78,800	13,900	7,100	53,400	11,300	39,900
MEN	25-34	15,000	96,000	12,900	9,900	62,400	15,200	41,900
MEN	35-44	7,600	70,500	8,200	6,500	43,700	10,800	28,000
MEN	45-49	2,900	32,300	3,900	3,100	19,000	4,200	12,000
MEN	50-54	3,300	35,600	4,300	2,900	19,500	4,200	12,500
MEN	55-64	5,100	80,300	8,400	6,300	35,200	7,800	23,200
MEN	65+	4,400	178,700	10,600	5,900	35,500	9,100	30,800
WOMEN	18-24	18,900	79,300	13,300	7,800	55,600	13,800	36,600
WOMEN	25-34	14,600	100,600	12,200	10,000	62,700	15,900	42,000
WOMEN	35-44	8,100	77,600	9,100	7,400	45,700	10,900	29,800
WOMEN	45-49	3,300	37,400	4,400	3,100	20,000	4,200	13,400
WOMEN	50-54	3,600	41,900	5,100	3,500	21,100	4,300	14,300
WOMEN	55-64	6,000	111,400	10,000	7,200	39,100	9,100	27,800
WOMEN	65+	7,000	227,600	16,900	9,900	53,000	14,600	40,700
TEENS	12-17	14,100	123,400	16,000	12,800	81,400	18,500	52,000
TOTAL PERSONS	12+	132,600	1,371,400	149,200	104,400	647,300	153,900	444,900
MEN	18+	57,000	572,200	62,200	42,700	268,700	62,600	188,300
WOMEN	18+	61,500	675,800	71,000	48,900	297,700	72,800	204,600
ADULTS	18+	118,500	1,248,000	133,200	91,600	565,900	135,400	392,900

METRO SURVEY AREA		Tulsa	Twin Falls, ID	Utica-Rome	Victoria, TX	Waco	Washington, DC	Waterbury, CT
MEN	18-24	27,900	2,900	20,200	4,200	12,800	204,200	12,600
MEN	25-34	61,000	4,200	23,200	5,600	11,400	304,200	18,400
MEN	35-44	41,500	2,800	16,800	4,100	9,100	199,000	12,500
MEN	45-49	16,900	1,100	8,100	1,800	4,200	79,900	6,100
MEN	50-54	16,200	1,500	9,200	1,600	4,500	77,500	6,900
MEN	55-64	29,700	2,700	15,700	2,800	8,600	108,000	11,500
MEN	65+	29,300	2,700	16,000	2,400	9,300	76,200	11,700
WOMEN	18-24	42,200	3,000	18,700	4,400	12,600	229,000	13,800
WOMEN	25-34	62,500	4,200	23,500	6,000	11,800	310,400	18,300
WOMEN	35-44	44,600	3,100	17,300	4,400	9,700	198,700	13,700
WOMEN	45-49	17,100	1,300	8,800	1,700	4,300	86,600	6,500
WOMEN	50-54	17,600	1,500	9,900	1,700	4,800	79,300	7,500
WOMEN	55-64	34,300	2,700	17,400	3,000	9,800	121,600	13,100
WOMEN	65+	44,700	3,900	25,100	3,600	14,600	133,500	18,000
TEENS	12-17	68,200	5,500	33,600	8,300	16,400	316,900	23,900
TOTAL PERSONS	12+	563,700	43,100	263,500	55,600	143,900	2,525,000	194,500
MEN	18+	232,500	17,900	109,200	22,500	59,900	1,049,000	79,700
WOMEN	18+	263,000	19,700	120,700	24,800	67,600	1,159,100	90,900
ADULTS	18+	495,500	37,600	229,900	47,300	127,500	2,208,100	170,600

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Waterloo-Cedar Falls	Watertown, NY	Wenatchee, WA	West Palm Beach-Boca Raton	Wheeling	Wichita Falls, TX	Wichita, KS
MEN	18-24	10,200	5,000	3,500	28,000	10,500	11,500	28,700
MEN	25-34	11,200	5,800	5,400	39,400	12,600	10,000	35,300
MEN	35-44	7,200	4,400	3,900	28,100	10,300	7,700	24,800
MEN	45-49	3,200	2,000	1,600	12,300	4,800	2,900	10,200
MEN	50-54	3,100	2,300	1,800	13,400	5,500	2,800	10,200
MEN	55-64	5,700	4,400	3,800	29,000	10,200	5,300	17,100
MEN	65+	5,300	4,700	4,100	52,700	10,900	6,100	14,300
WOMEN	18-24	12,800	4,800	3,700	29,000	11,500	8,300	29,000
WOMEN	25-34	11,200	5,900	5,600	39,600	13,000	10,600	35,100
WOMEN	35-44	7,600	4,700	4,200	30,000	11,100	7,900	25,700
WOMEN	45-49	3,200	2,300	1,600	13,600	5,300	3,100	10,700
WOMEN	50-54	3,500	2,500	1,900	16,000	6,200	3,100	10,800
WOMEN	55-64	6,200	4,800	3,600	39,100	11,600	6,400	19,400
WOMEN	65+	8,400	7,900	5,100	65,800	15,900	9,600	23,500
TEENS	12-17	14,400	9,900	7,500	47,600	17,300	12,300	42,100
TOTAL PERSONS	12+	113,200	71,400	57,300	483,600	156,700	107,600	336,900
MEN	18+	45,900	28,600	24,100	202,900	64,800	46,300	140,600
WOMEN	18+	52,900	32,900	25,700	223,100	74,600	49,000	154,200
ADULTS	18+	98,800	61,500	49,800	436,000	139,400	95,300	294,800

METRO SURVEY AREA		Williamsport, PA	Wilmington, DE	Wilmington, NC	Worcester	Yakima	York	Youngstown-Warren
MEN	18-24	7,300	33,700	9,000	25,500	9,700	22,700	32,000
MEN	25-34	8,500	45,100	11,700	27,900	12,900	31,300	39,300
MEN	35-44	6,600	31,900	7,600	21,000	9,100	22,600	31,000
MEN	45-49	2,800	14,000	3,400	9,400	3,700	9,700	14,700
MEN	50-54	3,000	14,600	3,600	10,900	4,200	10,100	15,700
MEN	55-64	5,600	22,700	6,300	19,100	8,700	18,100	25,000
MEN	65+	6,400	20,100	5,900	19,200	9,700	19,400	23,900
WOMEN	18-24	7,100	36,500	8,700	23,000	9,900	22,700	33,100
WOMEN	25-34	8,800	45,900	12,000	28,300	13,300	31,500	41,000
WOMEN	35-44	7,200	32,900	8,400	22,200	9,700	23,400	33,700
WOMEN	45-49	3,000	15,000	3,700	10,500	4,000	10,200	15,600
WOMEN	50-54	3,400	15,100	3,800	11,900	4,600	10,800	16,800
WOMEN	55-64	6,500	24,600	7,400	21,400	8,800	19,900	27,000
WOMEN	65+	10,100	30,100	8,900	31,600	12,300	28,300	33,700
TEENS	12-17	11,700	55,700	13,800	40,300	19,000	38,100	56,700
TOTAL PERSONS	12+	98,000	437,900	114,200	322,300	130,600	318,800	439,200
MEN	18+	40,200	182,100	47,500	133,000	58,000	133,900	181,600
WOMEN	18+	46,100	200,100	52,900	149,000	62,600	146,800	200,900
ADULTS	18+	86,300	382,200	100,400	282,000	120,600	280,700	382,500

METRO POPULATION ESTIMATES

METRO SURVEY AREA		Yuma, AZ
MEN	18-24	7,500
MEN	25-34	6,700
MEN	35-44	4,900
MEN	45-49	2,100
MEN	50-54	2,200
MEN	55-64	4,100
MEN	65+	4,700
WOMEN	18-24	5,600
WOMEN	25-34	6,800
WOMEN	35-44	5,000
WOMEN	45-49	2,100
WOMEN	50-54	2,100
WOMEN	55-64	4,000
WOMEN	65+	4,400
TEENS	12-17	9,200
TOTAL PERSONS	12+	71,400
MEN	18+	32,200
WOMEN	18+	30,000
ADULTS	18+	62,200

Average Quarter-Hour Listening Estimates

AKRON
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
68	2		8	4	9	1	7	10	6	8		WAEZ	60	2		8	4	7	1	7	10	6	4		WAEZ	6.8	1.8		14.3	9.5	15.9	1.4	8.0	15.2	10.9	7.0	
112		7	7	6	9	1	9	10	7	12	4	WAKR	94		5	6	4	8		5	9	7	11	3	WAKR	10.7		5.5	10.7	9.5	18.2		5.7	13.6	12.7	19.3	3.4
32			2	4	4	1	1	2	5	6		WCUE	31			2	4	4	1		2	5	6		WCUE	3.5			3.6	9.5	9.1	1.4		3.0	9.1	10.5	
22	1	3	2	2	3		2	3	2	1		WHLO	14	1	2	2	2	1		2	1	1		WHLO	1.6	.9	2.2	3.6	4.8	2.3		2.3	1.5	1.8			
34	7	8	2	2		4	9		1	1		WKDD	21	7	5	1			3	4		1		WKDD	2.4	6.3	5.5	1.8			4.1	4.6			1.8		
32	1	1	3		1	2	3	3	7	2	5	WNIR	26	1	1	3		1	1	2	3	7	2	3	WNIR	3.0	.9	1.1	5.4		2.3	1.4	2.3	4.5	12.7	3.5	3.4
90	3	6	6	9	5	2	9	12	7	9	4	WSLR	61	2	4	4	6	2	2	7	9	5	6	1	WSLR	6.9	1.8	4.4	7.1	14.3	4.5	2.7	8.0	13.6	9.1	10.5	1.1
18	1	1	3	3	3		2			4		WCLV	13	1	1		1	3		2		4		WCLV	1.5	.9	1.1		2.4	6.8		2.3			7.0		
71	5	3	7	6	3	3	2	11	9	4		WDBN	18	1	2		2	2			1	3		WDBN	2.0	.9	2.2		4.8	4.5		1.5			5.3		
46	4	1	3	1		8	7	3	2	1	16	WDJQ	5	1					1	1			2	WDJQ	.6	.9					1.4	1.1			2.2		
29	4	8		1	1	3	4	3	1	1	3	WDMT	20	3	5			1	2	4	2	1	2	WDMT	2.3	2.7	5.5			2.3	2.7	4.6	3.0	1.8		2.2	
33		1	4	3	3		2	3	4	6	1	WDOK	32		1	4	3	3		2	3	4	6	1	WDOK	3.6		1.1	7.1	7.1	6.8		2.3	4.5	7.3	10.5	1.1
11	1			1						6		WERE	3	1			1								WERE	.3	.9			2.4							
71	6	14	3	1	3	7	20	8	2	1	6	WGAR	37	2	10	1		2	5	10	4	1	2	WGAR	4.2	1.8	11.0	1.8		4.5	6.8	11.5	6.1		1.8	2.2	
116	13	5	5	1		22	7	7	2		54	WGCL	71	12	4	5			11	4	5	1	29	WGCL	8.1	10.8	4.4	8.9			14.9	4.6	7.6	1.8		32.6	
26		1	4	6	3	1	1	2	3	3		WHK	16		1	1	5	2		2	2	2		WHK	1.8		1.1	1.8	11.9	4.5		3.0	3.6	3.5			
19			2	3	1			2	3	4		WJW	9				2	1		2		3		WJW	1.0				4.8	2.3		3.0			5.3		
30	1	5	2	2	6	2	5	1	4	1	1	WKSW	11	1	1	2	1		1	1	2	1	1	WKSW	1.2	.9	1.1	3.6	2.4		1.4	1.1		3.6	1.8	1.1	
5	2					1					2	WLYT	5	2					1				2	WLYT	.6	1.8					1.4				2.2		
170	52	28	2	1		31	16	1	2		37	WMMS	112	36	17	2	1		21	10		2	23	WMMS	12.7	32.4	18.7	3.6	2.4		28.4	11.5		3.6		25.8	
47	9	7	2			11	8	1	1	2	6	WOOS	5	1	1	1			1	1				WOOS	.6	.9	1.1	1.8			1.4	1.1					
26		3	2	1	2		1	3	4	3		WQAL	23		3	2	1	2		1	2	4	2	WQAL	2.6		3.3	3.6	2.4	4.5		1.1	3.0	7.3	3.5		
15	1	2	2	1	1	1	2	3	1	1		WQXK	3		1	1			1					WQXK	.3		1.1	1.8				1.1					
19		1	1			2	1	1	3	1		WTOF	9										1	WTOF	1.0										1.8		
51	7	10	9	3	2	2	7	1	4		3	WWWE	26	7	6	5	1	1	1	3		1	1	WWWE	3.0	6.3	6.6	8.9	2.4	2.3	1.4	3.4		1.8		1.1	
54	22	7	1			9	6				9	WWWM	36	18	4				5	3			6	WWWM	4.1	16.2	4.4				6.8	3.4			6.7		
9	1										8	WYFM	6	1									5	WYFM	.7	.9									5.6		
18	2	4		1		1	2	2	2		4	WZAK	12	2	3				1	2	1	1	2	WZAK	1.4	1.8	3.3			1.4	2.3	1.5	1.8		2.2		
56	5	12	4	1		16	12	1	2		3	WZZP	46	5	8	3	1		15	9	1	2	2	WZZP	5.2	4.5	8.8	5.4	2.4		20.3	10.3	1.5	3.6		2.2	
TOTAL LISTENING IN METRO SURVEY AREA												881	111	91	56	42	44	74	87	66	55	57	89														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

AKRON
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
884	22	19	70	63	126	28	48	104	92	96	24	WAEZ	694	22	13	64	58	78	28	44	96	65	61	24	WAEZ	12.7	4.6	2.4	16.7	17.1	28.0	5.7	8.2	24.1	18.0	19.6	3.5
1968	47	185	161	126	141	71	188	189	147	174	114	WAKR	1590	40	143	125	96	123	20	129	163	116	158	105	WAKR	29.0	8.3	26.8	32.6	28.2	44.1	4.0	23.9	40.9	32.1	50.6	15.2
484	18	31	19	33	52	34	31	31	88	55	12	WCUE	408	18	20	19	21	52	34	22	31	66	50	12	WCUE	7.4	3.7	3.7	4.9	6.2	18.6	6.9	4.1	7.8	18.3	16.0	1.7
775	19	108	66	59	81	15	69	56	87	57	13	WHLO	421	11	45	37	31	53	7	44	41	45	33	5	WHLO	7.7	2.3	8.4	9.6	9.1	19.0	1.4	8.2	10.3	12.5	10.6	7
674	126	158	35	20	6	109	131	19	30	11	21	WKDD	461	114	77	31	5	6	90	77	16	16	11	10	WKDD	8.4	23.6	14.4	8.1	1.5	2.2	18.2	14.3	4.0	4.4	3.5	1.5
580	28	35	56	16	29	52	71	41	60	27	113	WNIR	468	20	35	52	11	29	40	63	28	56	20	73	WNIR	8.5	4.1	6.6	13.5	3.2	10.4	8.1	11.7	7.0	15.5	6.4	10.6
1275	48	110	95	104	113	64	123	119	101	104	110	WSLR	818	33	82	66	62	56	49	75	81	58	63	48	WSLR	14.9	6.8	15.4	17.2	18.2	20.1	9.9	13.9	20.3	16.1	20.2	7.0

234	22	24	23	14	41	14	22	10	10	34	6	WCLV	193	22	24	13	6	30	14	22	10	10	22	6	WCLV	3.5	4.6	4.5	3.4	1.8	10.8	2.8	4.1	2.5	2.8	7.1	.9
957	44	31	77	111	89	17	38	113	96	90	11	WDBN	379	33	12	13	42	59	6	4	30	16	54	11	WDBN	6.9	6.8	2.2	3.4	12.4	21.1	1.2	7	7.5	4.4	17.3	1.6
786	115	46	25	22	9	117	96	38	50	21	241	WDJQ	133	38	7				26	17		5	40	40	WDJQ	2.4	7.9	1.3				5.3	3.2		1.4	5.8	
488	79	103	17	5	15	71	73	34	6	21	64	WDMT	372	63	77	13		6	56	65	26	6	11	49	WDMT	6.8	13.0	14.4	3.4		2.2	11.3	12.1	6.5	1.7	3.5	7.1
530		24	82	53	42	14	44	83	36	53	19	WDOO	420		19	70	44	42	14	40	49	32	44	15	WDOO	7.7		3.6	18.2	12.9	15.1	2.8	7.4	12.3	8.9	14.1	2.2
121	22		5	23			4	14	5	19	7	WERE	78	22		5	16			4	5	5	6	7	WERE	1.4	4.6		1.3	4.7			7	1.3	1.4	1.9	1.0
1598	115	309	87	33	52	198	351	119	59	32	202	WGAR	822	42	166	43	13	23	111	159	72	30	11	122	WGAR	15.0	8.7	31.1	11.2	3.8	8.2	22.4	29.5	18.0	8.3	3.5	17.7
1628	179	115	96	34		275	142	102	49	6	630	WGCL	1047	145	71	74			182	92	46	32	6	399	WGCL	19.1	30.0	13.3	19.3			36.8	17.1	11.5	8.9	1.9	57.9
420		19	50	73	34	47	30	41	47	19	7	WHK	250		13	18	56	23	14	17	29	33	10	7	WHK	4.6		2.4	4.7	16.5	8.2	2.8	3.2	7.3	9.1	3.2	1.0
402		19	42	66	24	15	9	44	34	45	18	WJW	193		19	13	29	24	7	9	16	11	28	5	WJW	3.5		3.6	3.4	8.5	8.6	1.4	1.7	4.0	3.0	9.0	.7
459	11	73	37	31	30	44	66	19	62	27	45	WKSX	277	11	31	37	24	11	14	26	15	26	27	41	WKSX	5.1	2.3	5.8	9.6	7.1	3.9	2.8	4.8	3.8	7.2	8.7	6.0
177	44		6			34	7	10			76	WLYT	177	44		6			34	7	10			76	WLYT	3.2	9.1		1.6			6.9	1.3	2.5			11.0
2245	533	334	53	32	6	438	227	35	51	3	533	WMMS	1294	322	185	49	15	6	283	162	10	19		243	WMMS	23.6	66.7	34.6	12.8	4.4	2.2	57.2	30.1	2.5	5.3		35.3
917	171	85	43	12	9	175	119	42	28	26	193	WOOS	146	33	20	6			34	18			6	29	WOOS	2.7	6.8	3.7	1.6			6.9	3.3			1.9	4.2
417		39	41	23	33	15	22	52	43	42	13	WQAL	344		33	31	23	29	7	18	36	43	27	9	WQAL	6.3		6.2	8.1	6.8	10.4	1.4	3.3	9.0	11.9	8.7	1.3
321	15	40	29	37	26	23	45	43	36	11	8	WQXK	107		18	17	5	6		20	9	19	5		WQXK	2.0		3.4	4.4	1.5	2.2		3.7	2.3	5.3	1.6	
332	19	34	31	17	21	22	39	29	19	18	11	WTOF	138	11		17		17	14	8	19	5	11		WTOF	2.5	2.3		4.4		6.1	2.8	1.5	4.8	1.4	3.5	
1078	56	235	130	88	34	88	134	50	42	24	121	WWWE	495	56	115	57	37	18	33	63	15	17	6	62	WWWE	9.0	11.6	21.5	14.8	10.9	6.5	6.7	11.7	3.8	4.7	1.9	9.0
1036	284	127	26	13	16	246	91	31	14	3	185	WWWV	624	195	64	18	5	12	149	47	16	14		104	WWWV	11.4	40.4	12.0	4.7	1.5	4.3	30.1	8.7	4.0	3.9		15.1
132	26	17				19	8	4	4	3	51	WYFM	72	18	5				12	4		4		29	WYFM	1.3	3.7	9				2.4	.7			1.1	4.2
358	33	37	23	24	16	21	52	34	15	15	57	WZAK	256	33	25	13	6	12	21	44	21	5	11	34	WZAK	4.7	6.8	4.7	3.4	1.8	4.3	4.2	8.2	5.3	1.4	3.5	4.9
1055	109	161	68	21	16	234	167	49	41	7	182	WZZP	753	101	92	64	16	12	179	87	37	41		124	WZZP	13.7	20.9	17.2	16.7	4.7	4.3	36.2	16.1	9.3	11.4		18.0

TOTAL LISTENING IN METRO SURVEY AREA 5236 483 527 353 314 267 462 534 388 342 301 662 95.6 99.9 98.7 91.9 92.4 95.7 93.3 99.1 97.2 94.7 96.5 96.1

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

ALBANY-SCHENECTADY-TROY
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
169	9	21	7	19	7	16	23	20		12	15	WABY	159	9	21	7	19	7	16	23	20		12	5	WABY	2.4	1.7	3.6	1.7	4.6	1.8	3.0	3.9	4.5		2.6	6	
201		11	20	16	27	10	13	13		24		WASM	147		11	20		14	10	13	13		12		WASM	2.2		1.9	4.8		3.5	1.9	2.2	2.9		2.6		
142	9	5	15	8	14	8	9	24		19	6	*WCSS	142	9	5	15	8	14	8	9	24		19	6	*WCSS	2.1	1.7	9	3.6	1.9	3.5	1.5	1.5	5.4		4.2	7	
1926	360	161	41	8	8	462	129	98	36	14	599	WFLY	1228	214	98	41	8	8	232	101	68	25	423	WFLY	18.4	41.1	16.9	9.8	1.9	2.0	43.3	17.0	15.2	5.5		52.3		
1292	180	211	43	15		183	190	70	61	26	260	WGFM	814	101	127	28	8		119	138	49	32	7	167	WGFM	12.2	19.4	21.9	6.7	1.9		22.2	23.2	10.9	7.0	1.5	20.6	
1246	16	108	150	130	104	45	96	114	85	92	123	WGNA	578	8	58	91	49	68	10	33	48	34	45	46	WGNA	8.7	1.5	10.0	21.7	11.8	17.1	1.9	5.6	10.7	7.5	9.9	5.7	
4152	93	330	305	222	376	171	405	332	270	331	308	WGY	2576	85	201	213	130	228	76	263	221	159	259	215	WGY	38.6	16.3	34.6	50.7	31.4	57.4	14.2	44.3	49.3	35.0	56.9	26.6	
78		16	6		9		4	9		6		*WHAZ	78		16	6		9		4	9		6		*WHAZ	1.2		2.8	1.4		2.3		7	2.0		1.3		
280		10	7	20	38		18	26	35	32	10	WHRL	264		10	7	20	38		18	10	35	32	10	WHRL	4.0		1.7	1.7	4.8	9.6		3.0	2.2	7.7	7.0	1.2	
120	6		6	8	21		8	4	25	18	22	*WKAJ	120	8		6	8	21		8	4	25	18	22	*WKAJ	1.8	1.5		1.4	1.9	5.3		1.3	9	5.5	4.0	2.7	
548	27	37	58	56	48	26	48	56	26	50	11	WOKO	387		37	43	56	48	26	28	23	26	21	11	WOKO	5.8		6.4	10.2	13.5	12.1	4.9	4.7	5.1	5.7	4.6	1.4	
1055	73	152	69	62	7	93	157	94	97	37	115	WPTR	831	46	118	69	52	7	93	117	67	71	37	82	WPTR	12.5	8.8	20.3	16.4	12.6	1.8	17.4	19.7	15.0	15.6	8.1	10.1	
1913	545	199	50	23		337	90	58	34	6	497	WPYX	1226	310	130	29	23		228	67	37	21	6	336	WPYX	18.4	59.5	22.4	6.9	5.6		42.5	11.3	8.3	4.6	1.3	41.5	
618		44	13	63	69	10	5	50	55	97	36	*WQBK	566		44	13	63	69	10	5	34	45	86	36	*WQBK	8.5		7.6	3.1	15.2	17.4	1.9	8	7.6	9.9	18.9	4.4	
629	213	130	15	22	7	51	65		7	6	67	WQBK FM	496	151	103	15	22	7	35	48		7	6	56	WQBK FM	7.4	29.0	17.7	3.6	5.3	1.8	6.5	8.1		1.5	1.3	6.9	
1953	18	75	137	234	235	16	91	133	173	239	25	WROW	1447	18	62	97	192	164	16	72	101	131	199	5	WROW	21.7	3.5	10.7	23.1	45.4	41.3	3.0	12.1	22.5	28.9	43.7	.6	
1421	9	66	113	171	119	10	93	105	161	178	17	WROW FM	1036	9	57	98	112	100	10	67	83	81	144	13	WROW FM	15.5	1.7	9.8	23.3	27.1	25.2	1.9	11.3	18.5	17.8	31.6	1.6	
2223	203	202	145	86	93	252	323	142	129	53	497	WTRY	1762	166	170	99	67	54	220	257	82	110	53	439	WTRY	26.4	31.9	29.3	23.6	16.2	13.6	41.0	43.3	18.3	24.2	11.6	54.3	
857	85	102	42	23		190	111	49	46	41	119	WWOM	774	85	86	42	23		147	111	49	46	41	107	WWOM	11.6	16.3	14.8	10.0	5.6		27.4	18.7	10.9	10.1	9.0	13.2	
273	48	33	22	19	9	35	30	6	16	14	20	WWWD	246	48	33	22	8	9	19	30	6	16	14	20	WWWD	3.7	9.2	5.7	5.2	1.9	2.3	3.5	5.1	1.3	3.5	3.1	2.5	
283		10	15	16	55		9		15	29		*WMYL	106		10	15	6	25		9		7	14		*WMYL	1.6		1.7	3.6	1.4	6.3		1.5		1.5	3.1		
139	11	21	3	7		18	14	4		11		WJIV	76		21				18	9	4		6		WJIV	1.1		3.6				3.4	1.5	9		1.3		
269	43	21	16			73	21	6	6	4	79	WRCK	77	26	5				24					22	WRCK	1.2	5.0	9				4.5					2.7	

TOTAL LISTENING IN METRO SURVEY AREA 6335 492 552 413 388 367 527 589 423 405 442 798 95.0 94.4 95.0 98.3 93.7 92.4 98.3 99.2 94.4 89.2 97.1 98.6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

ALBUQUERQUE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS 12-17	STATION CALL LETTERS	TOT. PERS. 12-17 %	MEN					WOMEN					TNS 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
32		1	1	3	2	1	3	6	2	4		KABQ	32		1	1	3	2	1	3	6	2	4		KABQ	5.4		1.4	2.3	10.0	9.5	1.5	3.9	13.6	6.5	12.5	
26	2	1	1	1		6	2	2			11	*KAMX	23	2	1	1	1		6	2	2			8	*KAMX	3.9	4.0	1.4	2.3	3.3		9.2	2.6	4.5		11.8	
6		2					2		1			*KDAZ	6		2				2		1				*KDAZ	1.0		2.7				2.6		3.2			
5					1		2	1		1		KDRM	5				1		2	1		1			KDRM	.8				4.8		2.6	2.3		3.1		
74	16	8	3			15	7	1		1	23	KFMG	47	9	5	3		10	5			1	14	KFMG	8.0	18.0	6.8	6.8		15.4	6.6			3.1	20.6		
22		5	1	2	2	1	3	1	1	3		*KHFM	13		4	1	1	1	1	2	1	1		*KHFM	2.2		5.5	2.3	3.3	4.8	1.5	2.6	2.3		3.1		
12	1							2	2	1	2	*KKIM	9	1						1	2	1	1	*KKIM	1.5	2.0						2.3	6.5	3.1	1.5		
97	2	5	5	15	10	1	5	10	12	9	1	KKJY	70	1	1	3	12	8	1	4	8	8	8	KKJY	11.9	2.0	1.4	6.8	40.0	38.1	1.5	5.3	18.2	25.8	25.0		
93	4	7	9	6	5	3	15	11	7	9	5	KOB	54	2	3	7	3	2	1	10	9	5	6	KOB	9.2	4.0	4.1	15.9	10.0	9.5	1.5	13.2	20.5	16.1	18.8		
39	4	10	2	1		4	5	4	1	2	4	KOB FM	23	4	4	1	1		3	5	2	1	1	1	KOB FM	3.9	8.0	5.5	2.3	3.3		4.6	6.6	4.5	3.2	3.1	1.5
31	2	8	5	1	1	3	6	1	1		3	KQEO	30	2	7	5	1	1	3	6	1	1		3	KQEO	5.1	4.0	9.6	11.4	3.3	4.8	4.6	7.9	2.3	3.2	4.4	
30		14	3			1	4	3		1	1	KRKE	15		5	1			1	3	1		1		KRKE	2.5		6.8	2.3			1.5	3.9	2.3		3.1	
71	5	8	13	3	1	10	10	9	2	2	3	KRST	44	4	6	11	2		6	5	4		2	1	KRST	7.5	8.0	8.2	25.0	6.7		9.2	6.6	9.1		6.3	1.5
33	2	6	3	2	1		4	3	5	2		KRZY	28	1	4	3	2	1		3	3	5	2		KRZY	4.7	2.0	5.5	6.8	6.7	4.8		3.9	6.8	16.1	6.3	
86	28	14				11	7	3			22	KWXL	56	15	13				5	6	2		14	KWXL	9.5	30.0	17.8				7.7	7.9	4.5		20.6		
3					2					1		*KXKS	3				2						1		*KXKS	.5				9.5					3.1		
28			4	1	2		3	1	3	4		*KZIA	25			4	1	2		3	1	3	3		*KZIA	4.2			9.1	3.3	9.5		3.9	2.3	9.7	9.4	
63	4	8	1	1		22	10	1	1		15	KZZX	44	4	5	1			15	7	1		11	KZZX	7.5	8.0	6.8	2.3			23.1	9.2	2.3		16.2		
15		3	1	2	1	1	3				2	*KNMX	3		3										*KNMX	.5		4.1									
TOTAL LISTENING IN METRO SURVEY AREA												590	50	73	44	30	21	65	76	44	31	32	68														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

ALBUQUERQUE
SPRING 198

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
363	8	29	23	31	28	13	38	55	35	43	18	KABQ	345	8	29	23	31	19	13	38	55	26	43	18	KABQ	9.4	2.5	7.5	8.9	13.7	10.9	3.8	9.4	19.8	11.1	21.8	3.6	
467	44	24	11	6		56	43	40		7	233	*KAMX	396	44	24	11	6		56	35	40		3	174	*KAMX	10.7	13.7	6.2	4.3	2.7		16.6	8.7	14.4		1.5	34.7	
64		6			7		11			26	5	*KDAZ	61		5			7		11			25	5	*KDAZ	1.7		1.3			4.0		2.7		10.6	2.5		
115	8	11			12	6	35	14	6	8		KDRM	112	8	11			12	6	35	14	6	8	KDRM	3.0	2.5	2.8			6.9	1.8	8.7	5.0	2.6	4.1			
1166	203	139	32	9	2	262	125	33	16	14	327	KFMG	755	120	103	11	7		181	89	11	10	8	215	KFMG	20.5	37.4	26.7	4.3	3.1		53.6	22.1	4.0	4.3	4.1	42.8	
360	7	54	21	29	14	13	64	21	22	27	18	*KHFM	231	7	36	16	16	12	10	26	16	14	20	17	*KHFM	6.3	2.2	9.3	6.2	7.1	6.9	3.0	6.5	5.8	6.0	10.2	3.4	
176	6	10		1	7	18	8	24	18	18	26	*KKIM	136	6	8			7	18	8	14	18	17	5	*KKIM	3.7	1.9	2.1			4.0	5.3	2.0	5.0	7.7	8.6	1.0	
1081	41	65	83	86	110	43	60	97	127	92	51	KKJY	728	14	33	60	53	76	32	46	82	71	71	29	KKJY	19.8	4.4	8.5	23.3	23.5	43.7	9.5	11.4	29.5	30.2	36.0	5.8	
1737	71	159	148	124	128	99	239	122	120	166	163	KOB	907	42	56	97	78	69	32	128	84	71	91	53	KOB	24.6	13.1	14.5	37.6	34.5	39.7	9.5	31.8	30.2	30.2	46.2	10.6	
699	45	90	81	25	3	82	76	89	28	28	105	KOB FM	420	29	55	49	19		61	53	48	12	17	35	KOB FM	11.4	9.0	14.2	19.0	8.4		18.0	13.2	17.3	5.1	8.6	7.0	
672	75	79	40	15	14	108	121	48	13	23	113	KQEO	640	75	75	38	14	14	108	119	44	12	21	100	KQEO	17.4	23.4	19.4	14.7	6.2	8.0	32.0	29.5	15.8	5.1	10.7	19.9	
598	24	105	50	16	33	49	81	71	7	44	65	KRKE	366	22	41	27	6	30	31	52	53	3	30	34	KRKE	9.9	6.9	10.6	10.5	2.7	17.2	9.2	12.9	19.1	1.3	15.2	6.8	
1003	97	133	133	41	26	135	154	101	39	22	68	KRST	589	85	68	81	16	12	87	71	56	27	14	46	KRST	16.0	26.5	17.6	31.4	7.1	6.9	25.7	17.6	20.1	11.5	7.1	9.2	
600	52	88	56	44	22	20	72	51	46	45	22	KRZY	491	43	53	56	38	22	20	42	46	46	40	22	KRZY	13.3	13.4	13.7	21.7	16.8	12.6	5.9	10.4	16.5	19.6	20.3	4.4	
948	234	127	17			153	90	27	14	9	256	KWXL	620	136	109	16			95	73	11	6	160	KWXL	16.8	42.4	28.2	6.2			28.1	18.1	4.0	2.6		31.9		
75	8		5		18		12			24		*KXKS	75	8		5		18		12			24	*KXKS	2.0	2.5		1.9		10.3		4.3		12.2				
307	7	11	32	13	24	6	35	4	19	42	6	*KZIA	264	7	11	31	12	24	6	35	4	19	36	6	*KZIA	7.2	2.2	2.8	12.0	5.3	13.8	1.8	8.7	1.4	8.1	18.3	1.2	
1120	100	117	36	23	15	237	172	45	28	22	283	KZZX	776	92	64	32	20	6	155	123	23	26	13	185	KZZX	21.1	28.7	16.6	12.4	8.8	3.4	45.9	30.5	8.3	11.1	6.6	36.9	
136		14	6	7	11	10	13	4	9	3	41	*KNMX	39		9			5					8	8	*KNMX	1.1		2.3			2.9				3.4		1.6	
TOTAL LISTENING IN METRO SURVEY AREA													3295	287	349	234	189	149	308	377	255	193	186	451	89.4	89.4	90.4	90.7	83.6	85.6	91.1	93.5	91.7	82.1	94.4	89.8		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

ALLENTOWN-BETHLEHEM-EASTON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
88	4	15	4	3	3	11	17	6	6	4	9	WAEB	86	4	15	4	3	3	11	16	6	5	4	9	WAEB	8.6	5.2	15.0	5.5	5.0	4.5	15.1	17.4	7.3	6.8	5.5	12.9	
11					1		1	4		2		*WCRV	8				1		1	1		2		*WCRV	.8					1.5		1.1	1.2		2.7			
28		4	2	2	1	2	4	4	5	2		WEEX	28		4	2	2	1	2	4	4	5	2	WEEX	2.8		4.0	2.7	3.3	1.5	2.7	4.3	4.9	6.8	2.7			
36		1	1	2	7			1	2	7		WEST	36		1	1	2	7			1	2	7	WEST	3.6		1.0	1.4	3.3	10.4			1.2	2.7	9.6			
83		1	3	6	8	1	3	9	8	8		WFMZ	76		1	3	6	8	1	1	8	7	7	WFMZ	7.6		1.0	4.1	10.0	11.9	1.4	1.1	9.8	9.6	9.6			
8					1				3		1	*WGPA	8					1			3		1	*WGPA	.8					1.5			3.7		1.4			
6					1					2		*WHOL	6					1					2	*WHOL	6					1.5					2.7			
30	1	6	1	2	1	2	8			3	3	1	WKAP	30	1	6	1	2	1	2	8	3	3	1	WKAP	3.0	1.3	6.0	1.4	3.3	1.5	2.7	8.7		4.1	4.1	1.4	
148	12	23	13	4	3	26	26	15	11	3	12	12	WLEV	132	12	22	12	4	2	21	22	15	9	3	10	WLEV	13.2	15.6	22.0	16.4	6.7	3.0	28.8	23.9	18.3	12.3	4.1	14.3
13			1		3			1	3	2	1	*WLSH	5			1		2			1		1	*WLSH	.5			1.4	3.0			1.2			1.4			
103	3	7	4	8	8	1	9	5	20	12		WQQQ	88	2	7	4	8	8		8	5	15	11	WQQQ	8.8	2.6	7.0	5.5	13.3	11.9		8.7	6.1	20.5	15.1			
3								1	1			*WRNJ	3								1	1			*WRNJ	.3							1.2	1.4				
34	1	2	4	4	5	1	1	4	1	5		WSAN	34	1	2	4	4	5	1	1	4	1	5	WSAN	3.4	1.3	2.0	5.5	6.7	7.5	1.4	1.1	4.9	1.4	6.8			
143	9	12	21	13	10	12	12	19	5	13	6	WXKW	99	9	7	19	9	6	2	11	16	4	7	1	WXKW	9.9	11.7	7.0	26.0	15.0	9.0	2.7	12.0	19.5	5.5	9.6	1.4	
6			1		2				1	2		*WYNS	5			1		2				1	1		*WYNS	.5			1.4	3.0				1.4	1.4			
129	37	10	1	3		23	7	4	2		39	WZZO	101	32	5	1	3		16	4	4	1	32	WZZO	10.1	41.6	5.0	1.4	5.0		21.9	4.3	4.9	1.4		45.7		
41	1	2	2	5	10			1	2	2	6	2	KYW	31	1	2	2	4	7		1	1	2	5	KYW	3.1	1.3	2.0	2.7	6.7	10.4		1.1	1.2	2.7	6.8		
21		4	1	1		4	3	1	2	1	3	3	WABC	11		3	1	1		3	1			1	WABC	1.1		3.0	1.4	1.7		4.1	1.1				1.4	
5													WBVO	5												WBVO	.5											
4													WCAU	3												WCAU	.3											
15				1	3		1	3		3			WEAZ	11			1	3		1	3		2			WEAZ	1.1			1.7	4.5		1.1	3.7		2.7		
-1													*WFLN	-1											*WFLN	1.4												
17	1	1				2			5				WFLN FM	14		1	1				2		2			WFLN FM	1.4		1.0	1.4			2.2		2.7			
17	1	1				2			5				TOTAL	14		1	1				2		2			TOTAL	1.4		1.0	1.4			2.2		2.7			
29	3	3	2			5	1	3	1	3	8	WIFI	15	2	2	1			3	1	1	1		4	WIFI	1.5	2.6	2.0	1.4			4.1	1.1	1.2	1.4		5.7	
8	3	2					3						WIOQ	5	3	1					1					WIOQ	5	3.9	1.0					1.1				
4	1							1		1	1	1	WIP	4	1							1		1	1	WIP	.4	1.3						1.2		1.4	1.4	
8		3	1			3	1						WMGK	5		3	1				1					WMGK	.5		3.0	1.4				1.1				
14	5	3				2	1			1	2	2	WMMR	6	2	1			1	1				1	WMMR	.6	2.6	1.0				1.4	1.1				1.4	
14	1	4	2	1	1	2	1			1	1	1	WNBC	7		3	2	1			1					WNBC	.7		3.0	2.7	1.7			1.1				
29			1	2	1		1	3	3	3			WOR	17			2	1				1	1	2		WOR	1.7			3.3	1.5			1.2	1.4	2.7		
6	1	2				2			1				WRFY	6	1	2				2		1				WRFY	6	1.3	2.0				2.7		1.4			
5		1	1			1	1	1					WUSL	4		1	1				1	1				WUSL	.4		1.0	1.4			1.1	1.2				
5											1		WWDB	5												WWDB	.5										1.4	
22			3	1	1		2		7	2			WWSH	18			3	1	1				6	2		WWSH	1.8			4.1	1.7	1.5			8.2	2.7		
13	2	1				2	2				6		WYSP	10	2	1			1					6		WYSP	1.0	2.6	1.0				1.4				8.6	
26		3	3		6		2	1	4	5			*WZTA	10		2	2	4				1		1		*WZTA	1.0		2.0	2.7	6.0			1.2		1.4		
TOTAL LISTENING IN METRO SURVEY AREA												1002	77	100	73	60	67	73	92	82	73	70																

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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Cume Listening Estimates

ALLEN TOWN - BETHLEHEM - EASTON
SPRING 1983

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
1481	107	186	88	83	41	162	227	104	77	70	187	WAEB	1413	101	181	88	83	41	162	197	104	70	62	180	WAEB	26.0	26.4	37.9	23.3	22.4	12.1	43.8	40.7	25.7	17.5	16.4	29.8	
163	5	3	18	3	4	4	15	39	8	11	8	*WCRV	109	5	3	8	3	4	4	8	22	8	11	8	*WCRV	2.0	1.3	6	2.1	.8	1.2	1.1	1.7	5.4	2.0	2.9	1.3	
453	29	50	29	24	43	36	54	35	51	36	28	WEEX	448	29	50	29	24	43	36	54	35	51	31	28	WEEX	8.2	7.6	10.5	7.7	6.5	12.7	9.7	11.2	8.7	12.8	8.2	4.6	
402	15	16	21	42	54	11	9	21	36	69	14	WEST	402	15	16	21	42	54	11	9	21	36	69	14	WEST	7.4	3.9	3.3	5.6	11.4	16.0	3.0	1.9	5.2	9.0	18.3	2.3	
960	7	23	58	73	80	29	34	105	104	89	13	WFMZ	830	7	23	58	73	80	29	22	73	72	76	13	WFMZ	15.3	1.8	4.8	15.4	19.7	23.7	7.8	4.5	18.1	18.0	20.1	2.1	
108		11	6	6	11		4	10	9	12		*WGPA	99		11	6	6	11		4	10		12		*WGPA	1.8		2.3	1.6	1.6	3.3		8	2.5		3.2		
165	8		6	11	29	7	4	10	7	32		*WHOL	165	8		6	11	29	7	4	10	7	32		*WHOL	3.0	2.1		1.6	3.0	8.6	1.9	.8	2.5	1.8	8.5		
601	62	69	34	27	24	85	106	21	39	47	39	WKAP	601	62	69	34	27	24	85	106	21	39	47	39	WKAP	11.1	16.2	14.4	9.0	7.3	7.1	23.0	21.9	5.2	9.8	12.4	6.4	
1763	164	207	136	54	41	227	302	166	78	20	311	WLEV	1528	151	183	125	54	31	194	239	152	71	20	261	WLEV	28.1	39.4	38.3	33.2	14.6	9.2	52.4	49.4	37.6	17.8	5.3	43.1	
202		6	21		32		5	17	15	26	21	*WLSH	83		6	21		13		5	17		21		*WLSH	1.5		1.3	5.6		3.8		1.0	4.2		3.5		
1241	44	52	61	114	105	40	83	82	180	173	32	WQQQ	995	30	52	52	93	86	22	70	66	129	143	22	WQQQ	18.3	7.8	10.9	13.8	25.1	25.4	5.9	14.5	16.3	32.3	37.8	3.6	
64		3	8			4	3	13	12		3	*WRNJ	56		3	8			4	3	13	12		3		*WRNJ	1.0		6	2.1			1.1	.6	3.2	3.0		.5
712	52	46	93	58	83	53	47	67	43	67	10	WSAN	712	52	46	93	58	83	53	47	67	43	67	10	WSAN	13.1	13.6	9.6	24.7	15.7	24.6	14.3	9.7	16.6	10.8	17.7	1.7	
1415	68	136	194	95	69	119	134	189	101	94	88	WXXW	1019	61	102	141	81	59	45	101	164	64	54	48	WXXW	18.7	15.9	21.3	37.4	21.9	17.5	12.2	20.9	40.6	16.0	14.3	7.9	
119		6	16	6	13	7	11		20	30	10	*WYNS	87		6	7	6	13	7	5		20	13	10	*WYNS	1.6		1.3	1.9	1.6	3.8	1.9	1.0		5.0	3.4	1.7	
1580	321	144	45	13	12	260	160	52	41	4	492	WZZO	1185	240	99	45	13	12	174	111	52	19		384	WZZO	21.8	62.7	20.7	11.9	3.5	3.6	47.0	22.9	12.9	4.8		63.5	
969	52	86	74	124	141	7	55	36	63	108	31	KYW	718	39	86	40	87	92	7	43	21	54	82	15	KYW	13.2	10.2	18.0	10.6	23.5	27.2	1.9	8.9	5.2	13.5	21.7	2.5	
572	22	83	49	30	11	60	82	26	31	34	99	WABC	309	16	47	38	21	6	34	24	17	13	21	55	WABC	5.7	4.2	9.8	10.1	5.7	1.8	9.2	5.0	4.2	3.3	5.6	9.1	
136		11	7	5	10		12	5	7	15		WBYO	94		7	5				5	7	6				WBYO	1.7			1.9	1.4			1.2	1.8	1.6		
85	8			5	17		3		17	12		WCAU	54	8		5	6			3		12	3		WCAU	1.0	2.1			1.4	1.8			.7		3.2	.5	
200		30	8	17		7	22	29	10	19	5	WEAZ	111		13	8	17	7	7	15	10	10	5	5	WEAZ	2.0			3.4	2.2	5.0	1.9	1.4	3.7	2.5	2.6	.8	
-1												*WFLN	-1													*WFLN												
168		11	24	18	6		23	8	38	4	5	WFLN FM	125		11	13	5	6		23	8	19	4	5	WFLN FM	2.3		2.3	3.4	1.4	1.8		4.8	2.0	4.8	1.1	.8	
168		11	24	18	6		23	8	38	4	5	TOTAL	125		11	13	5	6		23	8	19	4	5	TOTAL	2.3		2.3	3.4	1.4	1.8		4.8	2.0	4.8	1.1	.8	
579	56	73	28		6	93	52	62	7	21	157	WIFI	322	43	35	10		6	60	32	33	7	4	87	WIFI	5.9	11.2	7.3	2.7		1.8	16.2	6.6	8.2	1.8	1.1	14.4	
113	38	23				7	29		10		6	WIOQ	84	38	17				7	22						WIOQ	1.5	9.9	3.6				1.9	4.5				
59	7	6		5	6		13			6	10	WIP	59	7	6		5	6			13		6	10	WIP	1.1	1.8	1.3		1.4	1.8			3.2		1.6	1.7	
198	12	50	26		6	31	37		21		15	WMGK	136	12	50	17		6	14	31		6			WMGK	2.5	3.1	10.5	4.5		1.8	3.8	6.4		1.5			
341	97	51				32	24	29		15	81	WMMR	171	51	24				22	18			6	50	WMMR	3.1	13.3	5.0				5.9	3.7			1.6	8.3	
294	13	72	26	5	10	18	65	21		9	50	WNBC	99	5	26	16	5		8	17	3			19	WNBC	1.8	1.3	5.4	4.2	1.4		2.2	3.5	.7			3.1	
428		6	33	36	22		27	42	54	42	14	WOR	226			12	28	10		5	16	17	28	8	WOR	4.2				3.2	7.6	3.0		1.0	4.0	4.3	7.4	1.3
118	7	12		18	10	15	9		21	17		WRFY	82	7	12		18		15	9		21			WRFY	1.5	1.8	2.5		4.9		4.1	1.9		5.3			
105	7	16	14	10		17	13	20				WUSL	73	7	9	14	10		7	13	5				WUSL	1.3	1.8	1.9	3.7	2.7		1.9	2.7	1.2				
81		6	10	8	6		5			8	3	WWDB	61		6		8	6			5		4	3	WWDB	1.1		1.3		2.2	1.8			1.2		1.1	5	
301	13	6	21	25	31		30	3	71	10	13	WWSH	199		6	11	25	12		5	3	57	10	13	WWSH	3.7		1.3	2.9	6.8	3.6		1.0	7	14	3	2.6	2.1
350	85	27	6			60	34	6			132	WYSP	243	64	15	6			42	9	6			101	WYSP	4.5	16.7	3.1	1.6			11.4	1.9	1.5			16.7	
235	21	29	24	14	23		21	11	15	35	21	*WZTA	90	8	18	7		13		9	11		13	11	*WZTA	1.7	2.1	3.8	1.9		3.8		1.9	2.7		3.4	1.8	

TOTAL LISTENING IN METRO SURVEY AREA 5194 383 472 366 357 325 363 474 394 389 346 586 95.5 99.9 98.7 97.1 96.5 96.2 98.1 97.9 97.5 97.3 91.5 96.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
78	6	4	3	3	4	12	9	9	6	6	13	WFBG	50	3	4	2	2	2	6	7	6	2	4	10	WFBG	30.7	33.3	36.4	18.2	20.0	22.2	46.2	43.8	40.0	15.4	26.7	83.3
54		1	3	6	5	1	4	1	5	6		WFBG FM	20			2	1	2	1	1	1	3	2		WFBG FM	12.3			18.2	10.0	22.2	7.7	6.3	6.7	23.1	13.3	
5			1		1					1		*WHPA	5			1		1				1			*WHPA	3.1			9.1		11.1					6.7	
3				1								*WJSM	-1												*WJSM												
2				1						1		*WJSM FM	1				1								*WJSM FM	.6											
5				2					1	1		*WJSM TOTAL	1				1								*WJSM TOTAL	.6				10.0							
12				1	1					2	3	*WKMC	7				1					2	1		*WKMC	4.3					11.1				15.4	6.7	
20	3	2		2		3	5	2	1		2	*WPRR	12	2	2		2	1	1			2	2		*WPRR	7.4	22.2	18.2		20.0		15.4	6.3	6.7		16.7	
27	2	1	2	1	2	1	1	1	3	3		WRTA	23		1	2		2	1	1	1	3	3		WRTA	14.1		9.1	18.2		22.2	7.7	6.3	6.7	23.1	20.0	
8	1	1	2			1		1	2			WTRN	3	1	1			1							WTRN	1.8	11.1	9.1				7.7					
31		7	1	1	1		3	8	1	1	3	WGMR	1								1				WGMR	.6								6.7			
30	1	3	4	3	1	1	4	4	2	1		*WVAM	26	1	3	4	3	1	1	4	4	2	1		*WVAM	16.0	11.1	27.3	36.4	30.0	11.1	7.7	25.0	26.7	15.4	6.7	
10	4	1				1	1		1		2	WDVE	2	1				1							WDVE	1.2	11.1					7.7					
37	1	6	3	3	2		1	4	5	2	1	*WJAC	1												*WJAC	.6											
36	2	1	3	3	2		2	4	4	7		*WJAC FM	2	1									1		*WJAC FM	1.2	11.1									6.7	
2												WJOI	2												WJOI	1.2											
7					1		2			2		WPNT	2						1				1		WPNT	1.2						6.3				6.7	
TOTAL LISTENING IN METRO SURVEY AREA												163	9	11	11	10	9	13	16	15	13	15	12														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
991	95	81	40	44	47	145	97	70	49	50	175	WFBG	576	52	55	27	32	22	58	67	41	32	30	112	WFBG	50.3	74.3	59.1	37.5	44.4	31.4	74.4	67.0	50.6	39.5	34.9	84.8
824	13	50	45	105	73	8	52	33	73	75	23	WFBG FM	270	7	14	13	20	28	4	13	11	24	27	15	WFBG FM	23.6	10.0	15.1	18.1	27.8	40.0	5.1	13.0	13.6	29.6	31.4	11.4
140	7	10	5	8	19		8	11	12	18	7	*WHPA	136	7	10	5	8	15		8	11	12	18	7	*WHPA	11.9	10.0	10.8	6.9	11.1	21.4		8.0	13.6	14.8	20.9	5.3
40		2	2	11	2		2	6	9		1	*WJSM	15			2	5	2		2				1	*WJSM	1.3			2.8	6.9	2.9		2.0				
22		2		5			4	2	4		1	*WJSM FM	14		2		5			4	2			1	*WJSM FM	1.2		2.2		6.9			4.0	2.5			8
56		2	2	14	2		6	8	9	4	1	TOTAL	27		2	2	8	2		6	2			1	TOTAL	2.4		2.2	2.8	11.1	2.9		6.0	2.5			8
194	3	2	7	19	25	2	9	23	15	36	4	*WKMC	121	3	2	7	6	22	2	4	11	10	22	4	*WKMC	10.6	4.3	2.2	9.7	8.3	31.4	2.6	4.0	13.6	12.3	25.6	3.0
385	90	30	10	17	5	56	51	24	25	8	54	*WPRR	254	31	30	7	17	5	47	25	14	7	8	51	*WPRR	22.2	44.3	32.3	9.7	23.6	7.1	60.3	25.0	17.3	8.6	9.3	38.6
441	26	27	42	43	27	22	23	21	28	39	29	WRTA	373	14	24	29	20	27	22	23	21	28	39	29	WRTA	32.6	20.0	25.8	40.3	27.8	38.6	28.2	23.0	25.9	34.6	45.3	22.0
151	7	12	14	15	5	28	10	10	11	12	7	WTRN	101	7	12	7	15	5	11	10	4	5	7	7	WTRN	8.8	10.0	12.9	9.7	20.8	7.1	14.1	10.0	4.9	6.2	8.1	5.3
401	36	54	11	13	18	5	49	61	33	12	50	WGMR	51	7	6	2	3	2		6	13	7		1	WGMR	4.5	10.0	6.5	2.8	4.2	2.9		6.0	16.0	8.6		8
433	24	40	46	36	21	19	47	43	34	26	25	*WVAM	341	24	32	39	30	18	14	42	30	30	18	21	*WVAM	29.8	34.3	34.4	54.2	41.7	25.7	17.9	42.0	37.0	37.0	20.9	15.9
295	107	34		6	3	33	24		14	2	72	WDVE	33	14	8				5	4			2		WDVE	2.9	20.0	8.6				6.4	4.0			2.3	
577	21	31	46	65	33	23	25	57	72	46	25	*WJAC	25	3	2		2			2			2		*WJAC	2.2	4.3	2.2		2.8			2.0			2.3	
529	9	21	31	45	43	14	18	51	58	84	15	*WJAC FM	50	3	2		3	7		2		7	12		*WJAC FM	4.4	4.3	2.2		4.2	10.0		2.0		8.6	14.0	
50			3	3	2	4	4		4	5	6	WJOI	35				3	2	4	2			5		WJOI	3.1				4.2	2.9	5.1	2.0			5.8	
94		3	10	3	8		13	6	9	14		WPNT	33			4	3	2		6			7		WPNT	2.9			5.6	4.2	2.9		6.0		2.5	8.1	
TOTAL LISTENING IN METRO SURVEY AREA												1108	70	91	68	72	66	78	98	79	76	84	132		96.9	99.9	97.8	94.4	99.9	94.3	99.9	98.0	97.5	93.8	97.7	99.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
20	5	2	1			2	7	1			2	KBUY	14	5	2						2	2	1			2	KBUY	6.2	15.6	8.0				8.7	7.7	5.9		7.1											
25	7	2	3	2	1	1	3	2	2	1	1	KDJW	12	2	1	1	1	1	1	1	1	1	1	2	1	KDJW	5.3	6.3	4.0	7.7	8.3	10.0	4.3	3.8	5.9	13.3		3.6											
33	1	3	3	1	5	1	1	2	5	4		KGNC	12		1	2					2	1			2	KGNC	5.3		4.0	15.4		20.0	4.3				18.2												
45		5	3	2	3	4	8	5	6	5		KGNC FM	30		3	2	1	3	4	3	3	4	4	4	4	KGNC FM	13.2		12.0	15.4	8.3	30.0	17.4	11.5	17.6	26.7	36.4												
7	1	4					2					*KHBQ	7	1	4							2				*KHBQ	3.1	3.1	16.0					7.7															
14	2	2	1			2	2					KHBQ	14	2	2	1					2	2				KHBQ	6.2	6.3	8.0	7.7			8.7	7.7				17.9											
79	3	9	6	12	3	5	7	13	7	5	4	KIXZ	49	3	3	4	8	2	4	3	8	4	3	3	3	KIXZ	21.6	9.4	12.0	30.8	66.7	20.0	17.4	11.5	47.1	26.7	27.3	10.7											
28	4	6	1			2	3	1	1		8	KPUR	20	1	3	1					1	3	1	1		7	KPUR	8.8	3.1	12.0	7.7			4.3	11.5	5.9	6.7		25.0										
7				1	1	1	1	1	1			*KQIZ	7			1	1			1	1	1	1			*KQIZ	3.1				8.3	10.0		3.8	5.9	6.7	9.1												
26	6	2	1			6	4	1			6	KQIZ FM	18	3	1	1					4	4				5	KQIZ FM	7.9	9.4	4.0	7.7			17.4	15.4				17.9										
5		2				1	1	1				KWAS	4		1							1	1	1			KWAS	1.8		4.0					3.8	5.9	6.7												
4				1					1		1	*KZIP	1										1			*KZIP	.4									6.7													
31	15	5				2	2				7	KYTX	23	14	3						1	2				3	KYTX	10.1	43.8	12.0				4.3	7.7				10.7										
18	13			1			1				3	KKYN	1									1					KKYN	.4							3.8														
TOTAL LISTENING IN METRO SURVEY AREA											227	32	25	13	12	10	23	26	17	15	11	28																											

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
303	31	46	15	14	10	55	45	7	12	2	36	KBUY	201	31	28	10	14	10	34	19	7	12	2	23	KBUY	14.0	25.2	18.8	9.2	16.5	14.1	27.6	12.0	6.3	13.3	2.5	12.9										
369	37	43	26	25	17	21	75	39	30	15	17	KDJW	216	23	25	21	12	17	21	28	25	18	12	9	KDJW	15.1	18.7	16.8	19.3	14.1	23.9	17.1	17.7	22.3	20.0	15.2	5.1										
734	14	82	61	44	91	21	27	72	69	61	38	KGNC	289	8	19	35	13	33	21	14	22	17	25	8	KGNC	20.2	6.5	12.8	32.1	15.3	46.5	17.1	8.9	19.6	18.9	31.6	4.5										
569		56	54	49	36	31	59	77	59	57	24	KGNC FM	331		34	35	24	24	20	35	37	29	39	12	KGNC FM	23.1		22.8	32.1	28.2	33.8	16.3	22.2	33.0	32.2	49.4	6.7										
67	8	22	7	2	2	7	19					*KHBJ	67	8	22	7	2	2	7	19				3	*KHBJ	4.7	6.5	14.8	6.4	2.4	2.8	5.7	12.0														
309	53	31	11	6		55	35	10	6	3	93	KHBO	271	53	31	11	6		48	35	10		3	68	KHBO	18.9	43.1	20.8	10.1	7.1		39.0	22.2	8.9		3.8	38.2										
972	54	121	87	96	58	75	129	85	65	54	74	KIXZ	479	23	62	42	41	31	34	54	40	38	35	32	KIXZ	33.5	18.7	41.6	38.5	48.2	43.7	27.6	34.2	35.7	42.2	44.3	18.0										
552	83	83	38	2	5	51	48	35	9	5	165	KPUR	363	46	56	18	2	5	34	42	30	3	5	100	KPUR	25.4	37.4	37.6	16.5	2.4	7.0	27.6	26.6	26.8	3.3	6.3	56.2										
115	8	12	11	5	12	7	7	9	15	10	5	*KQIZ	111	8	12	11	5	12	7	7	7	15	10	3	*KQIZ	7.8	6.5	8.1	10.1	5.9	16.9	5.7	4.4	6.3	16.7	12.7	1.7										
476	106	54	25	6	2	92	40	17	3	5	115	KQIZ FM	337	54	47	25	6	2	55	40	12	3	5	77	KQIZ FM	23.5	43.9	31.5	22.9	7.1	2.8	44.7	25.3	10.7	3.3	6.3	43.3										
129	15	20	10		7	7	14	15	9	12	9	KWAS	117	15	12	10		7	7	14	15	9	8	9	KWAS	8.2	12.2	8.1	9.2		9.9	5.7	8.9	13.4	10.0	10.1	5.1										
131	8	12	7	13	7		2	3	7	11	28	*KZIP	75	8	12	7	5	7		2	3	3	2	12	*KZIP	5.2	6.5	8.1	6.4	5.9	9.9		1.3	2.7	3.3	2.5	6.7										
336	85	44	12	6	5	54	19	14		2	92	KYTX	187	46	18	3	2	5	27	19	7		2	55	KYTX	13.1	37.4	12.1	2.8	2.4	7.0	22.0	12.0	6.3		2.5	30.9										
150	23	3	12	15	2	7	2	13	12	2	33	KKYN	38		3	4	2	2	7	2	3	3		3	KKYN	2.7		2.0	3.7	2.4	2.8	5.7	1.3	2.7	3.3		1.7										
TOTAL LISTENING IN METRO SURVEY AREA												1350	123	139	109	83	67	116	150	112	87	76	166													94.3	99.9	93.3	99.9	97.6	94.4	94.3	94.9	99.9	96.7	96.2	93.3

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

ANAHEIM-SANTA ANA-GARDEN GROVE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
49	12	3	3			10	2		2		17	KEZY	49	12	3	3			10	2		2		17	KEZY	1.8	4.8	9	1.3			4.1	6		1.1		6.4
44	9	5				10	14				6	KEZY FM	44	9	5			10	14				6	KEZY FM	1.6	3.6	1.4			4.1	4.4				2.2		
44	2	9	8	1	1	4	9	2	8			KIKF	44	2	9	8	1	1	4	9	2	8		KIKF	1.6	8	2.6	3.4	6	1.0	1.6	2.8	1.0	4.3			
27	1	7	7	1	1	1	2	5	3			KOCM	27	1	7	7	1	1	4	9	2	8		KOCM	1.0		3	3.0	4.1	1.0		3	1.0	2.7	2.4		
29	1	2		4	2	3	8	4	3	1	1	KWIZ	29	1	2		4	2	3	8	4	3	1	KWIZ	1.1	4	6		2.3	2.0	1.2	2.5	1.9	1.6	8.4		
36		6	3	1	2	2	9	6	6			KWIZ FM	36		6	3	1	2	2	9	6	6		KWIZ FM	1.3		1.7	1.3	6	2.0	8	2.8	2.9	3.2			
33	3	4		1		9	13	1	1			KYMS	33	3	4		1		9	13	1	1		KYMS	1.2	1.2	1.1		6	3.7	4.1	5	5				
196	3	17	20	28	9	4	5	14	14	17	4	KABC	196	3	17	20	28	9	4	5	14	14	17	4	KABC	7.3	1.2	4.9	8.5	16.3	8.9	1.6	1.6	6.7	7.5	13.7	1.5
156	3	10	11	18	7	7	20	14	21	8	2	KBIG	156	3	10	11	18	7	7	20	14	21	8	2	KBIG	5.8	1.2	2.9	4.7	10.5	6.9	2.9	6.3	6.7	11.2	6.5	.7
46		24			1	3	16	1				KBRT	46		24			1	3	16	1			KBRT	1.7		6.9			1.0	1.2	5.0	5				
26	3	6	8			1	2		1	2		KFAC FM	26	3	6	8			1	2		1	2		KFAC FM	1.0	1.2	1.7	3.4			4	6		.5	1.6	
107	4	13	19	7	3	11	8	17	8	2	11	KFI	107	4	13	19	7	3	11	8	17	8	2	11	KFI	4.0	1.6	3.7	8.1	4.1	3.0	4.5	2.5	8.1	4.3	1.6	4.1
84	1	5	8	7	6		6	8	8	10	1	KFWB	84	1	5	8	7	6		6	8	8	10	1	KFWB	3.1	4	1.4	3.4	4.1	5.9		1.9	3.8	4.3	8.1	4
28	2	3	2	1	2	2	7	2	3	3		KHJ	28	2	3	2	1	2	2	7	2	3	3		KHJ	1.0	.8	9	8	6	2.0	8	2.2	1.0	1.6	2.4	
85	3	13	5			18	26	13	3	1	3	KHTZ	85	3	13	5			18	26	13	3	1	3	KHTZ	3.1	1.2	3.7	2.1			7.3	8.1	6.2	1.6	8.1	
55	6	4	3			12	11	2	1		16	KIIS	55	6	4	3			12	11	2	1		16	KIIS	2.0	2.4	1.1	1.3			4.9	3.4	1.0	5	6.0	
53	5	6	3	2		9	7	5	1		15	KIQQ	53	5	6	3	2		9	7	5	1		15	KIQQ	2.0	2.0	1.7	1.3	1.2		3.7	2.2	2.4	5	5.6	
84	1	2	8	12	4	1	1	4	24	13		KJOI	84	1	2	8	12	4	1	1	4	24	13		KJOI	3.1	4	6	3.4	7.0	4.0	.4	.3	1.9	12.8	10.5	
38	4	16	3	1	2	1	3	5	1	1	1	KKGO	38	4	16	3	1	2	1	3	5	1	1	1	KKGO	1.4	1.6	4.6	1.3	.6	2.0	4	.9	2.4	5	8.4	
88	1	1	18	9	15	2	1	16	6	9	3	KLAC	88	1	1	18	9	15	2	1	16	6	9	3	KLAC	3.3	.4	3	7.6	5.2	14.9	8	3	7.6	3.2	7.3	1.1
121	39	19	3	2		21	9	2			26	KLOS	121	39	19	3	2		21	9	2			26	KLOS	4.5	15.5	5.5	1.3	1.2		8.6	2.8	1.0		9.7	
11	1	1		5			4					KLVE	11	1	1		5			4					KLVE	4	4	.3		2.9		1.3					
202	46	49	20	2		25	14	1			45	KMET	202	46	49	20	2		25	14	1			45	KMET	7.5	18.3	14.1	8.5	1.2		10.2	4.4	5		16.9	
110	4	12	12	12	12	2	2	4	18	6	5	KMPC	110	4	12	12	12	12	2	2	4	18	6	5	KMPC	4.1	1.6	3.4	5.1	7.0	11.9	8	6	1.9	9.6	4.8	1.9
52	1		6	7	2	2	6	12	3	9		KNOB	52	1		6	7	2	2	6	12	3	9		KNOB	1.9	4		2.5	4.1	2.0	.8	1.9	5.7	1.6	7.3	
88	1	6	5	9	9	1	3	4	6	19		KNX	88	1	6	5	9	9	1	3	4	6	19		KNX	3.3	.4	1.7	2.1	5.2	8.9	4	.9	1.9	3.2	15.3	
103	10	23	6	1		21	24	14	2		1	KNX FM	103	10	23	6	1		21	24	14	2		1	KNX FM	3.8	4.0	6.6	2.5	6		8.6	7.5	6.7	1.1	4	
80		10	2	8	7		1	19	11	6	2	KOST	80		10	2	8	7		1	19	11	6	2	KOST	3.0		2.9	8	4.7	6.9		.3	9.0	5.9	4.8	7
60	1	12	6	2	2	11	13	3	8	1	1	KRLA	60	1	12	6	2	2	11	13	3	8	1	1	KRLA	2.2	.4	3.4	2.5	1.2	2.0	4.5	4.1	1.4	4.3	8.4	
70	26	11				1		1			31	KROQ FM	70	26	11				1		1			31	KROQ FM	2.6	10.4	3.2				.4		5		11.6	
99	15	18	10	2		7	26	11	5		3	KRTH	99	15	18	10	2		7	26	11	5		3	KRTH	3.7	6.0	5.2	4.2	1.2		2.9	8.1	5.2	2.7	1.1	
37	7	1	3			6	9	1	1		9	KUTE	37	7	1	3			6	9	1	1		9	KUTE	1.4	2.8	3	1.3			2.4	2.8	5	5	3.4	
62	16	10	4	1		9	8	1			13	KWST	62	16	10	4	1		9	8	1			13	KWST	2.3	6.4	2.9	1.7	6		3.7	2.5	5		4.9	
53	3	9	12	9	2	3	1	10	1	1	1	KZLA FM	53	3	9	12	9	2	3	1	10	1	1	1	KZLA FM	2.0	1.2	2.6	5.1	5.2	2.0	1.2	3	4.8	5	8.4	
63	3	1		1		15	9	3	2	2	27	XTRA	63	3	1		1		15	9	3	2	2	27	XTRA	2.3	1.2	.3		6		6.1	2.8	1.4	1.1	1.6	10.1
12		1				1		1			9	XTRA FM	12		1				1		1			9	XTRA FM	4		3				4		5		3.4	
TOTAL LISTENING IN METRO SURVEY AREA												2703	251	348	236	172	101	245	320	210	187	124	267														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

ANAHEIM-SANTA ANA-GARDEN GROVE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
1141	274	104	20	12		167	89	18	45		412	KEZY	1141	274	104	20	12		167	89	18	45		412	KEZY	7 1	21 1	5 6	1 5	1.2		13 1	4 7	1 3	4 4		19 6	
1223	219	122				289	221		50	19	303	KEZY FM	1223	219	122				289	221		50	19	303	KEZY FM	7 6	16 8	6 6				22 6	11 8		4 9	2 7	14 4	
619	55	35	101	25	10	76	118	88	65		46	KIKF	619	55	35	101	25	10	76	118	88	65		46	KIKF	3 9	4 2	1 9	7 6	2 4	1 6	6 0	6 3	6 6	6 4		2 2	
307		17	61	45	20		15	35	80	19		KOCM	307		17	61	45	20		15	35	80	19		KOCM	1 9		9	4 6	4.3	3 2		8	2 6	7 9	2 7		
801	14	104	20	50	60	61	192	106	105	28	46	KWIZ	801	14	104	20	50	60	61	192	106	105	28	46	KWIZ	5 0	1 1	5 6	1 5	4 8	9 5	4 8	10 2	7 9	10 4	3 9	2 2	
614	14	35	81	16	50	61	133	70	90	19	15	KWIZ FM	614	14	35	81	16	50	61	133	70	90	19	15	KWIZ FM	3 8	1 1	1 9	6 1	1 5	7 9	4 8	7 1	5 2	8 9	2 7	7	
614	68	139		12	10	152	162	35	12	9		KYMS	614	68	139		12	10	152	162	35	12	9		KYMS	3 8	5 2	7 5		1 2	1.6	11 9	8 6	2 6	1 2	1 3		
2862	82	348	364	256	120	61	148	193	168	224	147	KABC	2862	82	348	364	256	120	61	148	193	168	224	147	KABC	17 8	6 3	18 9	27 3	24 7	19 1	4 8	7 9	14 4	16 6	31 5	7 0	
2560	96	174	202	211	140	122	280	264	281	177	93	KBIG	2560	96	174	202	211	140	122	280	264	281	177	93	KBIG	16 0	7 4	9 4	15 1	20 4	22.3	9 6	14 9	19 7	27 7	24 9	4 4	
416		139			10	91	89	35	22			*KBRT	416		139			10	91	89	35	22			*KBRT	2 6		7 5			1 6	7 1	4 7	2 6	2 2			
594	41	157	121	16	30	15	74		22	37	15	KFAC FM	594	41	157	121	16	30	15	74		22	37	15	KFAC FM	3.7	3 2	8 5	9 1	1 5	4 8	1 2	3 9		2 2	5 2	.7	
2086	123	296	202	136	40	198	236	211	151	56	307	KFI	2086	123	296	202	136	40	198	236	211	151	56	307	KFI	13 0	9 5	16 0	15 1	13 1	6.4	15 5	12 6	15 8	14 9	7 9	14 6	
2201	41	244	202	198	200	46	207	123	176	177	34	KFWB	2201	41	244	202	198	200	46	207	123	176	177	34	KFWB	13 7	3 2	13 2	15 1	19 1	31 8	3 6	11 0	9 2	17 4	24 9	1 6	
962	55	87	40	83	70	61	118	123	102	84	95	KHJ	962	55	87	40	83	70	61	118	123	102	84	95	KHJ	6 0	4 2	4 7	3 0	8 0	11 1	4 8	6 3	9 2	10 1	11 8	4 5	
1386	109	192	182	28	20	213	266	141	70	28	137	KHTZ	1386	109	192	182	28	20	213	266	141	70	28	137	KHTZ	8 6	8 4	10 4	13 6	2 7	3 2	16 7	14 2	10 5	6 9	3 9	6 5	
1282	164	87	81	12	10	213	148	53	62	28	409	KIIS	1282	164	87	81	12	10	213	148	53	62	28	409	KIIS	8 0	12 6	4 7	6 1	1 2	1 6	16 7	7 9	4 0	6 1	3 9	19 4	
1297	164	122	61	50	10	258	162	53	57	9	351	KIQQ	1297	164	122	61	50	10	258	162	53	57	9	351	KIQQ	8 1	12 6	6 6	4 6	4 8	1 6	20 2	8 6	4 0	5 6	1 3	16 7	
1449	41	122	182	140	110	46	44	106	253	140	32	KJOI	1449	41	122	182	140	110	46	44	106	253	140	32	KJOI	9 0	3 2	6 6	13 6	13 5	17 5	3 6	2 3	7 9	25 0	19 7	1 5	
657	55	174	81	61	10	61	59	53	45	9	49	KKGO	657	55	174	81	61	10	61	59	53	45	9	49	KKGO	4 1	4 2	9 4	6 1	5 9	1 6	4 8	3 1	4 0	4 4	1 3	2 3	
1445	41	70	101	156	170	46	74	193	141	131	145	KLAC	1445	41	70	101	156	170	46	74	193	141	131	145	KLAC	9 0	3 2	3 8	7.6	15 1	27 0	3 6	3 9	14 4	13 9	18 5	6 9	
2493	547	470	81	41	10	380	251	53	35		625	KLOS	2493	547	470	81	41	10	380	251	53	35		625	KLOS	15 5	42 1	25 5	6 1	4 0	1 6	29 8	13 4	4 0	3 5		29 7	
172	55	17		12		15	44		12		17	KLVE	172	55	17		12		15	44		12		17	KLVE	1 1	4 2	9		1 2		1 2	2 3		1 2		8	
2775	588	435	141	16	10	350	310	53	10	19	843	KMET	2775	588	435	141	16	10	350	310	53	10	19	843	KMET	17 3	45 2	23 6	10.6	1 5	1 6	27 4	16 5	4 0	1 0	2 7	40 0	
2025	55	226	263	244	140	30	59	106	246	84	149	KMPC	2025	55	226	263	244	140	30	59	106	246	84	149	KMPC	12 6	4 2	12 2	19 7	23 6	22 3	2 3	3 1	7 9	24 3	11 8	7 1	
868	41	17	101	128	70	15	44	158	80	112	46	KNOB	868	41	17	101	128	70	15	44	158	80	112	46	KNOB	5 4	3 2	9	7 6	12 4	11 1	1 2	2 3	11 8	7.9	15 8	2 2	
2051	66	226	222	198	200	46	118	141	139	168	61	KNX	2051	66	226	222	198	200	46	118	141	139	168	61	KNX	12 8	5 2	12 2	16 6	19 1	31 8	3 6	6 3	10 5	13 7	23 7	2 9	
1518	150	313	182	61	10	213	310	106	22	28	61	KNX FM	1518	150	313	182	61	10	213	310	106	22	28	61	KNX FM	9 5	11 5	17 0	13 6	5 9	1 6	16 7	16 5	7 9	2 2	3 9	2 9	
1031		70	61	132	90		44	158	187	84	66	KOST	1031		70	61	132	90		44	158	187	84	66	KOST	6 4		3 8	4 6	12 8	14 3		2 3	11 8	18 5	11 8	3 1	
1020	41	192	141	70	30	106	207	88	32	37	61	KRLA	1020	41	192	141	70	30	106	207	88	32	37	61	KRLA	6 4	3 2	10 4	10 6	6 8	4 8	8 3	11 0	6 6	3 2	5 2	2 9	
1057	274	174	20			106			10		473	KROQ FM	1057	274	174	20			106			10		473	KROQ FM	6 6	21 1	9 4	1 5			8 3			1 0		22 4	
1684	178	296	101	41		213	458	158	70		154	KRTH	1684	178	296	101	41		213	458	158	70		154	KRTH	10 5	13 7	16 0	7 6	4 0		16 7	24 4	11 8	6 9		7 3	
811	150	52	61	12		122	162	18	45		189	KUTE	811	150	52	61	12		122	162	18	45		189	KUTE	5 1	11 5	2 8	4 6	1 2		9 6	8 6	1 3	4 4		9 0	
1154	301	139	40	12		137	133	35	12		345	KWST	1154	301	139	40	12		137	133	35	12		345	KWST	7 2	23 2	7 5	3 0	1 2		10 7	7 1	2 6	1 2		16 4	
765	68	35	182	58	50	30	30	176	42	28	51	KZLA FM	765	68	35	182	58	50	30	30	176	42	28	51	KZLA FM	4 8	5 2	1 9	13 6	5 6	7 9	2 3	1 6	13 2	4 1	3 9	2 4	
1584	55	104	40	37	10	167	236	176	20	28	681	XTRA	1584	55	104	40	37	10	167	236	176	20	28	681	XTRA	9 9	4 2	5 6	3 0	3 6	1 6	13 1	12 6	13 2	2 0	3 9	32 3	
201	14	17				15	15	35	12		93	XTRA FM	201	14	17				15	15	35	12		93	XTRA FM	1 3	1 1	9				1 2	8	2 6	1 2		4 4	

TOTAL LISTENING IN METRO SURVEY AREA 15429 1245 1828 1253 998 609 1231 1801 1284 993 672 2077 96 2 95 8 99 0 93 9 93 4 96 8 96 4 96 1 96 0 98 0 94 6 98 6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
8	2	1	1	1		1	1	1				KANC	8	2	1	1	1									KANC	3.8	8.0	3.1	5.0	7.1		4.8	2.9	4.8			
10	1	3		2		1	2	1				KBYR	10	1	3		2									KBYR	4.7	4.0	9.4		14.3		4.8	5.7	4.8			
27	7	1	1		1	5	2	2		1	7	KENI	23	6	1	1		1	4	1	2		1	6	KENI	10.8	24.0	3.1	5.0		12.5	19.0	2.9	9.5		20.0	27.3	
67	6	14	6	4	5	5	12	5	2	2	5	KFQD	42	5	10	5	1	1	5	9	3	1		2	KFQD	19.8	20.0	31.3	25.0	7.1	12.5	23.8	25.7	14.3	11.1		9.1	
19	2	4	1			3	6				3	KGOT	18	1	4	1			3	6				3	KGOT	8.5	4.0	12.5	5.0		14.3	17.1					13.6	
37	1		3	8	7		1	5	6	5		KHAR	26	1		3	6	3		1	4	5	3		KHAR	12.3	4.0		15.0	42.9	37.5		2.9	19.0	55.6	60.0		
6		1				1	2	1		1		KHVN	4		1					2	1				KHVN	1.9		3.1					5.7	4.8				
24	1	2	2			4	3	1			11	KKLV	22	1	2	2			4	2	1		10	KKLV	10.4	4.0	6.3	10.0		19.0	5.7	4.8				45.5		
16		1	2	1	1	1	2	3	4	1		KNIK	13		1	2	1	1		2	3	2	1		KNIK	6.1		3.1	10.0	7.1	12.5		5.7	14.3	22.2	20.0		
18	7	3			1	2	4				1	KRKN	18	7	3		1	2	4				1	KRKN	8.5	28.0	9.4			12.5	9.5	11.4				4.5		
27		3	4	3	1		6	3	1	1		KYAK	17		3	3	3	1		3	3	1			KYAK	8.0		9.4	15.0	21.4	12.5		8.6	14.3	11.1			
TOTAL LISTENING IN METRO SURVEY AREA												212	25	32	20	14	8	21	35	21	9	5	22															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		
163	28	21	14	15	2	16	26	16	8	3	14	KANC	160	28	21	14	15	2	16	26	13	8	3	14	KANC	11.8	17.9	11.0	11.2	18.1	4.9	11.3	14.0	12.0	11.1	8.6	7.2	
200	18	35	14	16	8	27	29	20	8	4	16	KBYR	195	18	35	14	16	8	27	29	15	8	4	16	KBYR	14.4	11.5	18.3	11.2	19.3	19.5	19.1	15.6	13.9	11.1	11.4	8.2	
485	84	40	32	15	12	71	44	44	11	9	121	KENI	409	73	32	21	12	12	60	38	34	11	9	105	KENI	30.1	46.8	16.8	16.8	14.5	29.3	42.6	20.4	31.5	15.3	25.7	54.1	
661	56	94	58	32	24	70	134	60	24	21	71	KFQD	449	46	71	43	17	6	54	107	38	14	4	44	KFQD	33.1	29.5	37.2	34.4	20.5	14.6	38.3	57.5	35.2	19.4	11.4	22.7	
259	37	49	14	2	2	42	49	16	3	3	42	KGOT	241	28	49	14	2	2	38	49	11	3	3	42	KGOT	17.7	17.9	25.7	11.2	2.4	4.9	27.0	26.3	10.2	4.2	8.6	21.6	
404	46	14	55	43	38	27	29	38	44	25	28	KHAR	317	46	14	39	34	20	27	29	28	37	16	21	KHAR	23.3	29.5	7.3	31.2	41.0	48.8	19.1	15.6	25.9	51.4	45.7	10.8	
116	18	11	4	2		29	20	13		11	6	KHVN	101	18	11	4	2		22	20	13		3	6	KHVN	7.4	11.5	5.8	3.2	2.4		15.6	10.8	12.0		8.6	3.1	
393	37	28	25	7	2	63	44	19		8	160	KKLV	355	37	28	25	4	2	60	38	19			142	KKLV	26.1	23.7	14.7	20.0	4.8	4.9	42.6	20.4	17.6			73.2	
200	18	18	21	16	8	20	23	33	21	17		KNIK	176	18	18	21	13	8	16	23	28	17	9		KNIK	13.0	11.5	9.4	16.8	15.7	19.5	11.3	12.4	25.9	23.6	25.7		
185	23	32	7		4	20	32	6	9	8	44	KRKN	168	18	32	7		4	16	32	6	9	44	KRKN	12.4	11.5	16.8	5.6		9.8	11.3	17.2	5.6	12.5		22.7		
228		32	30	28	10	22	21	29	17	15	8	KYAK	190		32	25	28	10	22	15	25	17	7	6	KYAK	14.0		16.8	20.0	33.7	24.4	15.6	8.1	23.1	23.6	20.0	3.1	
TOTAL LISTENING IN METRO SURVEY AREA													1229	147	166	107	70	37	130	180	104	65	32	172	90.5	94.2	86.9	85.6	84.3	90.2	92.2	96.8	96.3	90.3	91.4	88.7		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

APPLETON-OSHKOSH
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
6	1	1				1	1				2	WAHC	6	1	1						2	WAHC	1.6	2.5	2.7						2.5	2.4				5.0			
59	21	9	2			11	3				13	WAPL	35	15	5						6	WAPL	9.0	37.5	13.5					20.0	2.4				15.0				
6		1				1	1	1	1	1		*WEMI	4								1	*WEMI	1.0							2.5	2.4		4.0	3.3					
36		2	2	1	4	1	1	2	4	10		WHBY	34		2	2	1	3	1	1	2	4	10			5.4	6.9	5.3	15.0	2.5	2.4	6.7	16.0	33.3					
23	5	1				2	4	3	1	1	2	3	*WKAU	16	2	1			2	2	3	1	1	2	2	*WKAU	4.1	5.0	2.7				10.0	5.0	7.3	3.3	4.0	6.7	5.0
23	5	1				2	4	3	1	1	2	5	WKAU FM	17	4	1			2	2	3	1	1	2	3	WKAU FM	4.4	10.0	2.7				12.5	9.8				7.5	
46	10	2				2	10	8	2	1	2	8	TOTAL	33	6	2			2	7	7	1	1	2	5	TOTAL	8.5	15.0	5.4				10.0	17.5	17.1	3.3	4.0	6.7	12.5
48	7	8	3			2	7	8	3	4		5	WNAM	41	5	6	3		2	6	7	3	4		5	WNAM	10.6	12.5	16.2	10.3			10.0	15.0	17.1	10.0	16.0	12.5	
37	7	4				7	5	5				8	WOSH	23	6	2				4	4					6	WOSH	5.9	15.0	5.4				10.0	9.8				15.0
58		4	3	3	3	2	6	7	6	6		3	WROE	45		4	3	2	2	2	6	5	4		5	2	WROE	11.6		10.8	10.3	10.5	10.0	5.0	14.6	16.7	16.0	16.7	5.0
13			2	5	3						2		*WVMS	11			2	5	2							2	*WVMS	2.8			6.9	26.3	10.0					6.7	
27	2	5	3	4	1	2	2	2	1	3			WYNE	14	1	3	2	1	1	1	1	1	1	2		WYNE	3.6	2.5	8.1	6.9	5.3	5.0	2.5	2.4	3.3	4.0	6.7		
49		4	6	4	3	1	4	4	5	4		8	WYTL	36		3	6	4	3	1	3	4	4	3		WYTL	9.3		8.1	20.7	21.1	15.0	2.5	7.3	13.3	16.0	10.0		
8			2	2				1	1				*WCUB	7		1	2				1	1					*WCUB	1.8			3.4	10.5				3.3	4.0		
8				1				1	1	1			WCWC	2			1						1				WCWC	5				5.3					4.0		
48	2	1	3	6	5	2	4	4	8	5	2		WDUZ FM	7				2			1	1			1	WDUZ FM	1.8					10.0			3.3	4.0	2.5		
17		5					3	8			1		*WFOU	2						1	1					*WFOU	.5					2.5	2.4						
61	1	3	9	5	4	4	4	7	3	6	1		WGEE	13		4	2	1	1		3		1			WGEE	3.4			13.8	10.5	5.0	2.5		10.0		3.3		
9	1		1		1			1	1				WGN	3				1				1					WGN	8					5.0			3.3			
6			1							2			*WISS	2			1					1					*WISS	.5			3.4					3.3			
6										2			*WISS FM	2													*WISS FM	5								3.3			
12			1					1	1	2			TOTAL	4		1					1						TOTAL	1.0			3.4					3.3			
100	12	12	4	1		17	12	6	3	1	29		WIXX	33	4	3	1			5	4	3	1	1	11	WIXX	8.5	10.0	8.1	3.4			12.5	9.8	10.0	4.0	3.3	27.5	
11					1			1	2	3	1		*WLIH	4								1					*WLIH	1.0							3.3		3.3		

TOTAL LISTENING IN METRO SURVEY AREA 387 40 37 29 19 20 40 41 30 25 30 40

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

APPLETON-OSHKOSH
SPRING 1983

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
145	28	15				30	9	3			57	WAHC	127	24	15				30	9	3			43	WAHC	5.3	11.3	6.1				13.8	3.7	1.8				13.0
842	213	105	13	4	17	144	48	11	7	20	252	WAPL	419	105	60	6	2	11	78	27	9	5	7	101	WAPL	17.4	49.3	24.3	3.7	1.6	9.0	35.8	11.2	5.4	3.7	5.4	30.6	
130	10	23	6	3	4	7	28	14	7	9	16	*WEMI	85	6	12	3	3	4	4	17	6	7	9	14	*WEMI	3.5	2.8	4.9	1.8	2.4	3.3	1.8	7.0	3.6	5.2	6.9	4.2	
606	35	57	25	32	48	42	40	29	58	56	35	WHBY	532	31	54	25	25	33	42	40	26	58	50	35	WHBY	22.1	14.6	21.9	15.2	19.8	27.0	19.3	16.5	15.5	43.3	38.5	10.6	
502	105	32	15		11	87	63	30	12	7	107	*WKAU	301	48	23	5		11	60	45	22	10	7	65	*WKAU	12.5	22.5	9.3	3.0		9.0	27.5	18.6	13.1	7.5	5.4	19.7	
570	118	33	15	26	4	103	66	19	15	8	163	WKAU FM	393	86	21	12	12	4	80	47	8	5	6	112	WKAU FM	16.4	40.4	8.5	7.3	9.5	3.3	36.7	19.4	4.8	3.7	4.6	33.9	
891	184	63	27	26	11	134	115	41	24	11	222	TOTAL	568	109	44	17	12	11	95	80	24	15	10	146	TOTAL	23.6	51.2	17.8	10.4	9.5	9.0	43.6	33.1	14.3	11.2	7.7	44.2	
1088	154	125	43	28	43	144	149	52	47	27	183	WNAM	814	107	92	40	28	43	85	104	50	43	20	150	WNAM	33.9	50.2	37.2	24.4	22.2	35.2	39.0	43.0	29.8	32.1	15.4	45.5	
689	117	102	16	3	19	110	71	14	12	6	178	WOSH	471	78	49	12	3	4	89	59	14	12	6	121	WOSH	19.6	36.6	19.8	7.3	2.4	3.3	40.8	24.4	8.3	9.0	4.6	36.7	
697	5	52	35	39	54	29	65	87	72	68	39	WROE	495	6	43	35	30	43	29	65	46	35	39	24	WROE	20.6	2.8	17.4	21.3	23.8	35.2	13.3	26.9	27.4	26.1	30.0	7.3	
157		6	19	26	17	7	6	13	10	13	7	*WVMS	109		6	12	20	14	7	6	11	8	13	7	*WVMS	4.5		2.4	7.3	15.9	11.5	3.2	2.5	6.5	6.0	10.0	2.1	
407	35	70	31	25	18	19	42	37	17	28	42	WYNE	292	30	32	24	16	15	15	27	26	15	20	42	WYNE	12.2	14.1	13.0	14.6	12.7	12.3	6.9	11.2	15.5	11.2	15.4	12.7	
607	12	47	48	55	31	33	53	52	49	49	67	WYTL	452	12	33	48	48	28	33	37	52	32	38	32	WYTL	18.8	5.6	13.4	29.3	38.1	23.0	15.1	15.3	31.0	23.9	29.2	9.7	
79			11	8			6	7	3	5	8	*WCUB	43			7	3			6	4	3	3	8	*WCUB	1.8			4.3	2.4			2.5	2.4	2.2	2.3	2.4	
175		3	3	24	15	7	13	8	26	9	3	WCWC	35		3	3	4		7		8	7		3	WCWC	1.5		1.2	1.8	3.2		3.2		4.8	5.2		9	
655	18	45	63	65	36	35	66	76	68	51	40	WDUZ FM	158	5	10	15	16	17	6	9	19	15	13	12	WDUZ FM	6.6	2.3	4.0	9.1	12.7	13.9	2.8	3.7	11.3	11.2	10.0	3.6	
119	9	16	3		4	29	25			9	24	*WFON	48	9	3	3		4	7	12				10	*WFON	2.0	4.2	1.2	1.8		3.3	3.2	5.0				3.0	
975	39	62	128	102	63	67	68	99	49	79	44	WGEE	323	17	16	47	34	26	33	14	36	17	23	19	WGEE	13.4	8.0	6.5	28.7	27.0	21.3	15.1	5.8	21.4	12.7	17.7	5.8	
157	17	3	20	15	7	4	5	11	13	5	10	WGN	102	12	3	9	10	7	4	3	11	6	3	10	WGN	4.2	5.6	1.2	5.5	7.9	5.7	1.8	1.2	6.5	4.5	2.3	3.0	
131			3			4		3	10	35	4	*WISS	22			3			4		3			4	*WISS	.9			1.8			1.8		1.8		1.2		
99		6	6			4	3	3	10	4	4	*WISS FM	42		6	6			4	3	3			4	*WISS FM	1.7		2.4	3.7			1.8	1.2	1.8		1.2		
183		6	6			7	3	3	20	35	7	TOTAL	48		6	6			7	3	3			7	TOTAL	2.0		2.4	3.7			3.2	1.2	1.8		2.1		
1546	194	174	84	37	3	243	175	107	62	12	416	WIXX	592	91	57	15	11		79	83	44	19	6	174	WIXX	24.6	42.7	23.1	9.1	8.7		36.2	34.3	26.2	14.2	4.6	52.7	
193			13			10	14	12	9	14	13	*WLIH	62							3	9			3	*WLIH	2.6							1.2	5.4		5.4	9	
TOTAL LISTENING IN METRO SURVEY AREA												2330	213	240	155	122	115	214	239	162	131	123	326	97.0	99.9	97.2	94.5	96.8	94.3	98.2	98.8	96.4	97.8	94.6	98.8			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
46	6	9	3	2	3	8	4	5	5	5	*WBMS	34	6	9	3	2	3			2	5	*WBMS	2.2	6.3	6.3		3.2	2.2	2.8				1.9	3.1			
94		4	5	11	2	3	8		13	14	*WFGW	88		4	5	11	2	3	8	13	14	*WFGW	5.8		2.8	5.1	11.7	2.2	2.8	5.4		12.7	13.1				
126		9	2	3	13		11	5	13	25	*WMIT	75		9	2	3	2		11		6	11	*WMIT	5.0		6.3	2.0	3.2	2.2		7.4		5.9	10.3	1.3		
658	90	110	36	6	9	108	85	33	24	11	129	WISE	515	71	60	36	6	9	93	49	33	17	113	WISE	34.1	74.7	42.0	36.7	6.4	10.0	87.7	33.1	30.0	16.7	10.3	71.1	
568	13	22	37	39	47	3	53	55	73	65	24	*WLOS	376	6	22	29	25	33	3	38	42	41	48	7	*WLOS	24.9	6.3	15.4	29.6	26.6	36.7	2.8	25.7	38.2	40.2	44.9	4.4
24	3				5		5		5	6	*WMMH	24	3				5		5		5	6	*WMMH	1.6	3.2			5.6		3.4		4.9	5.6				
134	3	21	5	6	3	13	32	2	4	9	17	*WRAQ	134	3	21	5	6	3	13	32	2	4	9	17	*WRAQ	8.9	3.2	14.7	5.1	6.4	3.3	12.3	21.6	1.8	3.9	8.4	10.7
323	18	34	19	37	22	37	24	26	14	30	22	WSKY	302	18	34	19	37	22	22	24	26	14	30	22	WSKY	20.0	18.9	23.8	19.4	39.4	24.4	20.8	16.2	23.6	13.7	28.0	13.8
1171	33	121	93	99	81	37	116	99	91	99	82	WWNC	938	33	82	55	86	66	37	78	75	75	87	74	WWNC	62.0	34.7	57.3	56.1	91.5	73.3	34.9	52.7	68.2	73.5	81.3	46.5
173	6	4	26	8	20	3	21	25	9	15	15	WESC FM	37	6	4		3	2	3	5		3	7	2	WESC FM	2.4	6.3	2.8		3.2	2.2	2.8	3.4		2.9	6.5	1.3
552	82	68	43	3	16	103	63	23	21	17	91	WFBC FM	243	30	30	17	3	3	59	35	9	4	2	47	WFBC FM	16.1	31.6	21.0	17.3	3.2	3.3	55.7	23.6	8.2	3.9	1.9	29.6
438	12	71	82	16	20	15	57	31	31	23	28	WKIT	101		26	17	3	8		13	9	3	11	7	WKIT	6.7		18.2	17.3	3.2	8.9		8.8	8.2	2.9	10.3	4.4
141		4	7	6	25		8	10	16	22	9	WSPA FM	36		4		6	5			5	4	4		WSPA FM	2.4		2.8		6.4	5.6		4.5	3.9	3.7		
48				3		6	3		19		17	WOKI	25			3		6	3		5		8	WOKI	1.7				3.2		5.7	2.0		4.9		5.0	
TOTAL LISTENING IN METRO SURVEY AREA												1446	92	138	98	89	90	106	142	107	96	103	154		95.6	96.8	96.5	99.9	94.7	99.9	99.9	95.9	97.3	94.1	96.3	96.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

ATLANTA
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
51	2	7	5			5	10	4	2	4	5	WAOK	51	2	7	5			5	10	4	2	4	5	WAOK	2.2	9	2.4	3.6			2.0	3.3	1.9	1.4	2.9	2.0	
138	9	11	15	8	3	23	11	25	14	6	6	WBIE	84	4	9	7	7	2	14	9	14	9	5	3	WBIE	3.5	1.9	3.1	5.0	6.7	2.0	5.5	3.0	6.7	6.5	3.6	1.2	
10			1		3					2	1	*WCOB	10			1							2	1	*WCOB	4			7		3.1			1.0		7		
14				1	1					8	1	*WGKA	14				1	1				8	1	3	*WGKA	6				1.0	1.0			3.8	7	2.2		
107	3	15	4	7	17	4	6	4	7	8		WGST	104	3	15	4	7	16	4	6	4	7	8		WGST	4.4	1.4	5.1	2.9	6.7	16.3	1.6	2.0	1.9	5.1	5.8		
9	1	3				1	1	1	1		1	WIGO	9	1	3				1	1	1	1		1	WIGO	4	5	1	0				4	3	5	7	.4	
15	2	3				2	2	3			3	*WKLS	14	2	3				2	2	3			2	*WKLS	6	9	1	0				8	.7	1.4		.8	
357	123	45	7	1		59	13	6	2		101	WKLS FM	254	78	39	4	1		41	11	2			78	WKLS FM	10.7	36.3	13.3	2.9	1.0		16.1	3.7	1.0		30.5		
213	8	24	19	11	9	25	66	30	11	6	3	WLTA	175	7	24	16	10	2	23	50	27	10	3	3	WLTA	7.4	3.3	8.2	11.4	9.5	2.0	9.1	16.6	13.0	7.2	2.2	1.2	
185		19	9	23	17	1	23	24	17	25	1	WPCH	145		11	6	21	13	1	16	16	16	24		WPCH	6.1		3.8	4.3	20.0	13.3	4	5.3	7.7	11.6	17.3		
163	10	16	12	16	11	6	32	25	7	9	1	WPLO	155	10	16	10	14	11	6	31	24	7	9	1	WPLO	6.5	4.7	5.5	7.1	13.3	11.2	2.4	10.3	11.5	5.1	6.5	4	
48	2	11	4	1		9	12	3	1	1	3	WQXI	47	2	11	4	1		9	11	3	1	1	3	WQXI	2.0	9	3.8	2.9	1.0		3.5	3.7	1.4	7	7	1.2	
247	37	43	16	2		59	48	14	7		19	WQXI FM	211	30	42	16	2		50	40	14	2		15	WQXI FM	8.9	14.0	14.3	11.4	1.9		19.7	13.3	6.7	1.4		5.9	
80		2	4	5	9	3	4	10	7	13	1	WRNG	70		2	3	4	7	3	4	9	5	11	1	WRNG	3.0		7	2.1	3.8	7.1	1.2	1.3	4.3	3.6	7.9	.4	
298	5	20	23	18	29	1	14	25	34	33	3	WSB	249	4	9	21	17	18	1	11	23	31	30	3	WSB	10.5	1.9	3.1	15.0	16.2	18.4	4	3.7	11.1	22.5	21.6	1.2	
114		1	6	7	16		7	22	15	15	2	WSB FM	102		1	5	6	14		6	22	15	13	2	WSB FM	4.3		3	3.6	5.7	14.3		2.0	10.6	10.9	9.4	8	
18				2	1			1	3	3		*WTJH	18				2	1				1	3	3		*WTJH	8				1.9	1.0			5	2.2	2.2	
243	35	58	7	2	2	32	37	9	4	3	51	WVEE	210	34	45	5	2	2	31	31	7	4	3	44	WVEE	8.9	15.8	15.4	3.6	1.9	2.0	12.2	10.3	3.4	2.9	2.2	17.2	
11		1				1	1	1	1	2	3	WYNX	11		1				1	1	1	1	2	3		WYNX	5		3				.4	3	5	7	1.4	1.2
18		2	1			3	2		5	2	1	*WYZE	18		2	1			3	2		5	2	1		*WYZE	8		.7	.7			1.2	7		3.6	1.4	4
350	36	41	16	5	1	57	52	20	5	1	114	WZGC	252	20	30	15	4	1	40	38	15	4	1	84	WZGC	10.6	9.3	10.2	10.7	3.8	1.0	15.7	12.6	7.2	2.9	7	32.8	

TOTAL LISTENING IN METRO SURVEY AREA 2371 215 293 140 105 98 254 301 208 138 139 256

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

ATLANTA
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
1453	132	335	93	18	27	145	229	121	48	69	142	WAOK	1453	132	335	93	18	27	145	229	121	48	69	142	WAOK	8.8	9.9	16.2	7.5	2.0	3.8	10.0	11.1	9.6	5.1	8.4	7.0
2095	112	267	273	163	73	228	229	232	169	96	175	WBIE	1422	72	186	183	146	25	169	160	134	130	60	135	WBIE	8.7	5.4	9.0	14.7	16.2	3.5	11.6	7.8	10.6	13.8	7.3	6.7
152			14	27	37			23		15		*WCOB	152			14	27	37			23		15		*WCOB	9			1.1	3.0	5.2			1.8		1.8	
171		26	10	33	17		21	37	7	8		*WGKA	171		26	10	33	17		21	37	7	8		*WGKA	1.0		1.3	8	3.7	2.4		1.0	2.9	7	1.0	
1920	124	260	129	136	204	36	191	111	130	134	22	WGST	1848	124	260	129	136	196	36	170	111	110	134	22	WGST	11.3	9.3	12.6	10.4	15.1	27.7	2.5	8.2	8.8	11.6	16.3	1.1
295	48	60	9		14	37	42	34	18	5	24	WIGO	295	48	60	9		14	37	42	34	18	5	24	WIGO	1.8	3.6	2.9	7		2.0	2.5	2.0	2.7	1.9	6	1.2
367	87	65				28	50	27		8	102	*WKLS	362	87	65				28	50	27		8	97	*WKLS	2.2	6.5	3.2				1.9	2.4	2.1		1.0	4.8
3946	1024	895	143	51	9	712	303	105	38	6	1060	WKLS FM	2916	694	403	113	50	9	508	259	96	9	6	769	WKLS FM	17.8	51.8	19.5	9.1	5.5	1.3	35.0	12.6	7.6	1.0	7	38.2
2229	133	863	226	100	69	201	520	268	114	85	106	WLTA	1886	85	363	207	75	36	168	451	235	92	58	95	WLTA	11.5	6.3	17.6	16.7	8.3	5.1	11.6	21.9	18.6	9.7	7.0	4.7
2629	35	228	196	303	265	35	310	304	335	220	87	WPCH	1969	35	184	154	282	177	35	229	229	243	160	56	WPCH	12.0	2.6	8.9	12.4	31.2	25.0	2.4	11.1	18.1	25.7	19.4	2.8
2089	135	83	272	202	88	144	327	239	114	95	72	WPLO	1857	115	183	234	155	88	130	299	217	114	95	60	WPLO	11.3	8.6	8.9	18.8	17.2	12.4	8.9	14.5	17.2	12.1	11.5	3.0
1389	95	292	105	30	13	164	325	101	45	46	92	WQXI	1300	95	273	90	30	13	164	284	101	31	46	92	WQXI	7.9	7.1	13.2	7.2	3.3	1.8	11.3	13.8	8.0	3.3	5.6	4.6
3908	498	750	250	51	14	749	689	172	100	15	576	WQXI FM	3231	405	690	241	51	14	643	565	163	54	15	390	WQXI FM	19.7	30.2	33.5	19.4	5.6	2.0	44.3	27.4	12.9	5.7	1.8	19.4
1382	33	10	95	110	135	64	56	126	102	180	36	WRNG	1270	33	110	84	89	118	64	56	115	86	171	36	WRNG	7.7	2.5	5.3	6.8	9.9	16.7	4.4	2.7	9.1	9.1	20.8	1.8
4922	134	413	443	387	448	112	312	468	454	529	167	WSB	4045	107	273	405	352	332	97	265	431	371	423	148	WSB	24.6	8.0	13.2	32.6	39.0	47.0	6.7	12.9	34.1	39.3	51.4	7.3
2008		53	183	200	187	29	169	221	215	258	45	WSB FM	1622		53	147	172	128	12	143	211	181	214	45	WSB FM	9.9		2.6	11.8	19.0	18.1	8	6.9	16.7	19.2	26.0	2.2
159			9	26	21			19	29	25		*WTJH	159			9	26	21			19	29	25		*WTJH	1.0			7	2.9	3.0			1.5	3.1	3.0	
2822	383	477	207	51	22	464	423	152	49	29	530	WVEE	2448	360	410	151	50	22	429	381	115	49	29	437	WVEE	14.9	26.9	19.9	12.1	5.5	3.1	29.5	18.5	9.1	5.2	3.5	21.7
203	17	12	9	10	18	22	5	32	7	46	14	WYNX	203	17	12	9	10	18	22	5	32	7	46	14	WYNX	1.2	1.3	6	7	1.1	2.5	1.5	2	2.5	7	5.6	7
283		40	16	22		51	36		32	30	17	*WYZE	283		40	16	22		51	36		32	30	17	*WYZE	1.7		1.9	1.3	2.4		3.5	1.7		3.4	3.6	8
5289	492	659	350	94	14	889	810	329	73	46	1473	WZGC	3765	224	469	300	58	14	630	603	273	55	40	1075	WZGC	22.9	16.7	22.7	24.1	6.4	2.0	43.4	29.2	21.6	5.8	4.9	53.3

TOTAL LISTENING IN METRO SURVEY AREA 15285 1303 1944 1144 870 627 1410 1964 1176 842 780 1893 93.1 97.3 94.3 92.0 96.3 88.7 97.0 95.2 93.0 89.1 94.8 93.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

ATLANTIC CITY
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
23	2	2	1			7	3	2		1	4	WAYV	22	2	1	1			7	3	2		1	4	WAYV	8.9	22.2	7.1	7.7			36.8	13.6	11.1		3.8	25.0
42			2	3	4		1	4	7	7		WFGP	38			1	3	4		1	4	6	7		WFGP	15.4			7.7	23.1	26.7		4.5	22.2	30.0	26.9	
8		1		1		2	2	1		1		WGRF	7		1				2	2	1		1		WGRF	2.8		7.1			10.5	9.1	5.6		3.8		
7								1	3	1		*WIBG	4									1	1		*WIBG	1.6								5.0	3.8		
18					2	1			2	4		WIIN	16				1	1					2	3		WIIN	6.5				6.7	5.3			10.0	11.5	
38	4	4	1	3		4	5	4		3	10	WMGM	17	2	2	1			1	3	3	1		4	WMGM	6.9	22.2	14.3	7.7			5.3	13.6	16.7	5.0	25.0	
14	1			1	1	1	1			2		WMIO	12	1				1	1	1		1	1		WMIO	4.9	11.1			6.7	5.3	4.5		5.0	3.8		
15		1		1	2		1		2	3	1	WONO	15		1		1	2		1		2	3	1	WONO	6.1		7.1		7.7	13.3		4.5	10.0	11.5	6.3	
8			6					1				*WRDI	3			1									*WRDI	1.2			7.7					5.6			
24			15	2	2			1	1	1		WRDR	8				2	1				1	1		WRDR	3.3				15.4	6.7		5.6	5.0	3.8		
11			2	1			1	1				WUSS	11		2	1					1	1			WUSS	4.5			15.4	7.7		4.5	5.6				
6				1		1				1	1	KYW	3			1		1					1		KYW	1.2				7.7		6.7			3.8		
6					1					1	2	WCAU	3										1		WCAU	1.2									3.8		
5		1				2	1					WCAU FM	3		1						1				WCAU FM	1.2		7.1				4.5					
11				1	1				2	1	3	WEAZ	8				1	1				2	1		WEAZ	3.3				7.7	6.7		11.1	5.0			
-1												*WFLN	-1												*WFLN	2.0							4.5		5.0		
5		1						1		1		WFLN FM TOTAL	5		1						1		1		WFLN FM TOTAL	2.0		7.1				4.5		5.0			
5						3	2				2	WIOQ	6		2				2	2					WIOQ	2.4		14.3			10.5	9.1			7.7		
5											2	WIP	4											2	WIP	1.6									7.7		
5	1		1				1	1	1			WMGK	5	1		1				1	1	1		WMGK	2.0	11.1			7.7		4.5	5.6	5.0				
26	3	7	1			5	3				7	WMMR	18	3	4	1			4	1			5	WMMR	7.3	33.3	28.6	7.7			21.1	4.5			31.3		
2					1						1	WPEN	1											1	WPEN	4									3.8		
18			2	1	1			1	2	4		WSLT	8			2	1					1	1	1	WSLT	3.3			15.4	7.7			5.6	5.0	3.8		
2							2					WUSL	2							2					WUSL	8					9.1						
5				3						1		WWDB	5				3							1	WWDB	2.0				23.1				5.0			
3					1						1	WWSH	1												WWSH	4											
TOTAL LISTENING IN METRO SURVEY AREA												246	9	14	13	13	15	19	22	18	20	26	16														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

ATLANTIC CITY
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
304	25	35	19	10	7	53	35	23	16	8	62	WAYV	296	25	27	19	10	7	53	35	23	16	8	62	WAYV	18.7	28.4	23.5	20.4	10.6	7.1	57.6	26.3	22.8	14.5	6.3	34.8	
527	7	19	47	33	47	12	15	44	56	59	6	WFPG	379	7	11	10	33	39	5	11	44	48	51	6	WFPG	23.9	8.0	9.6	10.8	35.1	39.8	5.4	8.3	43.6	43.6	40.5	3.4	
189	10	24	3	17	5	27	31	29	1	4	31	WGRF	141	10	16	3	6	5	19	23	16	1	4	31	WGRF	8.9	11.4	13.9	3.2	6.4	5.1	20.7	17.3	15.8	9	3.2	17.4	
93	2	2	5	14	7		3	15	15	4	4	*WIBG	64	2	2	5	4	7		3	2	9	4	4	*WIBG	4.0	2.3	1.7	5.4	4.3	7.1		2.3	2.0	8.2	3.2	2.2	
270	2	10	11	21	32	7	16	4	24	36	5	WIIN	230	2	10	11	15	24	7	12	4	24	28	5	WIIN	14.5	2.3	8.7	11.8	15.0	24.5	7.6	9.0	4.0	21.8	22.2	2.8	
537	74	65	20	37	5	39	72	53	27	10	112	WMGM	283	29	33	20	20	5	24	45	15	12	1	70	WMGM	17.9	33.0	28.7	21.5	21.3	5.1	26.1	33.8	14.9	10.9	8	39.3	
326	12	26	14	21	22	10	29	8	15	36	18	WMID	267	12	18	14	11	22	10	18	8	15	20	18	WMID	16.9	13.6	15.7	15.1	11.7	22.4	10.9	13.5	7.9	13.6	15.9	10.1	
289	11	23	13	15	32	12	31	12	19	35	29	WOND	258	11	23	13	15	24	5	23	12	19	27	29	WOND	16.3	12.5	20.0	14.0	16.0	24.5	5.4	17.3	11.9	17.3	21.4	16.3	
74		42			3	5	3	4	3	6		*WRDI	37			5		3	5	3	4	3	6		*WRDI	2.3			5.4		3.1	5.4	2.3	4.0	2.7	4.8		
183	7	10	43	11	24	4	4	15	26	8	8	WRDR	138	7	10	6	11	16		4	4	15	26	8	WRDR	8.7	8.0	8.7	6.5	11.7	16.3		3.0	4.0	13.6	20.6	4.5	
189	4	8	18	8	2	6	9	22	10	3	34	WUSS	176	4	8	18	8	2	6	9	22	10	3	34	WUSS	11.1	4.5	7.0	19.4	8.5	2.0	6.5	6.8	21.8	9.1	2.4	19.1	
122	5	3	8	1	15		5		12	28		KYW	71	5	3	8	1	15		5		4	12		KYW	4.5	5.7	2.6	8.6	1.1	15.3		3.8		3.6	9.5		
200	6	9	9	7	22		4	4	31	22		WCAU	145	6	9	9	7	13		4	4	22	13		WCAU	9.2	6.8	7.8	9.7	7.4	13.3		3.0	4.0	20.0	10.3		
101		13	5	10	3	17	11	4	11	3		WCAU FM	74		13	5		3	10		7	4	5	3		WCAU FM	4.7		11.3	5.4		3.1	10.9	5.3	4.0	4.5	2.4	
117			5	8	16		6	11	14	25		WEAZ	93			5	8	8		6	11	14	9		WEAZ	5.9			5.4	8.5	8.2		4.5	10.9	12.7	7.1		
4												*WFLN	4													*WFLN	3											
55		3	6	8			11	4	8	3	4	WFLN FM	45		3	6	2			7	4	8	3	4	WFLN FM	2.8		2.6	6.5	2.1			5.3	4.0	7.3	2.4	2.2	
59		3	6	8			11	4	8	3	4	WFLN FM TOTAL	49		3	6	2			7	4	8	3	4	WFLN FM TOTAL	3.1		2.6	6.5	2.1			5.3	4.0	7.3	2.4	2.2	
99	3	33	5		5	24	23		3	3		WIOQ	76	3	25	5		5	17	15		3	3		WIOQ	4.8	3.4	21.7	5.4		5.1	18.5	11.3		2.7	2.4		
127	3	3		7	9	10	14	11	11	15	11	WIP	97	3	3		7	9	10	6	11	2	15	11	WIP	6.1	3.4	2.6		7.4	9.2	10.9	4.5	10.9	1.8	11.9	6.2	
112	7	13	15	8		15	14	15	11		14	WMGK	108	7	13	15	8		15	10	15	11		14	WMGK	6.8	8.0	11.3	16.1	8.5		16.3	7.5	14.9	10.0		7.9	
300	33	53	15	2	3	56	30	6	2	8	92	WMMR	209	33	29	15	2	3	41	18	6	2		60	WMMR	13.2	37.5	25.2	16.1	2.1	3.1	44.6	13.5	5.9	1.8		33.7	
50	2				20			4		15	4	WPEN	34	2				12			4		7	4	WPEN	2.1	2.3				12.2			4.0		5.6	2.2	
242		2	5	26	27		3	8	21	56		WSLT	101		2	5	9	11		3	8	14	23		WSLT	6.4		1.7	5.4	9.6	11.2		2.3	7.9	12.7	18.3		
39	6	6	5		3		9	6			4	WUSL	39	6	6	5		3		9	6			4	WUSL	2.5	6.8	5.2	5.4		3.1		6.8	5.9			2.2	
52	3	2		6	3		7		7			WWDB	34	3	2		6	3		3		7			WWDB	2.1	3.4	1.7		6.4	3.1		2.3		6.4			
128			5	10	20				10	26		WWSH	50			5	4	4				10	10		WWSH	3.2			5.4	4.3	4.1				9.1	7.9		
TOTAL LISTENING IN METRO SURVEY AREA													1482	85	106	83	89	95	90	125	101	103	117	167		93.6	96.6	92.2	89.2	94.7	96.9	97.8	94.0	99.9	93.6	92.9	93.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
3		2	1									*WAKN	2		2										*WAKN	5		5.6									
29		2	2	3	1		2	2	2	4		WNEZ	24		1	2	3	1			1	2	2	4	WNEZ	6.3		2.8	7.1	18.8	9.1		1.9	6.3	10.0	16.0	
14	1	1	1				3	4		1	1	WBBQ	14	1	1	1					3	4	1	1	WBBQ	3.7	2.2	2.8	3.6			5.7	12.5		4.0	2.4	
129	20	14	10	3	1	18	18	6	4	4	29	WBBQ FM	90	18	10	9	2		10	14	5	3	2	15	WBBQ FM	23.6	39.1	27.8	32.1	12.5		27.0	26.4	15.6	15.0	8.0	36.6
12		1	1	1	2		1		2	2		*WBIA	12		1	1	1	2			1		2	2	*WBIA	3.1		2.8	3.6	6.3	18.2		1.9		10.0	8.0	
17		1	1	3	2		1	1	3	2		WGAC	15		1	1	3	2			1	1	2	1	WGAC	3.9		2.8	3.6	18.8	18.2		1.9	3.1	10.0	4.0	
13		1	1		1		1	1	1	4		*WGUS	13		1	1		1			1	1	1	4	*WGUS	3.4		2.8	3.6		9.1		1.9	3.1	5.0	16.0	
52	3	5	7	3	3	2	6	10	3	5	1	WGUS FM	50	3	4	6	3	3	2	6	10	3	5	1	WGUS FM	13.1	6.5	11.1	21.4	18.8	27.3	5.4	11.3	31.3	15.0	20.0	2.4
3			1				1			1		*WKZK	3			1							1		*WKZK	.8			3.6				1.9			4.0	
5		1				2	1			1		WPBM	5		1				2	1			1	1	WPBM	1.3		2.8			5.4	1.9				2.4	
44	12	3	1			7	5	3	2	2	6	WRDW	43	12	3	1			7	5	3	2	2	6	WRDW	11.3	26.1	8.3	3.6		18.9	9.4	9.4	10.0	8.0	14.6	
32	3	2	1	1	1	3	8	2	2	2	3	*WTHB	29	3	2	1	1	1	3	7	1	2	2	2	*WTHB	7.6	6.5	5.6	3.6	6.3	9.1	8.1	13.2	3.1	10.0	8.0	4.9
19	2	4				2	1				10	WYMX	16	2	3				2	1				8	WYMX	4.2	4.3	8.3			5.4	1.9				19.5	
43	7	4	3	1	1	8	8	4	2	1	4	WZZW	40	7	4	3	1	1	8	8	2	2		4	WZZW	10.5	15.2	11.1	10.7	6.3	9.1	21.6	15.1	6.3	10.0		9.8
12	3		1	1	1	1		3		1		WCOS FM	2												WCOS FM	.5								3.1			
15			1	3			1	3	3	1	1	WTHO	5			2				1	1				WTHO	1.3			12.5			1.9	3.1				
2						1					1	*WWDM	2								1			1	*WWDM	.5						1.9				2.4	
TOTAL LISTENING IN METRO SURVEY AREA											381	46	36	28	16	11	37	53	32	20	25	41															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %								
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64									
108		20	9	5	11		12	5	17	3	3	*WAKN	81		12	5	5	11		7		12	3	3	*WAKN	3.1		4.5	2.7	3.5	9.6		2.6		7.9	2.2	.9								
362		36	32	35	29	14	12	16	39	39	3	*WNEZ	286		28	32	35	29	6	7	16	34	31	3	*WNEZ	11.0		10.4	17.1	24.3	25.2	2.7	2.6	8.1	22.5	23.1	.9								
458	57	54	28	20	7	22	59	58	29	17	68	*WBBQ	405	37	54	26	20	3	22	59	51	25	14	55	*WBBQ	15.5	12.2	20.1	13.9	13.9	2.6	9.9	21.6	25.8	16.6	10.4	16.0								
1656	214	224	130	34	22	197	209	117	70	44	331	*WBBQ FM	1160	177	150	100	25	14	123	156	85	54	20	215	*WBBQ FM	44.5	58.4	55.8	53.5	17.4	12.2	55.2	57.1	42.9	35.8	14.9	62.5								
196		16	27	20	10	4	17	7	21	24	4	*WBIA	196		16	27	20	10	4	17	7	21	24	4	*WBIA	7.5		5.9	14.4	13.9	8.7	1.8	6.2	3.5	13.9	17.9	1.2								
364		26	21	49	49	13	25	20	49	31	12	*WGAC	315		26	19	43	49	13	20	20	41	21	12	*WGAC	12.1		9.7	10.2	29.9	42.6	5.8	7.3	10.1	27.2	15.7	3.5								
170	8	9	19	15	18		10	20	19	15	19	*WGUS	147	8	8	14	15	18		10	14	19	15	7	*WGUS	5.6	2.6	3.0	7.5	10.4	15.7		3.7	7.1	12.6	11.2	2.0								
589	47	68	94	37	47	42	57	65	36	28	40	*WGUS FM	479	47	42	65	32	40	42	47	55	31	28	27	*WGUS FM	18.4	15.5	15.6	34.8	22.2	34.8	18.8	17.2	27.8	20.5	20.9	7.8								
99	8	12	14	7	6		13	4	7	5	13	*WKZK	99	8	12	14	7	6		13	4	7	5	13	*WKZK	3.8	2.6	4.5	7.5	4.9	5.2		4.8	2.0	4.6	3.7	3.8								
116		24	5			22	19	4	10		28	*WPBM	116		24	5			22	19	4	10		28	*WPBM	4.5		8.9	2.7			9.9	7.0	2.0	6.6		8.1								
576	101	58	14	8	3	78	62	36	23	18	107	*WROW	528	101	58	14	8	3	69	62	36	23	13	99	*WROW	20.3	33.3	21.6	7.5	5.6	2.6	30.9	22.7	18.2	15.2	9.7	28.8								
400	49	49	13	6	9	41	60	31	24	7	64	*WTHB	377	49	49	11	6	9	41	57	26	24	7	56	*WTHB	14.5	16.2	18.2	5.9	4.2	7.8	18.4	20.9	13.1	15.9	5.2	16.3								
348	45	61	9			48	19	12			154	*WYMX	289	45	52	5			41	19	6			121	*WYMX	11.1	14.9	19.3	2.7			18.4	7.0	3.0			35.2								
773	115	100	64	17	14	108	98	59	37	9	145	*WZZW	726	103	100	64	17	14	101	98	52	37	3	130	*WZZW	27.9	34.0	37.2	34.2	11.8	12.2	45.3	35.9	26.3	24.5	2.2	37.8								
134	9	2	11	12	10	29	5	19	12	15	6	*WCOS FM	45		2	2	7	4			8	7	5	6	*WCOS FM	1.7		.7	1.1	4.9	3.5		4.0	4.6	3.7	1.7									
222		13	16	15	14	4	21	25	20	16	48	*WTHO	56		8	5	5	4		7	4	5		7	*WTHO	2.1		3.0	2.7	3.5	3.5		2.6	2.0	3.3		2.0								
64	9	6		2	1	7	10	10		1	17	*WWOM	43		6		2	1		10	5		1	17	*WWOM	1.7		2.2		1.4	.9		3.7	2.5		.7	4.9								
TOTAL LISTENING IN METRO SURVEY AREA											2500	287	260	180	131	109	223	269	179	146	129	338												95.9	94.7	96.7	96.3	91.0	94.8	99.9	98.5	90.4	96.7	96.3	98.3

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AUSTIN, TX
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64						
94	1	2	6	9	10	1	6	11	17	14		KASE	84	1	2	4	9	7	1	5	10	16	13		KASE	10.9	9	2.3	9	1	25	0	24.1	.9	8	3	20	0	34.8	32.5		
44	7	6	4	1		10	6	4	1		5	KCSW	40	7	6	4	1		9	6	4	1		2	KCSW	5.2	6.4	6.8	9	1	2.8			8.3	10.0	8.0	2.2		2	7		
8			1		2						2	*KGTN	8			1		2						2	*KGTN	1.0			2.3			6	9						5	0		
3									2	1		*KGTN FM	3								2	1		2	*KGTN FM	.4										4.0	2.2					
11			1		2				2	1	2	*KGTN TOTAL	11			1		2			2	1	2	*KGTN TOTAL	1.4			2.3			6	9			4.0	2.2			5.0			
127	30	11	1	1		33	6	1	4		38	KHFI	121	28	11	1	1		33	6	1	4		34	KHFI	15.7	25.5	12.5	2.3	2.8			30.6	10.0	2.0	8.7			45.3			
17		1	1				2	2	1	4	1	*KIXL	17		1	1				2	2	1	4	1	*KIXL	2.2		1.1	2.3					3.3	4.0	2.2	10.0	1	3			
38	9	3	2	2	2	1	2	3	1	2	1	KLBJ	34	8	3	2	2	2	1	2	2	1	2	1	KLBJ	4.4	7.3	3.4	4.5	5	6	6	9	.9	3.3	4.0	2.2	5.0	1	3		
89	31	21	3	1		16	5	1			6	KLBJ FM	86	31	21	3			16	5	1			4	KLBJ FM	11.2	28.2	23.9	6.8				14	8	8.3	2.0					5.3	
29	5	5	5			2	4	3			1	KMXX	28	5	5	5			2	4	3			1	KMXX	3.6	4	5	5.7	11.4			1.9	6.7	6	0			2	5	2	7
17		4		1	1	3	3	1		2		KNOW	17		4		1	1	3	3	1		2	KNOW	2	2		4	5		2	8	3	4	2	8	5	0	2.0		5	0
22		2	2		2	6	1	2		2	1	*KOKE	21		2	2		2	6	1	2		2	*KOKE	2.7		2.3	4.5			6	9	5.6	1.7	4.0					5	0	
95	8	12	10	7	4	15	9	5	7	3	9	KOKE FM	85	8	10	7	7	3	14	9	4	7	3	7	KOKE FM	11.0	7.3	11.4	15.9	19	4	10.3	13.0	15.0	8.0	15.2	7	5	9.3			
14				1	1			1	1	3		*KTAE	11				1	1					1	2	*KTAE	1.4					2	8	3	4			2.2	5	0			
98	10	9	8	6	10	1	3	9	12	7	4	KVET	88	10	7	8	6	8	1	3	8	12	4	4	KVET	11.4	9.1	8.0	18.2	16.7	27.6	.9	5.0	16.0	26.1	10	0	5	3			
11	1	3			2					1		KELG	9	1	1		2						1		KELG	1.2	.9	1.1		5.6									2	5		
13	1					1	1				10	KIXS	8						1					7	KIXS	1.0							.9								9.3	
5		3				1	1					KONO	3		1				1	1					KONO	.4		1.1				.9	1.7									
42	3	5	1	1	1	4	5	2	1	1	14	KTSA	29	3	4	1	1		4	3	2		10	KTSA	3.8	2.7	4.5	2.3	2	8		3	7	5	0	4	0			13	3	
16		1		1	3						4	WOAI	7		1			2					3		WOAI	.9		1.1			6	9								7	5	
TOTAL LISTENING IN METRO SURVEY AREA													771	110	88	44	36	29	108	60	50	46	40	75																		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

AUSTIN, TX
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
1055	40	46	58	78	132	31	111	71	110	129	27	KASE	920	40	46	45	78	101	31	93	63	106	105	27	KASE	20.8	6.6	9.7	17.0	36.6	51.5	5.8	21.1	22.9	46.7	46.1	5.7												
702	112	125	31	34	4	132	119	30	10	11	72	KCSW	646	103	114	31	34	4	116	119	30	10	11	59	KCSW	14.6	17.0	24.2	11.7	16.0	2.0	21.7	27.0	10.9	4.4	4.8	12.5												
135			8	11	23		4	13	5	24	4	*KGTN	135			8	11	23		4	13	5	24	4	*KGTN	3.1			3.0	5.2	11.7		.9	4.7	2.2	10.5	.8												
78	4		4	17	5	6	3	20	9	4	6	*KGTN FM	78	4		4	17	5	6	3	20	9	4	6	*KGTN FM	1.8	.7		1.5	8.0	2.6	1.1	.7	7.3	4.0	1.8	1.3												
175	4		12	17	23	6	7	20	9	24	10	TOTAL	175	4		12	17	23	6	7	20	9	24	10	TOTAL	4.0	.7		4.5	8.0	11.7	1.1	1.6	7.3	4.0	10.5	2.1												
1479	375	145	26	23		314	106	46	24	13	356	KHFI	1418	357	145	26	23		314	106	41	24	13	326	KHFI	32.1	58.8	30.7	9.8	10.8		58.8	24.0	14.9	10.6	5.7	68.9												
196	4	17	4		13	18	21	19	9	23	11	*KIXL	188	4	17	4		13	18	21	19	9	23	11	*KIXL	4.2	.7	3.6	1.5		6.6	3.4	4.8	6.9	4.0	10.1	2.3												
799	138	104	41	44	80	50	56	28	36	44	53	KLBJ	670	129	99	41	31	57	50	56	24	27	44	40	KLBJ	15.1	21.3	21.0	15.5	14.6	29.1	9.4	12.7	8.7	11.9	19.3	8.5												
1041	333	187	33	15		204	127	13	19	4	59	KLBJ FM	973	324	176	33	4		204	120	13	14	4	45	KLBJ FM	22.0	53.4	37.3	12.5	1.9		38.2	27.2	4.7	6.2	1.8	9.5												
344	55	52	26	10	13	26	46	19	4	8	40	KMXX	331	47	52	26	10	13	26	46	19	4	8	40	KMXX	7.5	7.7	11.0	9.8	4.7	6.6	4.9	10.4	6.9	1.8	3.5	8.5												
517	33	117	7	24	26	55	69	13	21	37	46	KNOW	496	33	111	7	24	26	55	69	13	21	30	46	KNOW	11.2	5.4	23.5	2.7	11.3	13.3	10.3	15.6	4.7	9.3	13.2	9.7												
349		40	29	14	19	41	19	16	9	27	32	*KOKE	329		40	29	14	19	41	19	16	9	27	32	*KOKE	7.4		8.5	11.0	6.6	9.7	7.7	4.3	5.8	4.0	11.8	5.1												
1216	153	166	91	84	26	170	103	94	68	44	131	KOKE FM	1118	153	160	78	70	22	151	103	81	63	44	107	KOKE FM	25.3	25.2	33.9	29.5	32.9	11.2	28.3	23.4	29.5	27.8	19.3	22.6												
201	4	6		10	26	7		8	8	42		*KTAE	154	4	6		10	18	7		5	4	32		*KTAE	3.5	.7	1.3		4.7	9.2	1.3		1.8	1.8	14.0													
1107	85	106	84	56	82	57	81	66	101	94	93	KVET	949	85	97	70	56	53	54	75	62	83	70	93	KVET	21.5	14.0	20.6	26.5	26.3	27.0	10.1	17.0	22.5	36.6	30.7	19.7												
158	17	38	12	6	8	5	4	7		8	13	KELG	143	17	32	12	6	4		4	7		8	13	KELG	3.2	2.8	6.8	4.5	2.8	2.0		.9	2.5		3.5	2.7												
152	18	3	4			31	6	3			87	KIXS	79	9					20						50	KIXS	1.8	1.5					3.7				10.6												
102	18	43				12	25			4		KONO	85	18	32				6	25			4		KONO	1.9	3.0	6.8				1.1	5.7			1.8													
925	107	89	36	33	22	146	101	48	11	22	236	KTSA	620	90	66	36	12	9	122	53	35		10	155	KTSA	14.0	14.8	14.0	13.6	5.6	4.6	22.8	12.0	12.7		4.4	32.8												
311	12	21	16	30	41		15	6	18	46	6	WOAI	178	12	21	9	10	26		15	6	13	28	6	WOAI	4.0	2.0	4.4	3.4	4.7	13.3		3.4	2.2	5.7	12.3	1.3												
TOTAL LISTENING IN METRO SURVEY AREA													4250	603	457	237	204	194	521	423	263	227	228	467														96.1	99.3	96.8	89.8	95.8	99.0	97.6	95.9	95.6	99.9	99.9	98.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

BAKERSFIELD
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
29	4	6	1			3	6	2	3		2	KAFY	29	4	6	1			3	6	2	3		2	KAFY	5.2	7.3	10.7	2.4			6.3	9.7	4.8	7.1		3.3
6					1						2	*KCHJ	6					1						2	*KCHJ	1.1					3.6			2.4		3.3	
5	2		1		1				1			KDOL	5	2		1		1				1			KDOL	9	3.6		2.4		3.6				2.4		
34	2	3	4		1	3	8	1	2		10	KERN	34	2	3	4		1	3	8	1	2		10	KERN	6.1	3.6	5.4	9.5		3.6	6.3	12.9	2.4	4.8		16.4
11		1				4	2	1	3			KGEO	11		1			4	2	1	3				KGEO	2.0		1.8				8.3	3.2	2.4	7.1		
39		4			9	1	1	4	2	5	4	KGFM	39		4			9	1	1	4	2	5	4	KGFM	7.0		7.1		30.0	3.6	2.1	6.5	4.8	11.9	12.1	
3					1					1	1	*KHIS	3					1				1	1	1	*KHIS	5				3.3					2.4	3.0	
7		1								3	2	*KHIS FM	7		1							3	2	1	*KHIS FM	1.3		1.8							7.1	6.1	
10		1							4	3	1	TOTAL	10		1			1				4	3	1	TOTAL	1.8		1.8		3.3				9.5	9.1	1.6	
59	17	6	1			10	5	1	1		18	KKXX	59	17	6	1			10	5	1	1		18	KKXX	10.6	30.9	10.7	2.4			20.8	8.1	2.4	2.4		29.5
26		2			2	2		2	7	5	3	KLYD	26		2		2	2		2	7	5	3	KLYD	4.7		3.6		6.7	7.1		3.2	16.7	11.9	9.1		
8	3					1	1				3	KMGN	8	3					1	1				3	KMGN	1.4	5.5				2.1	1.6				4.9	
13		1	1	1	1					2	2	*KNTB	13		1	1	1	1					2	2	*KNTB	2.3		1.8	2.4	3.3	3.6				4.8	6.1	
16		1			3			1	2		2	KPMC	16		1		3			1	2		2	KPMC	2.9		1.8		10.7		1.6	4.8			6.1		
12	3	1		1		1		2			4	*KTKR	12	3	1		1		1		2		4	*KTKR	2.2	5.5	1.8		3.3	2.1		4.8			6.6		
99	5	6	20	7	5	5	14	7	5	7	6	KUZZ	99	5	6	20	7	5	5	14	7	5	7	6	KUZZ	17.8	9.1	10.7	47.6	23.3	17.9	10.4	22.6	16.7	11.9	21.2	9.8
7	1				1						1	*KVLI	7	1				1					1	1	*KVLI	1.3	1.8			3.6					3.0	1.6	
33	5		3	2	4	9	3	3		4		KWAC	33	5		3	2	4	9	3	3		4		KWAC	5.9	9.1		7.1	6.7	14.3	18.8	4.8	7.1		12.1	
2												*KWSO	2												*KWSO	.4											
9		1	1				2		3			*KXEM	9		1	1				2		3			*KXEM	1.6		1.8	2.4			3.2		7.1			
2			1				1					*KZIQ	2			1				1					*KZIQ	4		2.4			1.6						
8		1						3			2	KZIO FM	8		1							3		2	KZIO FM	1.4		1.8				7.1				3.3	
3			1					2				KBIG	3			1						2			KBIG	5			2.4				4.8				
11		1	3	1		1	2	1			2	KFI	11		1	3	1		1	2	1		2	KFI	2.0		1.8	7.1	3.3		2.1	3.2	2.4			3.3	
4	1	1	1				1					KFRE	4	1	1	1					1				KFRE	7	1.8	1.8	2.4			1.6					
4							1	1			2	KJOP	4								1	1		2	KJOP	.7						1.6	2.4			3.3	
5	1	3	1									KJUG	5	1	3	1									KJUG	9	1.8	5.4	2.4								
7	2	1					2				2	KLOS	7	2	1					2				2	KLOS	1.3	3.6	1.8			4.2					3.3	
4	2					1	1					KMET	4	2					1	1					KMET	7	3.6				2.1	1.6					
3				1	1						1	KMJ	3				1	1						1	KMJ	5			3.3	3.6						3.0	
8		1		1	2						2	KMPC	8		1		1	2						2	KMPC	1.4		1.8		3.3	7.1					6.1	
2		2										KNX FM	2		2										KNX FM	.4		3.6									
3		1						1			1	KOST	3		1							1		1	KOST	.5		1.8				2.4			3.0		
4		1			1		1		1			KRTH	4		1		1			1		1			KRTH	7		1.8		3.6		1.6		2.4			
9	2	1					2	2			2	XTRA	9	2	1				2	2				2	XTRA	1.6	3.6	1.8			4.2	3.2				3.3	
TOTAL LISTENING IN METRO SURVEY AREA													555	55	56	42	30	28	48	62	42	42	33	61													

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

BAKERSFIELD
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
448	33	59	26	21	11	73	68	51	28	9	57	KAFY	448	33	59	26	21	11	73	68	51	28	9	57	KAFY	13.7	13.1	18.0	11.2	10.2	5.6	29.8	19.9	21.2	13.0	4.6	12.7										
150	5		9	16	17			18	4	9	31	*KCHJ	150	5		9	16	17			18	4	9	31	*KCHJ	4.6	2.0		3.9	7.8	8.7		7.5	1.9	4.6	6.9											
71	7	13	10		11	4	5		8		7	KDOL	71	7	13	10		11	4	5		8		7	KDOL	2.2	2.8	4.0	4.3		5.6	1.6	1.5		3.7	1.6											
674	62	79	36	6	17	62	98	55	33	17	186	KERN	674	62	79	36	6	17	62	98	55	33	17	186	KERN	20.6	24.7	24.1	15.5	2.9	8.7	25.3	28.7	22.8	15.3	8.7	41.3										
287	20	24	15	11	6	41	66	18	43	4	22	KGEO	287	20	24	15	11	6	41	66	18	43	4	22	KGEO	8.8	8.0	7.3	6.5	5.4	3.1	16.7	19.4	7.5	20.0	2.0	4.9										
427	7	39		65	34	13	47	31	45	44	15	KGFM	427	7	39		65	34	13	47	31	45	44	15	KGFM	13.0	2.8	11.9		31.7	17.4	5.3	13.8	12.9	20.9	22.4	3.3										
58		6		6		4			14	9	7	*KHIS	58		6		6		4			14	9	7	*KHIS	1.8		1.8		2.9		1.6			6.5	4.6	1.6										
114		6		6		12	6	33	18	21	18	KHIS FM	114		6		6		12	6	33	18	21	18	KHIS FM	3.5		1.8		2.9	3.1	3.5	2.5	15.3	9.2	4.7											
135		6		11	6	4	12	6	33	18	21	TOTAL	135		6		11	6	4	12	6	33	18	21	TOTAL	4.1		1.8		5.4	3.1	1.6	3.5	2.5	15.3	9.2	4.7										
726	126	110	40		6	113	95	35	25	4	161	KXXX	726	126	110	40		6	113	95	35	25	4	161	KXXX	22.2	50.2	33.5	17.2		3.1	46.1	27.9	14.5	11.6	2.0	35.8										
315	7	24	5	17	41	17	14	48	34	28	40	KLYD	315	7	24	5	17	41	17	14	48	34	28	40	KLYD	9.6	2.8	7.3	2.2	8.3	21.0	6.9	4.1	19.9	15.8	14.3	8.9										
140	21	19				17	18	6		4	55	KMGN	140	21	19				17	18	6		4	55	KMGN	4.3	8.4	5.8				6.9	5.3	2.5		2.0	12.2										
174	7	18	10	23	22	4	5		22	22		*KNTB	174	7	18	10	23	22	4	5		22	22		*KNTB	5.3	2.8	5.5	4.3	11.2	11.3	1.6	1.5		10.2	11.2											
333		45	29	23	39	4	10	24	14	35	23	KPMC	333		45	29	23	39	4	10	24	14	35	23	KPMC	10.2		13.7	12.5	11.2	20.0	1.6	2.9	10.0	6.5	17.9	5.1										
135	30	6	5	8		18	8	11			37	*KTKR	135	30	6	5	8		18	8	11			37	*KTKR	4.1	12.0	1.8	2.2	3.9		7.3	2.3	4.6		8.2											
932	45	73	101	61	67	56	89	98	68	68	83	KUZZ	932	45	73	101	61	67	56	89	98	68	68	83	KUZZ	28.5	17.9	22.3	43.5	29.8	34.4	22.9	26.1	40.7	31.6	34.7	18.4										
92	5	5	5		11	3	5			13	16	*KVLII	92	5	5	5		11	3	5			13	16	*KVLII	2.8	2.0	1.5	2.2		5.6	1.2	1.5		6.6	3.6											
200	25	5	27	13	10	18	28	26	8	23	11	KWAC	200	25	5	27	13	10	18	28	26	8	23	11	KWAC	6.1	10.0	1.5	11.6	6.3	5.1	7.3	8.2	10.8	3.7	11.7	2.4										
72			6	11			6	4		9		*KWSO	72			6	11			6	4		9		*KWSO	2.2			2.9	5.6		2.5	1.9	4.6													
56		10	8	4		3	14		8		5	*KXEM	56		10	8	4		3	14		8		5	*KXEM	1.7		3.0	3.4	2.0		1.2	4.1		3.7	1.1											
59		6	15	10	6		5			4	7	*KZIQ	59		6	15	10	6		5			4	7	*KZIQ	1.8		1.8	6.5	4.9	3.1		1.5		2.0	1.6											
90		6	10	10		4	5	12			31	KZIQ FM	90		6	10	10		4	5	12			31	KZIQ FM	2.7		1.8	4.3	4.9		1.6	1.5	5.0		6.9											
57		6	14			9	5	17				KBIG	57		6	14			9	5	17				KBIG	1.7		1.8	6.0			3.7	1.5	7.1													
178	10	26	25	10	6	24	28	12		9	22	KFI	178	10	26	25	10	6	24	28	12		9	22	KFI	5.4	4.0	7.9	10.8	4.9	3.1	9.8	8.2	5.0		4.6	4.9										
144	16	18	15	16	17	12	10	3	4	9	6	KFRE	144	16	18	15	16	17	12	10	3	4	9	6	KFRE	4.4	6.4	5.5	6.5	7.8	8.7	4.9	2.9	1.2	1.9	4.6	1.3										
63	5	3				9	5	9			32	KJOP	63	5	3				9	5	9			32	KJOP	1.9	2.0	9				3.7	1.5	3.7		7.1											
65	7	19	10			8				9		KJUG	65	7	19	10			8				9		KJUG	2.0	2.8	5.8	4.3			3.3				4.6											
86	14	19				17	5				31	KLOS	86	14	19				17	5				31	KLOS	2.6	5.6	5.8				6.9	1.5			6.9											
87	21	13	4			21	15				13	KMET	87	21	13	4			21	15				13	KMET	2.7	8.4	4.0	1.7			8.6	4.4			2.9											
109			5	17	22			12		18		KMJ	109			5	17	22				12		18	KMJ	3.3			2.2	8.3	11.3		5.0		9.2												
153		32	10	21	17		5		4	18		KMPC	153		32	10	21	17		5		4	18		KMPC	4.7		9.8	4.3	10.2	8.7		1.5		1.9	9.2											
69		31				13	19					KNX FM	69		31				13	19					KNX FM	2.1		9.5				5.3	5.6														
100		13	24				29	4	9	15		KOST	100		13	24				29	4	9	15		KOST	3.1		4.0	10.3				12.0	1.9	4.6	3.3											
83	7	19	5		11	13	10		10	8		KRTH	83	7	19	5		11	13	10		10	8		KRTH	2.5	2.8	5.8	2.2		5.6	5.3	2.9		4.7	1.8											
164	19	11	5	10		12	14	12			81	XTRA	164	19	11	5	10		12	14	12			81	XTRA	5.0	7.6	3.4	2.2	4.9		4.9	4.1	5.0		18.0											
TOTAL LISTENING IN METRO SURVEY AREA												3135	238	328	227	203	180	237	341	235	204	187	430													95.8	94.8	99.9	97.8	99.0	92.3	96.7	99.9	97.5	94.9	95.4	95.6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
48			2	8	11			7	2	1		*WAYE	48			2	8	11			7	2	1		*WAYE	15			9	4	2	6	3			2	7	8	5	
319	2	8	13	22	41	3	4	23	37	45	1	WBAL	302	2	6	13	19	39	3	4	21	37	42	1	WBAL	9.5	.8	1.7	5.7	10.1	22.3	1.1	1.3	8.0	15.0	20.1	3			
68	13	7	6	1		9	10	10	1		6	WBKZ	66	13	7	6	1		9	9	9	1		6	WBKZ	2.1	5.0	2.0	2.6	5		3.3	2.9	3.4	.4			2.0		
17		3		2	1	3			1	2		*WBMD	17		3		2	1	3			1	2		*WBMD	.5		.9		1.1	.6	1.1			.4	1	0			
167	18	26	4	4	2	42	27	5	3		35	WBSB	156	18	26	4	4	2	38	22	5	2		34	WBSB	4.9	7.0	7.4	1.7	2.1	1.1	14.1	7.0	1.9	8			11.4		
116	9	20	9	3	1	14	24	14	10	2	8	WCAO	109	8	18	9	2	1	12	24	14	10	2	7	WCAO	3.4	3.1	5.1	3.9	1.1	6	4.5	7.7	5.3	4.1	1.0	2.4			
219	5	34	21	19	10	2	35	25	25	17	7	WCBM	211	5	34	20	19	10	2	35	24	19	17	7	WCBM	6.6	1.9	9.7	8.7	10.1	5.7	7	11.2	9.2	7.7	8.1	2.4			
21	3	2			1	1	3	7	2	1	1	*WEBB	21	3	2			1	1	3	7	2	1	1	*WEBB	7	1.2	6		6	4	1.0	2.7	8	5	3				
185	10	32	20	16	18	2	24	6	9	23	5	WFBR	180	10	32	20	15	18	2	24	6	9	22	5	WFBR	5.6	3.9	9.1	8.7	7.9	10.3	.7	7.7	2.3	3.7	10.5	1.7			
77	1		2	9	12	2	3	13	19			WITH	77	1		2	9	12	2	3	13	19			WITH	2.4	.4		9	4.8	6.9		.6	1.1	5.3	9.1				
288	85	34	2	1	2	58	17	5		1	83	WIYY	264	72	33	2	1	2	57	16	4		1	76	WIYY	8.3	27.9	9.4	.9	.5	1.1	21.2	5.1	1.5			5	25.6		
28	4	5	3	1		2	8	1			4	WKTK	28	4	5	3	1		2	8	1		4	WKTK	.9	1.6	1.4	1.3	5		.7	2.6	4			1.3				
271	8	12	13	12	22	3	23	28	53	19	3	WLIF	250	8	12	12	12	22	3	23	26	39	18	3	WLIF	7.8	3.1	3.4	5.2	6.3	12.6	1.1	7.3	9.9	15.9	8.6	1.0			
54	5	7				5	7	2		1	27	WLPL	53	5	7				5	7	2		1	26	WLPL	1.7	1.9	2.0				1.9	2.2	.8			.5	8.8		
153	1	7	17	14	14	12	5	16	17	20	1	WMAR	152	1	7	17	14	14	12	5	16	17	20	1	WMAR	4.8	.4	2.0	7.4	7.4	8.0	4.5	1.6	6.1	6.9	9.6	3			
17			3	1	1		2	2	3	4		WNAV FM	15			3	1	1		2	2	2	4		WNAV FM	.5			1.3	.5	6		.6	8	8	1.9				
253	15	29	41	21	12	6	17	28	30	23	10	WPOC	201	7	23	37	16	11	4	11	24	23	22	7	WPOC	6.3	2.7	6.5	16.2	8.5	6.3	1.5	3.5	9.2	9.3	10.5	2.4			
37	1	6	1	1	1	1	2	4	5	2	2	WRBS	35	1	6	1	1	1	1	2	4	5	2	2	WRBS	1.1	.4	1.7	.4	5	6	.4	.6	1.5	2.0	1.0	7			
19	1	1				1	2	4	3	3		*WSIO	19	1	1				1	2	4	3	3		*WSIO	6	4	.3				4	.6	1.5	1.2	1.4				
13		2		4	1		1	3		1		*WTOW	12		2		4	1		1	3				*WTOW	.4		.6		2.1	.6		.3	1.1						
21	1	2	1	1	2			2	3	1	1	*WTTR FM	20	1	2	1	1	2			2	3	1	1	*WTTR FM	.6	.4	6	.4	5	1.1			8	1.2	5	3			
120	20	5	13	5	1	16	13	13	8	5	20	WWZN	120	20	5	13	5	1	16	13	13	8	5	20	WWZN	3.8	7.8	1.4	5.7	2.6	.6	5.9	4.2	5.0	3.3	2.4	6.7			
249	32	41	9	8	5	46	33	14	9	2	45	WXYV	245	32	40	9	8	5	43	33	14	9	2	45	WXYV	7.7	12.4	11.4	3.9	4.2	2.9	16.0	10.5	5.3	3.7	1.0	15.2			
24		7	5	1		1	5	2	1		1	WASH	20		6	3	1		1	5	2	1		1	WASH	.6		1.7	1.3	5		4	1.6	.8	4		3			
51	8	8	9		2	9	10	2			3	WHUR	45	8	8	9		2	8	5	2			3	WHUR	1.4	3.1	2.3	3.9		1.1	3.0	1.6	.8			1.0			
26		8				7	6				5	WKYS	19		8				2	4				5	WKYS	.6		2.3				.7	1.3				1.7			
3		1	2								2	*WPGC	3		1	2								2	*WPGC	1		.3	.9								7			
57	2	20	4	2		13	12	2			2	WPGC FM	49	2	17	3	2		11	10	2			2	WPGC FM	1.5	.8	4.8	1.3	1.1		4.1	3.2	.8			7			
60	2	21	6	2		13	12	2			2	TOTAL	52	2	18	5	2		11	10	2			2	TOTAL	1.6	.8	5.1	2.2	1.1		4.1	3.2	.8			7			
16		1	3	1	1		1	6		2	1	*WPXX	8			2	1	1		1	1		2		*WPXX	.3			9	.5	6		.3	.4		1.0				
13		4	2			3	1	3			1	WVXX	7		4				2	1			2		WVXX	.2		1.1				.6	.4							
29		5	5	1	1		4	7	3	2	1	TOTAL	15		4		2	1	1		3	2		2	TOTAL	5		1.1		.9	.5	.6	.9	.8		1.0				
25		3	1	4			1	2	5			WRC	25			3	1	4			1	2	5		WRC	.8			1.3	5	2.3		4	.8	2.4					
47	2	5	2	3		11	3	4		1	16	WRQX	34	2	4	1	2		6	2	4			13	WRQX	1.1	8	1.1	4	1.1		2.2	.6	1.5			4.4			
36		2	6	9	1			2	5	4	2	WTOP	30		2	5	8	1			2	4	4	2	WTOP	9		6	2.2	4.2	6		8	1.6	1.9	7				
63	27	3				15	2				15	WWDC FM	43	15	3				12	2				10	WWDC FM	1.3	5.8	9				4.5	6				3.4			
TOTAL LISTENING IN METRO SURVEY AREA												3195	258	352	229	189	175	269	313	262	246	209	297																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

BALTIMORE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS														CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS														CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %				
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64					
364			22	57	56	32		29	44	39	14	*WAYE	364			22	57	56	32		29	44	39	14	*WAYE	2 0			1 7	4 8	5 8	2 2		2 1	3 5	3 7	6				
4444	110	188	309	446	479	91	182	356	451	541	111	WBAL	4014	110	180	243	386	436	86	182	311	435	489	111	WBAL	22.0	7 5	9 8	18 5	32 5	44 8	5 9	9 6	22 8	34 9	46 6	4 9				
1288	179	163	107	37	7	206	253	117	23	12	144	WBKZ	1260	179	163	107	37	7	206	234	108	23	12	144	WBKZ	6 9	12 3	8 8	8 1	3 1	7	14 2	12 4	7 9	1 8	1 1	6 3				
308	27	23	6	68	31	34			38	44		*WBMD	304	27	23	6	68	27	34				38	44	*WBMD	1 7	1 9	1 2	5	5 7	2 8	2 3			3 0	4 2					
2758	243	387	121	104	43	535	378	129	50	28	676	WBSB	2540	226	370	116	92	43	484	348	125	35	28	609	WBSB	13 9	15.5	20 1	8 8	7 8	4 4	33 3	18 4	9 2	2 8	2 7	26 7				
2848	272	358	278	125	56	335	519	204	172	89	356	WCAO	2597	263	336	258	113	56	300	489	194	121	74	321	WCAO	14.3	18 1	18 2	19 6	9 5	5 8	20 6	25 9	14 2	9 7	7 1	14 1				
3070	127	351	323	244	147	136	486	251	255	187	269	WCBM	2874	127	328	293	244	138	132	447	240	230	172	229	WCBM	15 8	8 7	17 8	22 2	20 6	14 2	9 1	23 7	17 6	18 4	16 4	10 0				
405	63	38	15		22	73	43	52	33	31	26	*WEBB	405	63	38	15		22	73	43	52	33	31	26	*WEBB	2 2	4.3	2 1	1 1		2 3	5 0	2 3	3 8	2 6	3 0	1 1				
3497	212	486	355	344	221	130	376	172	194	317	190	WFBR	3435	212	486	355	329	221	130	358	172	194	308	190	WFBR	18 9	14 6	26 4	27 0	27 7	22 7	8 9	19 0	12 6	15 5	29 4	8 3				
1127	26	30	99	124	164	28	33	56	174	166	33	WITH	1127	26	30	99	124	164	28	33	56	174	166	33	WITH	6 2	1 8	1 6	7 5	10 5	16 9	1 9	1 7	4 1	13 9	15 8	1 4				
3297	667	496	68	22	26	529	298	111	22	50	986	WIYY	3036	581	462	63	22	22	512	292	83	22	50	905	WIYY	16 7	39 9	25 1	4 8	1 9	2 3	35 2	15 5	6 1	1 8	4 8	39 7				
931	91	209	54	59		120	128	36	28	8	198	WKTK	890	91	191	50	54		120	122	28	28	8	198	WKTK	4 9	6 2	10 4	3 8	4 6		8 2	6 5	2 1	2 2		8 7				
3121	103	234	264	289	266	83	226	315	385	260	74	WLIF	2949	103	234	236	286	266	83	222	295	343	244	74	WLIF	16 2	7 1	12 7	17 9	24 1	27 3	5 7	11 8	21 6	27 5	23 3	3 2				
1532	190	231	19	12		198	277	73	6	29	497	WLPL	1514	190	231	19	12		193	277	70	6	29	487	WLPL	8 3	13 0	12 5	1 4	1 0		13 3	14 7	5 1	5	2 8	21 4				
1857	26	135	201	193	197	62	102	192	141	181	65	WMAR	1771	26	135	197	193	193	62	87	176	135	166	55	WMAR	9 7	1 8	7 3	15 0	16 3	19 8	4 3	4 6	12 9	10 8	15 8	2 4				
387		15	59	38	21		52	56	49	63		WNAV FM	306		15	59	38	12		19	40	41	63		WNAV FM	1 7			8 4	5 3	3 2	1 2		1 0	2 9	3 3	6 0				
2568	133	350	331	244	118	140	293	176	255	181	152	WPOC	2019	105	289	291	193	99	103	210	126	181	164	114	WPOC	11 1	7 2	15 7	22 1	16 3	10 2	7 1	11 1	9 2	14 5	15 6	5 0				
616	48	63	48	39	35	23	54	51	72	34	66	WRBS	606	48	63	48	39	35	23	54	51	72	34	66	WRBS	3 3	3 3	3 4	3 6	3 3	3 6	1 6	2 9	3 7	5 8	3 2	2 9				
284	11	48	13			24	31	22	38	39		*WSID	284	11	48	13			24	31	22	38	39		*WSID	1 6		8 2	6 6	1 0		1 6	1 6	1 6	3 0	3 7					
268		30	9	53	23	28	12	24	34	14	18	*WTOW	253		30	9	53	15	28	12	24	34	7	18	*WTOW	1 4		1 6	7 4	5 1	1 5	1 9	6	1 8	2 7	7 8					
481	27	41	24	23	46	19	8	36	37	36	68	*WTTR FM	429	27	41	24	17	43	19	8	36	32	29	59	*WTTR FM	2 4	1 9	2 2	1 8	1 4	4 4	1 3	4	2 6	2 6	2 8	2 6				
1581	212	157	85	66	33	220	169	125	68	54	373	WWIN	1581	212	157	85	66	33	220	169	125	68	54	373	WWIN	8 7	14 6	8 5	6 5	5 6	3 4	15 1	9 0	9 2	5 4	5 1	16 4				
2807	349	449	117	90	34	476	426	154	116	25	532	WXVY	2685	349	430	117	87	34	434	402	141	106	25	521	WXVY	14 7	24 0	23 3	8 9	7 3	3 5	29 8	21 3	10 3	8 5	2 4	22 9				
593	21	174	58	11		48	82	85	14	15	55	WASH	516	21	153	47	11		44	66	74	14	15	51	WASH	2 8	1 4	8 3	3 6		9	3 0	3 5	5 4	1 1	1 4	2 2				
649	55	134	40		27	135	113	39	12		94	WHUR	555	55	134	40		27	96	91	39	10		63	WHUR	3 0	3 8	7 3	3 0		2 8	6 6	4 8	2 9	8		2 8				
442	22	119	15	3		108	56	8	3	16	92	WKYS	299	22	119	15			40	34	8			61	WKYS	1 6	1 5	6 5	1 1			2 7	1 8	6			2 7				
52		12	10	13		4	13					*WPGC	44		12	10	13			9					*WPGC	2			7		8	1 1			5						
1008	51	226	54	41		246	192	46	10		142	WPGC FM	823	41	188	37	41		197	151	34	10		124	WPGC FM	4 5	2 8	10 2	2 8	3 5		13 5	8 0	2 5	8		5 4				
1026	51	226	63	41		246	201	46	10		142	WPGC TOTAL	842	41	188	47	41		197	160	34	10		124	WPGC TOTAL	4 6	2 8	10 2	3 6	3 5		13 5	8 5	2 5	8		5 4				
254		5	35	36	12		19	43	8	26	51	*WPKX	147		20	21	12			19	18		26	12	*WPKX	.8			1 5	1 8	1 2		1 0	1 3		2 5	5				
140		18	29			15	33	18	23		4	WVKX	86		12				15	29	18	12		12	WVKX	5			.7			1 0	1 5	1 3	1 0						
361		23	59	36	12		15	33	52	31	26	WVKX TOTAL	205		12	20	21	12	15	29	27	12	26	12	WVKX TOTAL	1 1			.7			1 0	1 5	2 0	1 0	2 5	5				
319		5	49	64	26		32	28	10	48	13	WRC	284		49	64	23			10	28	10	43	13	WRC	1 6			3 7	5 4	2 4		.5	2 1	8	4 1	6				
1253	150	158	59	50	4	203	91	78	13	10	434	WRQX	957	112	137	29	35		150	75	71	12		336	WRQX	5 3	7 7	7 4	2 2	3 0		10 3	4 0	5 2	1 0		14 7				
1022		88	191	187	58		32	77	128	53	77	WTOP	885		88	186	162	44		28	61	117	44	77	WTOP	4 9		4 8	14 1	13 7	4 5		1 5	4 5	9 4	4 2	3 4				
1244	416	96	25	12		235	56	25	10		347	WWDC FM	878	250	90	25			180	31	18			262	WWDC FM	4 8	17 2	4 9	1 9			12 4	1 6	1 3			11 5				
TOTAL LISTEN																																									

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
103	8	20	2			12	18	7	2	3	30	WAFB	39	3	10	1					9	8	1			1	6	WAFB	5.5	3.9	11.9	2.3			11.0	11.1	1.7		2.6	6.7
174	31	35	3	1		28	17	11	4	1	43	WFMF	136	28	17	3					25	15	10	4	1	33	WFMF	19.0	36.8	20.2	6.8			30.5	20.8	16.9	10.5	2.6	37.1	
39	2	6	5	5	1	2	2	5	4	3	2	WIBR	32	2	3	5	5			1	2	5	4	2	1	1	WIBR	4.5	2.6	3.6	11.4	13.2		1.2	2.8	8.5	10.5	5.3	1.1	
31	2	3	2	1	4	2	2	1	1	3	2	WJBO	30	2	3	2	1	4			2	2	1	1	2	2	WJBO	4.2	2.6	3.6	4.5	2.6	14.8	2.4	2.8	1.7	2.6	5.3	2.2	
53	3	8		3		4	5	8	2	3	14	WLCS	47	3	7		3				4	4	5	2	3	13	WLCS	6.6	3.9	8.3		7.9		4.9	5.6	8.5	5.3	7.9	14.6	
14			1		1	1	1	2	1	1		*WLUX	13			1		1			1		2	1	1		*WLUX	1.8			2.3		3.7	1.2		3.4	2.6	2.6		
103	2	5	3	10	14	1	10	11	10	13		WQXY	77	2	2	3	7	10			1	8	11	10	7		WQXY	10.8	2.6	2.4	6.8	18.4	37.0	1.2	11.1	18.6	26.3	18.4		
18		6	5	1								*WSLG	15		3	5	1									5	*WSLG	2.1		3.6	11.4	2.6					1.7		13.2	
44	6	6	1	1		9	7	1	1	1	9	*WTKL	39	6	5	1	1				9	5	1	1	1	9	*WTKL	5.5	7.9	6.0	2.3	2.6		11.0	6.9	1.7	2.6	2.6	10.1	
90	13	11	6	5	2	11	9	4	3	2	16	WXOK	77	11	8	6	5	2			9	8	3	3	1	16	WXOK	10.8	14.5	9.5	13.6	13.2	7.4	11.0	11.1	5.1	7.9	2.6	18.0	
38	3	4	6	5	1	2	2	3	3	2	2	*WYNK	37	3	4	5	5	1			2	2	3	3	2	2	*WYNK	5.2	3.9	4.8	11.4	13.2	3.7	2.4	2.8	5.1	7.9	5.3	2.2	
173	14	13	20	11	11	11	18	25	18	9	8	WYNK FM	93	9	9	7	7	6			9	10	13	6	6	4	WYNK FM	13.0	11.8	10.7	15.9	18.4	22.2	11.0	13.9	22.0	15.8	15.8	4.5	
47	13	7				8	6				8	KSMB	5	1	1						3						KSMB	.7	1.3	1.2				3.7						
35		3	2	3	2		1	2	1	2		WWL	10		2	1		2					1	1	1		WWL	1.4		2.4	2.3		7.4			1.7	2.6	2.6		
TOTAL LISTENING IN METRO SURVEY AREA												715	76	84	44	38	27	82	72	59	38	38	89																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
1600	140	262	39	5		228	254	104	63	30	426	WAFB	634	65	123	12	5		126	142	20	16	9	107	WAFB	15.9	16.4	27.9	4.4	2.3		30.7	31.2	6.8	7.0	4.6	19.7										
1752	325	263	44	45	9	260	210	72	80	17	420	WFME	1223	223	176	32	24	9	195	163	65	61	4	264	WFME	30.6	56.2	39.9	11.7	11.0	5.1	47.6	35.8	22.2	26.9	2.1	48.7										
589	3.3	76	69	38	41	19	46	40	48	63	73	WIBR	513	33	69	57	38	15	8	46	40	48	51	65	WIBR	12.8	8.3	15.6	20.9	17.4	8.5	2.0	10.1	13.7	21.1	26.3	12.0										
745	3.7	99	48	25	59	46	82	23	45	60	68	WJBO	650	37	86	48	25	33	39	74	23	34	48	68	WJBO	16.3	9.3	19.5	17.6	11.5	18.6	9.5	16.3	7.8	15.0	24.7	12.5										
905	7.3	123	22	38	18	124	119	55	43	63	184	WLCS	817	73	116	11	38	18	105	108	44	43	42	176	WLCS	20.5	18.4	26.3	4.0	17.4	10.2	25.6	23.7	15.0	18.9	21.6	32.5										
114		9	9	5	6	10	21	6	14	15	7	WLUX	104		9	9	5	6	10	17	6	8	15	7	WLUX	2.6		2.0	3.3	2.3	3.4	2.4	3.7	2.0	3.5	7.7	1.3										
1039	26	92	56	64	102	28	99	95	118	101	30	WQXY	761	26	44	56	55	76	19	81	88	88	67	12	WQXY	19.1	6.5	10.0	20.5	25.2	42.9	4.6	17.8	30.0	38.8	34.5	2.2										
182		18	17	17	11	7	9	22	5	24	33	WSLG	113		9	17	11	11		3	22	5	16		WSLG	2.8		2.0	6.2	5.0	6.2		7.7	5.2	2.2	8.2											
479	50	39	16	7		91	80	18	18	8	120	WTKL	410	50	32	16	7		83	61	18	18	8	96	WTKL	10.3	12.6	7.3	5.9	3.2		20.2	13.4	6.1	7.9	4.1	17.7										
884	113	80	35	23	23	135	93	47	37	44	205	WXOK	694	74	62	35	23	23	101	79	40	31	23	164	WXOK	17.4	18.6	14.1	12.8	10.6	13.0	24.6	17.4	13.7	13.7	11.9	30.3										
498	73	58	55	46	30	43	30	40	31	23	36	WYNK	417	56	44	43	39	30	32	30	33	18	23	36	WYNK	10.4	14.1	10.0	15.8	17.9	16.9	7.8	6.6	11.3	7.9	11.9	6.6										
1813	102	195	195	118	134	151	191	205	111	126	184	WYNK FM	949	58	119	88	77	56	106	108	99	58	58	82	WYNK FM	23.8	14.6	27.0	32.2	35.3	31.6	25.9	23.7	33.8	25.6	29.9	15.1										
291	61	32	10			59	24	10	4		67	KSMB	58	16	9			28		5					KSMB	1.5	4.0	2.0				6.8		1.7													
414		35	50	32	28	5	8	35	24	39	30	WWL	130		20	24	4	19	5		5	12	10		WWL	3.3		4.5	8.8	1.8	10.7	1.2		1.7	5.3	5.2											
TOTAL LISTENING IN METRO SURVEY AREA												3851	390	422	266	209	162	406	441	280	224	189	514													96.4	98.2	95.7	97.4	95.9	91.5	99.0	96.9	95.6	98.7	97.4	94.8

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
40	2	4	3	2	2	7	5	3	2	2	8	KALO	39	2	4	3	2	1	7	5	3	2	2	8	KALO	8.7	7.1	10.8	8.1	6.3	3.6	14.9	9.8	7.9	6.5	8.7	14.5			
4		2	1				1					KAYC	4		2	1				1					KAYC	.9		5.4	2.7			2.0								
55	5	3	2	8	3	14	4	5	4	2	5	KAYD	45	5	3	2	5	2	12	3	4	4	1	4	KAYD	10.1	17.9	8.1	5.4	15.6	7.1	25.5	5.9	10.5	12.9	4.3	7.3			
5							1	2			1	*KDLF	5						1	2				1	*KDLF	1.1					2.1		5.3			1.8				
43	7	5	1		1	9	5	2	1	1	11	KHYS	25	2	2	1			5	4	2	1		8	KHYS	5.6	7.1	5.4	2.7			10.6	7.8	5.3	3.2		14.5			
45	4	8	3	2		4	12	2	2	1	5	KIOC	28	2	3	1	2		2	10	2	1		3	KIOC	6.3	7.1	8.1	2.7	6.3		4.3	19.6	5.3	3.2		5.5			
19		1	5	1	1		1	2	2	3	1	*KJET	19		1	5	1	1		1	2	2	3	1	*KJET	4.3		2.7	13.5	3.1	3.6		2.0	5.3	6.5	13.0	1.8			
51	1	7	5	5	3	2	6	10	3	2	2	KLVI	39	1	4	4	4	3	1	4	9	3	1	1	KLVI	8.7	3.6	10.8	10.8	12.5	10.7	2.1	7.8	23.7	9.7	4.3	1.8			
11					3				4	1		KOGT	11				3					4	1		KOGT	2.5				10.7				12.9	4.3					
14		3	1	2			4	3				KOLE	13		3	1	2			4	2				KOLE	2.9		8.1	2.7	6.3			7.8	5.3						
19					3	2		4	2	4		KPAC	12				1	2			1	2	3		KPAC	2.7				3.1	7.1			2.6	6.5	13.0				
54	1	2	6	5	12	1	3	2	6	6		KQXY	49	1	2	5	5	10	1	3	2	6	6		KQXY	11.0	3.6	5.4	13.5	15.6	35.7	2.1	5.9	5.3	19.4	26.1				
31	3	3	1	1		5	4	2			12	KWIC	30	3	3	1	1		4	4	2			12	KWIC	6.7	10.7	8.1	2.7	3.1		8.5	7.8	5.3		21.8				
56	2	6	6	3	3	9	6	6	3	2	8	KYKR	43	2	3	5	3	2	6	5	4	2	2	7	KYKR	9.6	7.1	8.1	13.5	9.4	7.1	12.8	9.8	10.5	6.5	8.7	12.7			
23	7	4	1			3	3				5	KZOM	19	6	3	1			3	3				3	KZOM	4.3	21.4	8.1	2.7			6.4	5.9			5.5				
11	1		1			2	1		1		5	KZZB	11	1		1			2	1		1		5	KZZB	2.5	3.6		2.7			4.3	2.0		3.2		9.1			
30		1	1	5	3			2	2	3		KTRH	18		1	1	3	2				1	2	1	KTRH	4.0		2.7	2.7	9.4	7.1			2.6	6.5	4.3				
TOTAL LISTENING IN METRO SURVEY AREA												446	28	37	37	32	28	47	51	38	31	23	55																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
375	17	38	27	12	26	41	37	30	23	17	85	KALO	342	17	38	27	12	10	41	37	23	23	17	75	KALO	11.0	7.3	13.1	11.6	6.1	5.6	17.4	11.9	9.3	11.3	8.9	17.9
146	13	28	39	4	2	31	5		3	15	15	KAYC	127	13	28	24	4	2		27	5		3	15	KAYC	4.1	5.6	9.6	10.3	2.0	1.1		8.7	2.0		1.6	3.6
645	60	62	49	39	26	115	52	70	28	36	92	KAYD	537	60	57	40	28	10	105	36	53	28	22	82	KAYD	17.3	25.6	19.6	17.2	14.2	5.6	44.5	11.6	21.5	13.8	11.5	19.6
81			11	5	4	12	4	16	2	4	9	KDLF	81			11	5	4	12	4	16	2	4	9	*KDLF	2.6			4.7	2.5	2.2	5.1	1.3	6.5	1.0	2.1	2.1
587	68	67	25	8	16	73	86	38	22	12	163	KHYS	360	24	42	25	8	5	41	43	29	17	2	115	KHYS	11.6	10.3	14.4	10.7	4.1	2.8	17.4	13.9	11.7	8.4	1.0	27.4
831	121	117	39	18	8	116	142	43	16	30	163	KIOC	597	95	87	23	18	8	73	101	36	11	12	115	KIOC	19.3	40.6	29.9	9.9	9.1	4.5	30.9	32.6	14.6	5.4	6.3	27.4
277	5	18	43	14	25	8	14	33	24	29	23	KJET	277	5	18	43	14	25	8	14	33	24	29	23	*KJET	8.9	2.1	6.2	18.5	7.1	14.0	3.4	4.5	13.4	11.8	15.2	5.5
1016	44	137	108	103	72	54	106	134	55	72	61	KLVI	725	44	102	77	64	61	35	62	96	42	40	36	KLVI	23.4	18.8	35.1	33.0	32.5	34.1	14.8	20.0	38.9	20.7	20.9	8.6
193	5	11	13	13	29	7	8	15	26	18	22	KOGT	165	5	6	13	13	29	7	4	9	26	18	9	KOGT	5.3	2.1	2.1	5.6	6.6	16.2	3.0	1.3	3.6	12.8	9.4	2.1
240	14	38	27	7	10	15	33	22	8	12	29	KOLE	221	14	38	27	7	10	15	33	15	8	12	17	KOLE	7.1	6.0	13.1	11.6	3.6	5.6	6.4	10.6	6.1	3.9	6.3	4.1
343		6	4	44	41	22	9	40	33	40	5	KPAC	230		6	4	23	19	22	9	20	28	26	5	KPAC	7.4		2.1	1.7	11.7	10.6	9.3	2.9	8.1	13.8	13.6	1.2
580	13	57	57	51	76	14	54	42	47	72	5	KQXY	468	13	42	36	51	54	14	36	36	42	54	5	KQXY	15.1	5.6	14.4	15.5	26.9	30.2	5.9	11.6	14.6	20.7	28.3	1.2
548	76	55	27	16	6	74	59	21	13	11	187	KWIC	497	67	55	27	16	6	63	56	18	13	11	162	KWIC	16.0	28.6	18.9	11.6	8.1	3.4	26.7	18.1	7.3	6.4	5.8	38.7
879	66	13	101	51	48	95	86	84	30	46	104	KYKR	711	66	82	80	42	26	84	71	69	22	41	73	KYKR	22.9	28.2	28.2	34.3	21.3	14.5	35.6	22.9	27.9	10.8	21.5	17.4
434	129	66	20	5	4	66	33	10		8	93	KZOM	324	96	40	20	5	4	58	26	10		3	62	KZOM	10.4	41.0	13.7	8.6	1.5	2.2	24.6	8.4	4.0		1.6	14.8
321	27	20	37		8	50	35	13	8	8	115	KZZB	259	27	20	22		2	50	17	13	8	3	97	KZZB	8.4	11.5	6.9	9.4		1.1	21.2	5.5	5.3	3.9	1.6	23.2
418		14	17	55	54		11	34	24	46	7	KTRH	325		14	17	34	42		11	25	24	24	7	KTRH	10.5		4.8	7.3	17.3	23.5		3.5	10.1	11.8	12.6	1.7
TOTAL LISTENING IN METRO SURVEY AREA												2866	226	283	226	174	158	236	301	236	167	160	392	92.4	96.6	97.3	97.0	88.3	88.3	99.9	97.1	95.5	82.3	83.8	93.6		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
14			1	3	1		1	2	1	1	1	KBMY	14			1	3	1		1	2	1	1	1	KBMY	11.4			8.3	42.9	16.7		9.1	20.0	8.3	25.0	6.3			
59		9	5	4	4	6	5	4	4	4	3	KGHL	20		3	4	1	1		1	2	2	1	1	2	KGHL	16.3		21.4	33.3	14.3	16.7	7.1	18.2	20.0	8.3	25.0	12.5		
10	2	2	1			2	2	1				KIDX	10	2	2	1				2	2	1			KIDX	8.1	25.0	14.3	8.3			14.3	18.2	10.0						
6						1	1		1	2	1	KKOZ	6				1	1			1	2	1		KKOZ	4.9					16.7	7.1		10.0	16.7	25.0				
31	2	6	2			1	3	5	1	1	1	9	KOOK	19	1	3	2			3	3	1	1		5	KOOK	15.4	12.5	21.4	16.7			21.4	27.3	10.0	8.3		31.3		
15	1	1	1	2		1	1		1	3	2	KOOK FM	13		1	1	2	1		1		3	1		KOOK FM	10.6		7.1	8.3	28.6	16.7	7.1		10.0	25.0	25.0				
22			2	5	1				6	2	3	1	*KOYN	10		2	1	1			2	1		1	1	*KOYN	8.1			16.7	14.3	16.7		20.0	8.3		6.3			
9						1	1	2	1	3		1	*KURL	6				1	1	1		3			*KURL	4.9				16.7	7.1	9.1		25.0						
28	6	6	2			5	2				7	KYYA	24	5	4	1				5	2				KYYA	19.5	62.5	28.6	8.3			35.7	18.2				43.8			
TOTAL LISTENING IN METRO SURVEY AREA												123	8	14	12	7	6	14	11	10	12	4	16																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
260	6	17	30	34	24	14	19	27	15	20	20	KBMY	216	6	17	21	27	21	14	19	22	13	11	15	KBMY	24.4	8.2	19.5	32.3	48.2	43.8	18.2	20.4	31.9	23.2	21.6	12.5										
584	11	90	37	26	41	43	60	38	43	49	56	KGHL	283	11	38	21	15	21	9	32	23	24	18	37	KGHL	32.0	15.1	43.7	32.3	26.8	43.8	11.7	34.4	33.3	42.9	35.3	30.8										
143	17	23	6	2	1	20	25	4	7	7	20	KIDX	136	17	28	6	2	1	20	25	4	7	3	20	KIDX	15.4	23.3	32.2	9.2	3.6	2.1	26.0	26.9	5.8	12.5	5.9	16.7										
77	6	4	6	6	8	5	5	8	10	10		KKOZ	70	6	4	6	6	4	5	5	8	10	10		KKOZ	7.9	8.2	4.6	9.2	10.7	8.3	6.5	5.4	11.6	17.9	19.6											
515	50	67	29	18	14	60	70	23	26	20	114	KOOK	363	36	42	21	15	6	43	46	23	18	11	84	KOOK	41.0	49.3	48.3	32.3	26.8	12.5	55.8	49.5	33.3	32.1	21.6	70.0										
186	22	4	13	12	18	11	16	15	17	23	6	KOOK FM	142	8	4	13	12	18	11	7	15	17	13	6	KOOK FM	16.0	11.0	4.6	20.0	21.4	37.5	14.3	7.5	21.7	30.4	25.5	5.0										
157		4	20	16	12	5	8	27	20	14	13	*KOYN	107		4	15	10	9	5	5	16	13	2	10	*KOYN	12.1		4.6	23.1	17.9	18.8	6.5	5.4	23.2	23.2	3.9	8.3										
98	3		8	2	5	16	19	9	6	9	4	*KURL	63	3		4	2	5	11	10	5	6	3	4	*KURL	7.1	4.1		6.2	3.6	10.4	14.3	10.8	7.2	10.7	5.9	3.3										
336	71	37	16	3	4	54	29	12	11	8	86	KYYA	281	45	32	11	3	4	54	24	12	8	5	78	KYYA	31.8	61.6	36.8	16.9	5.4	8.3	70.1	25.8	17.4	14.3	9.8	65.0										
TOTAL LISTENING IN METRO SURVEY AREA												798	64	79	61	48	43	75	91	64	51	43	116													90.2	87.7	90.8	93.8	85.7	89.6	97.4	97.8	92.8	91.1	84.3	96.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %														
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %									
66	16	15	2			13	5	1	1	2	11	WAAL	47	12	9	2					10	4	1	1	1	7	WAAL	11.5	34.3	23.1	8.3			27.0	8.7	3.0	3.7	3.7	15.6												
6							2				1	*WATS	-1													*WATS																									
9			1	2			1	3				WAVR	3				1									WAVR	7				4.5					3.0															
5			1	1				1	1			*WEBO	3													*WEBO	7				4.5					3.7															
20			3	1	1		1	3	3		1	WENE	17		2	1	1			1	3	3		1	1	WENE	4.2			8.3	4.5	4.3	2.7	6.5	9.1			3.7	2.2												
21	4	3	1		1		3	5	2		1	WINR	20	4	2	1				1	3	5	2		1	WINR	4.9	11.4	5.1	4.2		4.3	8.1	10.9	6.1			3.7	2.2												
44	2	4	3	5	4		1	4	3	6	3	WKOP	42	2	4	3	5	4		1	4	3	4	3	1	WKOP	10.3	5.7	10.3	12.5	22.7	17.4	2.7	8.7	9.1	14.8	11.1	2.2													
81	5	14	4	2			13	16	4	5	1	WMRV	67	5	12	4	2			9	14	3	3	1	12	WMRV	16.4	14.3	30.8	16.7	9.1		24.3	30.4	9.1	11.1	3.7	26.7													
64	2	4	4	4	4		1	6	7	6	9	WNBF	64	2	4	4	4	4		1	6	7	6	9	5	WNBF	15.6	5.7	10.3	16.7	18.2	17.4	2.7	13.0	21.2	22.2	33.3	11.1													
71	1	2	4	4	8		2	3	5	10	9	WQYT	58	1	2	4	4	7		2	3	4	9	7		WQYT	14.2	2.9	5.1	16.7	18.2	30.4	5.4	6.5	12.1	33.3	25.9														
31	3	3					4	3	2	2	14	*WWWT	29	3	3					4	3	2	1	13	*WWWT	7.1	8.6	7.7				10.8	6.5	6.1	3.7			28.9													
10	1	3					2	1	2		1	WGBI FM	7	1	1					1	1	2			1	WGBI FM	1.7	2.9	2.6				2.7	2.2	6.1			2.2													
2				1	1							*WHCU	2				1	1								*WHCU	.5				4.5	4.3																			
11	4	1					5				1	WKRZ FM	5	1	1					2					1	WKRZ FM	1.2	2.9	2.6			5.4						2.2													
7		1					2	2		1	1	WNOZ	2								1				1	WNOZ	.5							2.2					2.2												
TOTAL LISTENING IN METRO SURVEY AREA													409	35	39	24	22	23	37	46	33	27	27	45																											

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
860	134	149	32	21	17	136	66	30	39	18	198	WAAL	560	98	92	26	8	12	89	47	20	15	9	124	WAAL	22.4	56.6	38.5	15.0	5.2	8.3	48.6	19.4	11.5	9.0	5.7	38.5										
92		4	16	8	9		20	7	5	5		*WATS	32		4	3		9			7	5			*WATS	1.3		1.7	1.7		6.3			4.0	3.0												
167		6	19	18		12	33	28	10	5	16	WAVR	46		6	6	3			6	8	5		8	WAVR	1.8		2.5	3.5	1.9			2.5	4.6	3.0		2.5										
121	3	11	16	9	9	10	9	15	8	6	9	*WE80	98	3	11	3	9	9	10	9	5	8	6	9	*WE80	3.9	1.7	4.6	1.7	5.8	6.3	5.5	3.7	2.9	4.8	3.8	2.8										
521	16	22	57	34	48	23	86	43	30	25	16	WENE	444	16	22	44	34	42	23	59	43	30	25	16	WENE	17.8	9.2	9.2	25.4	22.1	29.2	12.6	24.4	24.7	18.0	15.8	5.0										
564	55	83	39	18	34	71	83	45	26	19	71	WINR	493	55	54	33	18	34	71	57	35	26	19	71	WINR	19.8	31.8	22.6	19.1	11.7	23.6	38.8	23.6	20.1	15.6	12.0	22.0										
603	10	41	82	52	54	23	40	37	56	40	40	WKOP	571	10	41	70	52	54	23	40	37	36	40	40	WKOP	22.9	5.8	17.2	40.5	33.8	37.5	12.6	16.5	21.3	21.6	25.3	12.4										
988	66	139	52	30	18	133	166	65	60	24	210	WMRV	779	66	100	46	25	18	97	133	55	26	24	164	WMRV	31.2	38.2	41.8	26.6	16.2	12.5	53.0	55.0	31.6	15.6	15.2	50.9										
940	22	73	97	70	75	24	78	88	75	72	122	WMBF	925	22	73	97	70	69	24	78	88	72	72	116	WMBF	37.1	12.7	30.5	56.1	45.5	47.9	13.1	32.2	50.6	43.1	45.6	36.0										
826	9	47	69	50	83	23	59	84	69	110	38	WQYT	657	9	47	50	50	70	23	52	63	61	75	24	WQYT	26.3	5.2	19.7	28.9	32.5	48.6	12.6	21.5	36.2	36.5	47.5	7.5										
443	57	40	16	9	9	52	34	23	23	9	167	*WWWT	381	57	40	10	9	9	40	34	13	13	9	143	*WWWT	15.3	32.9	16.7	5.8	5.8	6.3	21.9	14.0	7.5	7.8	5.7	44.4										
229	14	45	11	7	5	26	32	22	15	8	34	WGBI FM	135	5	19	5	7	5	14	13	13	10	8	26	WGBI FM	5.4	2.9	7.9	2.9	4.5	3.5	7.7	5.4	7.5	6.0	5.1	8.1										
32			3	6	9			3		3	4	*WHCU	32			3	6	9			3		3	4	*WHCU	1.3			1.7	3.9	6.3			1.7		1.9	1.2										
112	40	9		2		34		2	4	3	18	WKRZ FM	55	5	9		2		12		2	4	3	18	WKRZ FM	2.2	2.9	3.8		1.3		6.6		1.1	2.4	1.9	5.6										
130	3	23				30	35	3	6		30	WNOZ	52	3	4				7	9	3	2		24	WNOZ	2.1	1.7	1.7				3.8	3.7	1.7	1.2		7.5										
TOTAL LISTENING IN METRO SURVEY AREA												2327	163	228	166	145	138	179	230	167	152	149	308													93.3	94.2	95.4	96.0	94.2	95.8	97.8	95.0	96.0	91.0	94.3	95.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																										
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17											
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64												
50	2	6	2	1	5	2	3	3	3	6	WAPI	49	1	6	2	1	5	2	3	3	3	6	WAPI	4	1	9	5	4	3	1	2	1	10	0	1	6	3	5	3	4	8	3						
77	4	3	8	8	2	3	3	14	4	10	WAPI FM	56	4	3	7	5	2	3	3	5	3	6	WAPI FM	4	7	3	6	2	7	10	9	10	4	0	2	7	2	3	5	8	3	4	8	3				
4		1					1		1		WARF	4		1					1		1		WARF	3		9										8		1	1									
57	2	1	2		7	4	5	8	11	5	*WATV	57	2	1	2		7	4	5	8	11	5	*WATV	4	8	1	8	9	3	1		14	0	3	5	3	9	9	3	12	4	6	9	5	3			
26	6	1				5	5	2			*WBUL	26	6	1				5	5	2			*WBUL	2	2	5	4	9						4	4	3	9	2	3				5	3				
24	1				7				2	2	*WCRT	24	1				7				2	2	*WCRT	2	0	9					14	0						2	2	2	8							
55	2	4	1	3		5	7	4	11	4	WDJC	28	2	2		2		4		1	8	2	1	WDJC	2	3	1	8	1	8		4	2		3	5		1	2	9	0	2	8		8			
46	2	2	2	3	2	6	5	5	5	4	*WENN	46	2	2	2	3	2	6	5	5	5	4	*WENN	3	8	1	8	1	8	3	1	6	3	4	0	5	3	3	9	5	8	5	6	5	6	3	1	
142	25	13	3	1	3	34	14	6	2	6	WENN FM	109	22	13	3	1	3	19	13	5	2	2	22	WENN FM	9	1	19	8	11	6	4	7	2	1	6	0	16	8	10	1	5	8	2	2	2	8	16	8
54	6	6	3	2	1	5	9	4	2	4	WERC	54	6	6	3	2	1	5	9	4	2	4	6	WERC	4	5	5	4	5	4	7	4	2	2	0	4	4	7	0	4	7	2	2	5	6	4	6	
38	1	2	2	2	2	2	4	6	3	2	WJLD	38	1	2	2	2	2	2	4	6	3	2	3	WJLD	3	2	9	1	8	3	1	4	2	4	0	1	8	3	1	7	0	3	4	2	8	2	3	
185	19	21	6	1		34	19	7	6	1	70 WKXX	147	19	17	6	1		30	17	7	6	1	43	WKXX	12	3	17	1	15	2	9	4	2	1		26	5	13	2	8	1	6	7	1	4	32	8	
60		7	1	3	1	12	3	3	11	5	WQEZ	46		3	1	2	1	6	2	3	9	5	1	WQEZ	3	8		2	7	1	6	4	2	2	0	5	3	1	6	3	5	10	1	6	9		8	
89	40	6				19	4				20 WRKK	57	23	6				7	4				17	WRKK	4	8	2	7	5	4					6	2	3	1						13	0			
4											*WRSB	4												*WRSB	3																							
80	7	8	5	3	1	6	16	7	5	6	WSGN	77	7	7	5	3	1	6	14	7	5	6	7	WSGN	6	4	6	3	6	3	7	8	6	3	2	0	5	3	10	9	8	1	5	6	8	3	5	3
9					1					1	WSMQ	9					1						1	WSMQ	8																					1	4	
95	2	9	3	10	7	4	9	9	5	9	*WVOK	66	1	5	2	9	5		5	8	2	7	1	*WVOK	5	5	9	4	5	3	1	18	8	10	0		3	9	9	3	2	2	9	7		8		
18								1	1	2	*WWWB	18								1	1	2		*WWWB	1	5														1	2	1	1	2	8			
67	1	8	7	3	6	1	4	2	5	5	WYDE	55	1	5	5	3	6		3	2	5	3	1	WYDE	4	6	9	4	5	7	8	6	3	12	0		2	3	2	3	5	6	4	2		8		
238	15	49	32	10	3	18	39	21	19	10	14 WZZK	163	10	28	19	10	2	13	28	14	18	7	8	WZZK	13	6	9	0	25	0	29	7	20	8	4	0	11	5	21	7	16	3	20	2	9	7	6	1
95	19	8	2	1		21	14	2	1	1	25 WQEN	7		1				1	1	1			3	WQEN	.6		9								9		8	1	2						2	3		

TOTAL LISTENING IN METRO SURVEY AREA 1198 111 112 64 48 50 113 129 86 89 72 131

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.
ARBITRON

Cume Listening Estimates

BIRMINGHAM
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
809	62	90	37	58	63	27	62	31	38	78	13	WAPI	714	21	73	37	58	63	27	62	31	38	78	13	WAPI	10.3	4.3	11.4	7.9	14.4	16.4	5.0	8.9	5.8	8.4	17.1	1.5
944	25	87	78	93	76	25	63	114	59	127	29	WAPI FM	669	25	57	58	56	60	25	49	57	40	93	12	WAPI FM	9.7	5.1	8.9	12.4	13.9	15.7	4.7	7.0	10.7	8.8	20.4	1.4
135		24	12	15			13	12	6		13	WARF	135		24	12	15			13	12	6		13	WARF	2.0		3.7	2.6	3.7			1.9	2.2	1.3		1.5
518	19	21	33	18	37	34	53	60	53	45	107	*WATV	518	19	21	33	18	37	34	53	60	53	45	107	*WATV	7.5	3.9	3.3	7.1	4.5	9.7	6.4	7.6	11.2	11.7	9.9	12.3
297	35	31		5		44	40	41		4	96	*WBUL	297	36	31		5		44	40	41		4	96	*WBUL	4.3	7.4	4.8		1.2		8.2	5.7	7.7		9.1	11.0
251	8	17	12		68			13	16	54		*WCRT	251	8	17	12		68			13	16	54		*WCRT	3.6	1.6	2.7	2.6		17.8			2.4	3.5	11.8	
879	32	90	46	55	17	97	81	82	100	46	35	WDJC	441	32	51	18	21	17	42	27	46	59	27	20	WDJC	6.4	6.5	8.0	3.9	5.2	4.4	7.9	3.9	8.6	13.1	5.9	2.3
581	23	26	54	33	25	39	79	64	40	58	85	*WENN	565	23	26	54	33	25	39	79	64	40	42	85	*WENN	8.2	4.7	4.1	11.6	8.2	6.5	7.3	11.4	12.0	8.8	9.2	9.8
1297	141	101	54	28	43	211	137	82	58	88	259	WENN FM	1021	114	101	54	28	43	139	105	75	53	38	194	WENN FM	14.8	23.3	15.8	11.6	6.9	11.2	26.0	15.1	14.0	11.7	8.3	22.3
1237	52	160	79	35	25	135	216	103	74	88	121	WERC	1185	52	160	79	35	25	135	203	91	64	88	121	WERC	17.1	10.6	25.0	16.9	8.7	6.5	25.2	29.2	17.0	14.2	19.3	13.9
652	38	26	52	37	38	23	62	82	45	25	120	WJLD	652	38	26	52	37	38	23	62	82	45	25	120	WJLD	9.4	7.8	4.1	11.1	9.2	9.9	4.3	8.9	15.3	10.0	5.5	13.8
2320	251	297	64	28	8	413	268	162	60	20	723	WKXX	1610	214	198	64	24	8	273	202	119	55	20	424	WKXX	23.3	43.8	30.9	13.7	5.9	2.1	51.0	29.0	22.2	12.2	4.4	48.7
803	5	66	45	74	61	86	54	95	81	82	20	WQEZ	579	5	39	37	39	34	50	42	63	59	73	20	WQEZ	8.4	1.0	6.1	7.9	9.7	8.9	9.3	6.0	11.8	13.1	16.0	2.3
1036	304	84	29	9		144	99	13	22	7	316	WRKK	701	154	75	29	9		91	91	13	22	7	201	WRKK	10.1	31.5	11.7	6.2	2.2		17.0	13.1	2.4	4.9	1.5	23.1
82		12	7				19	6	7		6	*WRSM	82			12	7			19	6	7		6	*WRSM	1.2			2.6	1.7			2.7	1.1	1.5		.7
1576	82	228	111	73	50	146	240	129	62	93	211	WSGN	1484	82	197	111	73	50	110	215	129	62	93	211	WSGN	21.5	16.8	30.7	23.8	18.1	13.1	20.6	30.9	24.1	13.7	20.4	24.3
121		9			17			7	13			WSMQ	121		9			17			7	13			WSMQ	1.7		1.4		4.4				1.5	2.9		
1593	57	147	81	116	132	87	174	118	121	169	90	*WVOK	926	17	89	73	74	67	17	125	80	63	93	59	*WVOK	13.4	3.5	13.9	15.6	18.3	17.5	3.2	18.0	15.0	13.9	20.4	6.8
103							6	6	13	6		*WWWB	103							6	6	13	6		*WWWB	1.5							9	1.1	2.9	1.3	
1086	16	126	122	90	133	41	85	51	84	94	49	WYDE	864	16	92	98	82	117	17	69	44	76	77	26	WYDE	12.5	3.3	14.4	21.0	20.3	30.5	3.2	9.9	8.2	16.8	16.9	3.0
2615	235	405	331	134	64	226	343	239	163	109	237	WZZK	1628	146	230	152	107	48	147	216	148	121	79	148	WZZK	23.5	29.9	35.9	32.5	26.5	12.5	27.5	31.0	27.7	26.8	17.3	17.0
1288	160	160	42	23		221	137	56	45	49	334	WQEN	207	16	59				32	27	12		7	54	WQEN	3.0	3.3	9.2				6.0	3.9	2.2		1.5	6.2
TOTAL LISTENING IN METRO SURVEY AREA													6601	472	627	455	376	367	520	678	526	430	435	846	95.5	96.5	97.8	97.4	93.1	95.8	97.2	97.4	98.3	95.1	95.4	97.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
40	7	6	2			12	5	1	1		6	WBNQ	28	6	3	1				10	3				5	WBNQ	18.2	27.3	20.0	12.5			43.5	23.1				45.5									
7		1		1	1	2	1			1		WIHN	7		1		1	1		2	1			1	5	WIHN	4.5		6.7		14.3	14.3	8.7	7.7			8.3										
68	2	6	4	4	4	2	6	6	7	7	2	WJBC	60	2	5	3	4	4		1	5	6	7	7	1	WJBC	39.0	9.1	33.3	37.5	57.1	57.1	4.3	38.5	85.7	77.8	58.3	9.1									
15	4	2	1	1		1	1	1	1	1		WMLA	13	4	2	1	1			1	1	1	1	1		WMLA	8.4	18.2	13.3	12.5	14.3		4.3	7.7	14.3	11.1	8.3										
8					1					2		WBBM	2													WBBM	1.3																				
14		1	1	2	1				2	2		WGN	5		1		1						1	1		WGN	3.2		6.7		14.3				11.1	8.3											
10	1	2				3		1		3		WKZV	2						2							WKZV	1.3					8.7															
21	4	2	1			3	3			1	6	WLS	9	1	1				3	1				3	WLS	5.8	4.5	6.7			13.0	7.7				27.3											
27	4	2	4	3	1	4	3	3	2	1		WMAQ	8	2	1	2			1	1			1			WMAQ	5.2	9.1	6.7	25.0		4.3	7.7			8.3											
8			1				1	1		1	1	WSWT	3			1							1	1		WSWT	1.9			12.5						8.3	9.1										
11	6					2	1			2		WWCT	8	5					2					1		WWCT	5.2	22.7				8.7					9.1										
TOTAL LISTENING IN METRO SURVEY AREA												154	22	15	8	7	7	23	13	7	9	12	11																								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
593	100	66	27	9	5	139	71	34	12	4	121	WBNO	389	73	42	11	4	5	111	40	17	8	4	69	WBNO	38.8	62.9	45.2	19.3	8.2	10.6	78.7	44.0	28.3	15.1	7.5	63.3
117	5	11	6	5	11	25	12	4	6	13		WIHN	117	6	11	6	5	11	25	12	4	6	13		WIHN	11.7	5.2	11.8	10.5	10.2	23.4	17.7	13.2	6.7	11.3	24.5	
763	68	72	48	54	38	35	90	57	58	47	44	WJBC	592	55	56	36	42	36	25	61	51	42	47	31	WJBC	59.1	47.4	60.2	63.2	85.7	76.6	17.7	67.0	85.0	79.2	88.7	28.4
188	18	18	19	15	3	15	30	19	13	6	18	WMLA	153	18	18	13	15	3	15	19	14	9	6	18	WMLA	15.3	15.5	19.4	22.8	30.6	6.4	10.6	20.9	23.3	17.0	11.3	16.5
146		5	17	11	12		1	3	14	21	11	WBBM	46		5	3		6		1	3	4	6	2	WBBM	4.6		5.4	5.3		12.8		1.1	5.0	7.5	11.3	1.8
281	8	16	27	34	25	11	14	18	20	22	14	WGN	84		16	5	7	13	5	3		6	8	5	WGN	8.4		17.2	8.8	14.3	27.7	3.5	3.3		11.3	15.1	4.6
187	17	28	12	3		39	20	10	5		53	WKZW	72	6	12			25	13				16	WKZW	7.2	5.2	12.9				17.7	14.3				14.7	
544	79	54	16	14	13	84	67	32	10	13	140	WLS	248	37	35	6		65	27	13	3	4	53	WLS	24.8	31.9	37.6	10.5			46.1	29.7	21.7	5.7	7.5	48.6	
465	72	45	52	36	14	49	61	41	26	18	30	WMAQ	141	18	12	18	12	5	15	22	11	2	6	9	WMAQ	14.1	15.5	12.9	31.6	24.5	10.6	10.6	24.2	18.3	3.8	11.3	8.3
180		16	20	7	9	4	19	19	13	29	10	WSWT	64		5	10		3		4	7	3	13	2	WSWT	6.4		5.4	17.5		6.4		4.4	11.7	5.7	24.5	1.8
127	44	12	2			31	14				24	WWCT	78	31	7	2		25					13	WWCT	7.8	26.7	7.5	3.5			17.7					11.9	
TOTAL LISTENING IN METRO SURVEY AREA												969	116	91	55	47	43	136	91	60	47	49	107		96.7	99.9	97.8	96.5	95.9	91.5	96.5	99.9	99.9	88.7	92.5	98.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
43	5	1	1			9	4	1	1		21	KBBK	36	5	1	1					6	3	1			19	KBBK	11.0	16.7	2.8	4.3				20.0	8.8	4.2		46.3										
16			4	1	1			1	3	2		*KBGN	9							1		1	2			*KBGN	2.8				5.9			4.2	6.7	9.5													
64	6	9	8	5	2	5	7	4	6	5	1	KBOI	43	2	8	6	3	2		3	6	4	2	4	1	KBOI	13.1	6.7	22.2	26.1	18.8	11.8	10.0	17.6	16.7	13.3	19.0	2.4											
45		1	2	2	6	3	4	8	7	4	1	KBOI FM	33		1	2	1	4		3	4	4	6	3		KBOI FM	10.1		2.8	8.7	6.3	23.5	10.0	11.8	16.7	40.0	14.3												
37		1		5	4	1	3	4	2	7		KBXL	24		1		1	2		1	2	3	2	4		KBXL	7.3		2.8		6.3	11.8	3.3	5.9	12.5	13.3	19.0												
33	6	2				6	2	3	1		13	KFXO	18	2	1					4	2	1	1		7	KFXD	5.5	6.7	2.8				13.3	5.9	4.2	6.7	17.1												
58	14	9	1			8	14	5	1		6	KFXD FM	26	1	7					4	10	1	1		2	KFXD FM	8.0	3.3	19.4				13.3	29.4	4.2	6.7	4.9												
39	1	2	9	6	4		2	4	1	2		KGEM	36	1	2	8	6	4			1	3	1	2		KGEM	11.0	3.3	5.6	34.8	37.5	23.5		2.9	12.5	6.7	9.5												
31	5	3	4	2	1	2	3	2	1	3	1	KIDO	23	5	1	1	2	1		2	1	2	1	2	1	KIDO	7.0	16.7	2.8	4.3	12.5	5.9	6.7	2.9	8.3	6.7	9.5	2.4											
32	8	8		1		4	3				8	KIDO	27	8	8		1			3	2				5	KIDO	8.3	26.7	22.2		6.3		10.0	5.9			12.2												
27	2	5	4			2	3	3	1	2	2	KJOT	21	2	3	3				1	3	2		2	2	KJOT	6.4	6.7	8.3	13.0			3.3	8.8	8.3		9.5	4.9											
8	3	1		1		2					1	KUUZ	8	3	1		1			2					1	KUUZ	2.4	10.0	2.8		6.3		6.7				2.4												
3			1	1	1							*KYME	2			1		1								*KYME	.6			4.3		5.9																	
TOTAL LISTENING IN METRO SURVEY AREA												327	30	36	23	16	17	30	34	24	15	21	41																										

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
452	63	34	8	5	3	75	34	19	12	6	193	KBBK	382	63	34	8	5	3	56	30	19	6	6	152	KBBK	18.2	36.6	15.7	5.6	4.2	2.5	31.8	13.8	12.7	4.6	4.8	58.9										
139		8	9	21	10		8	20	31	3		*KBG	96		8	4	9	10		4	14	15	3		*KBG	4.6		3.7	2.8	7.5	8.5		1.8	9.3	11.5	2.4											
991	74	119	95	76	49	89	114	53	87	75	50	KBOI	727	32	87	83	50	45	77	91	53	52	53	41	KBOI	34.7	18.6	40.3	58.0	41.7	38.1	43.8	41.9	35.3	40.0	42.7	15.9										
534	19	40	47	27	34	11	38	75	75	34	30	KBOI FM	368	19	30	24	18	22	7	38	45	49	24	11	KBOI FM	17.5	11.0	13.9	16.8	15.0	18.6	4.0	17.5	30.0	37.7	19.4	4.3										
336		8	20	38	40	14	23	21	30	44	8	KBXL	232		8	16	13	29	14	19	17	22	30		KBXL	11.1		3.7	11.2	10.8	24.6	8.0	8.8	11.3	16.9	24.2											
754	59	69	5	31	3	110	106	75	28	9	236	KFXO	514	38	57		23	3	91	83	39	17	9	135	KFXO	24.5	22.1	26.4		19.2	2.5	51.7	38.2	26.0	13.1	7.3	52.3										
539	45	81	21			77	94	37	6	5	146	KFXO FM	344	32	64	8		56	61	22	6	3	68	KFXO FM	16.4	18.6	29.6	5.6			31.8	28.1	14.7	4.6	2.4	26.4											
553	32	49	71	33	53		62	37	29	33	37	KGEM	428	32	41	51	22	35		49	25	22	29	22	KGEM	20.4	18.6	19.0	35.7	18.3	29.7		22.6	16.7	16.9	23.4	8.5										
457	51	57	38	32	28	21	53	20	31	30	24	KIDO	385	51	45	28	23	19	21	46	20	20	21	21	KIDO	18.4	29.7	20.8	19.6	19.2	16.1	11.9	21.2	13.3	15.4	16.9	8.1										
370	70	54		9	3	49	40	11	10	3	116	KIDQ	294	70	49		9	3	35	26	11	10	3	73	KIDQ	14.0	40.7	22.7		7.5	2.5	19.9	12.0	7.3	7.7	2.4	28.3										
357	19	51	41	13	3	48	38	37	18	13	37	KJOT	257	19	30	28	13	3	28	34	25	9	9	33	KJOT	12.3	11.0	13.9	19.6	10.8	2.5	15.9	15.7	16.7	6.9	7.3	12.8										
198	45	7	8	5		49	11	17			56	KUUZ	170	45	7	8	5		35	11	11			48	KUUZ	8.1	26.2	3.2	5.6	4.2		19.9	5.1	7.3			18.6										
55	6		20	4	3		11	6				*KYME	51	6		20		3		11	6				*KYME	2.4	3.5		14.0		2.5		5.1	4.0													
TOTAL LISTENING IN METRO SURVEY AREA												1937	166	204	143	102	102	176	213	139	111	112	239													92.4	96.5	94.4	99.9	85.0	86.4	99.9	98.2	92.7	85.4	90.3	92.6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

BOSTON
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
320	92	89	16			46	40	4	5		27	WBCN	210	51	51	13						36	29	4	3		22	WBCN	3.9	9.9	9.8	4.1			7.3	5.7	1.1	.8		4.4
85	4	17	11	8		13	22	4	4		2	WBOS	56	3	10	10	7					4	16	1	3		2	WBOS	1.0	.6	1.9	3.1	2.4		8	3.2	.3	B		4
587	17	55	45	50	46	6	44	44	64	58	14	WBZ	358	4	33	20	33	19			4	26	23	46	33	9	WBZ	6.7	8	6.4	6.3	11.1	6.4	.8	5.1	6.2	13.0	9.0	1.8	
49	6	4	3		4	9	2	1	1	2	3	WBZ FM	37	4	3	1					4	9	2	1	1	2	WBZ FM	.7	.8	.6	.3		1.3	1.8	.4	.3	.3	.4		
27	1	1		1	4		2	1	6	2	1	WCAP	26	1	1						4		2	1	6	2	1	WCAP	.5	.2	.2		.3	1.3	.4	.3	1.7	.5	.2	
43	17	10	1	1	1	4			2	3		*WCAS	39	17	10	1	1					4		2	3		2	*WCAS	.7	3.3	1.9	3	.3		.8		.5	8		
68	16	14	8			8	13	2		1	4	WCGY	45	16	11	2						4	7	2			2	WCGY	.8	3.1	2.1	.6			.8	1.4	.5		.4	
923	252	70	5	7		150	48	14	2	1	370	WCOZ	596	153	42	3	5				102	31	7	2		248	WCOZ	11.1	29.8	8.1	.9	1.7		20.7	6.1	1.9	.6		49.6	
107	1	6	9	12	7	1	7	9	8	12	1	*WCRB	73		5	5	8	6			1	6	7	5	9	1	*WCRB	1.4		1.0	1.6	2.7	2.0	.2	1.2	1.9	1.4	2.5	.2	
71	16	7	7	8	13	2	8	4	1	5		WDLW	71	16	7	7	8	13			2	8	4	1	5		WDLW	1.3	3.1	1.3	2.2	2.7	4.4	.4	1.6	1.1	.3	1.4		
405	5	24	23	25	37	1	12	20	25	67	4	WEEI	375	5	22	22	23	34			1	11	19	22	66	3	WEEI	7.0	1.0	4.2	6.9	7.8	11.4	.2	2.2	5.1	6.2	18.1	.6	
276	19	60	16	9	10	43	60	24	15	4	3	WEEI FM	199	7	44	11	6	10			28	46	18	11	4	3	WEEI FM	3.7	1.4	8.5	3.4	2.0	3.4	5.7	9.1	4.8	3.1	1.1	.6	
30		1	1		9		2		1	2		*WESX	30		1	1		9				2		1	2		*WESX	.6		.2	.3		3.0		.4	.3	5			
37	2	4	3		2	1	11	1	3	6		WEZE	33	2	4	2					1	11		3	6		WEZE	.6	.4	.8	.6			.2	2.2		.8	1.6		
517	10	28	54	37	29	14	61	78	50	62	13	WHOH	457	9	24	47	35	21			13	55	70	49	56	12	WHOH	8.5	1.8	4.6	14.7	11.8	7.0	2.6	10.9	18.8	13.8	15.3	2.4	
182		10	10	20	21	7	5	14	18	36		WHUE	117		5	8	13	11			7	4	8	8	18		WHUE	2.2		1.0	2.5	4.4	3.7	1.4	.8	2.1	2.3	4.9		
84	19	10	11			8	16	4	5	1	9	*WILO	80	19	9	8					8	16	4	5	1	9	*WILO	1.5	3.7	1.7	2.5			1.6	3.2	1.1	1.4	.3	1.8	
154	2	7	18	10	16		7	7	17	14	4	WITS	139	2	5	15	10	13				6	7	17	12	4	WITS	2.6	.4	1.0	4.7	3.4	4.4		1.2	1.9	4.8	3.3	.8	
70		1		1	2		1	1	4	9		*WJDA	68		1		1	2				1	1	4	9		*WJDA	1.3		.2		.3	.7		.2	.3	1.1	2.5		
454	7	37	28	48	65	4	20	35	40	67	1	WJIB	339	6	37	23	37	46			3	17	29	29	38	1	WJIB	6.3	1.2	7.1	7.2	12.5	15.4	.6	3.4	7.8	8.2	10.4	.2	
20	1		1		1						1	WLYN FM	20	1		1		1								1	WLYN FM	.4	.2		.3		.3					.2		
216	11	28	25	13	3	25	27	27	9	8	10	WRKO	173	7	21	19	9	3			21	20	23	8	7	8	WRKO	3.2	1.4	4.0	6.0	3.0	1.0	4.3	4.0	6.2	2.3	1.9	1.6	
64	1	1	3	2	6		1	4	5	13	1	*WROL	57	1	1	3	1	6				1	4	3	13	1	*WROL	1.1	.2	.2	.9	.3	2.0		.2	1.1	.8	3.6	.2	
401	62	52	36	18	12	67	71	47	16	3	15	WROR	309	53	34	30	12	5			57	51	37	14	2	13	WROR	5.8	10.3	6.6	9.4	4.1	1.7	11.6	10.1	9.9	4.0	.5	2.6	
35	1	3	3	1	3	1	2	6	4	3		WSNY	30	1	3	3	1	1			1	2	6	3	2		WSNY	.6	.2	.6	.9	.3	.3	.2	.4	1.6	.8	.5		
152	3	6	5	13	23	3	14	18	26	23	1	WSSH	90	3	6	4	8	8				8	14	24	10		WSSH	1.7	.6	1.2	1.3	2.7	2.7		1.6	3.8	6.8	2.7		
298	34	46	9	11		57	52	10	4	2	73	WVBF	199	23	29	4	1				47	28	7	3	2	55	WVBF	3.7	4.5	5.6	1.3	3		9.6	5.5	1.9	.8	.5	11.0	
228	1	3	6	38	48	4		16	53	18		*WXKS	197	1	3	6	37	47			4		16	24	18		*WXKS	3.7	.2	.6	1.9	12.5	15.8	.8		4.3	6.8	4.9		
471	74	35	21	2	5	134	65	20	15	3	74	WXKS FM	378	59	30	13	2	5			101	56	17	14	2	56	WXKS FM	7.1	11.5	5.8	4.1	7	1.7	20.5	11.1	4.6	4.0	.5	11.2	
301	109	35	6	1		51	8	2	1		87	WAAF	77	17	9	4					18	3		1		25	WAAF	1.4	3.3	1.7	1.3			3.7	.6		.3		5.0	
5					2					2	1	WPLM	-1														WPLM					.3	3.0		.3	1.1				
39		1	1	3	12			3	6	2		WPLM FM	20				1	9					1	4			WPLM FM	.4								.3	1.1			
44		1	1	3	14			3	6	4	1	TOTAL	20				1	9					1	4			TOTAL	.4				.3	3.0		.3	1.1				
150	2	8	10	24	11	4	10	21	15	16		WSRS	28		2	1	5					2	11	2	1		WSRS	.5		.4	.3	1.7		.4	2.9	.6	.3			
TOTAL LISTENING IN METRO SURVEY AREA												5358	513	519	319	296	298	492	505	373	354	365	500																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

EOSTON
SPRING 1983

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
4943	1188	897	192	50	2	804	616	89	117	12	922	WBCN	3646	800	632	145	50		648	439	80	91	10	724	WBCN	12.7	34.4	22.5	7.4	3.0		26.1	15.4	3.9	5.0	.5	21.0	
1946	192	816	258	82	14	350	325	116	40	25	167	WBOS	1329	168	204	178	56	11	160	267	71	9	22	127	WBOS	4.6	7.2	7.3	9.1	3.4	7	6.4	9.4	3.5	5	1.2	3.7	
10838	370	1134	1100	846	758	296	963	897	906	850	535	WBZ	6822	194	812	584	516	414	220	650	509	567	536	277	WBZ	23.7	8.4	28.9	29.8	31.5	27.9	8.8	22.8	24.8	31.4	29.5	8.0	
1619	220	31	91	19	77	238	104	51	35	140	179	WBZ FM	1113	182	94	50	11	54	183	78	23	18	80	145	WBZ FM	3.9	7.8	3.3	2.5	7	3.6	7.4	2.7	1.1	1.0	4.4	4.2	
423	18	26	12	11	78	13	31	38	57	32	11	WCAP	406	18	26	12	11	78	13	31	32	57	32	11	WCAP	1.4	8	9	6	7	5.2	5	1.1	1.6	3.2	1.8	3	
494	77	17	12	10	9	68	20	20	20	9		*WCAS	400	77	113	12	10		68	20	10	10	9		*WCAS	1.4	3.3	4.0	.6	6		2.7	7	5	.6	.5		
1426	182	243	93	35		242	185	69	32	18	194	WCGY	918	159	217	36	12		175	93	42	12		104	WCGY	3.2	6.8	7.7	1.8	7		7.0	3.3	2.0	7		3.0	
10450	2189	1020	174	112	10	1919	699	325	138	47	3712	WCOZ	6487	1289	583	110	68	10	1290	491	166	108	34	2302	WCOZ	22.5	55.5	20.8	5.6	4.1	7	51.9	17.2	8.1	6.0	1.9	66.9	
2108	31	221	213	209	146	45	231	183	107	234	58	*WCRB	1507	18	185	133	146	106	28	173	126	60	171	44	*WCRB	5.2	8	6.6	6.8	8.9	7.1	1.1	6.1	6.1	3.3	9.4	1.3	
743	80	52	98	89	27	25	98	64	35	42	14	WDLW	739	80	148	98	89	27	25	98	64	35	42	14	WDLW	2.6	3.4	5.3	5.0	5.4	1.8	1.0	3.4	3.1	1.9	2.3	4	
5748	253	485	627	573	722	36	330	443	418	748	155	WEEI	5975	193	419	542	532	635	31	316	422	362	690	121	WEEI	20.8	8.3	14.9	27.6	32.4	42.7	1.2	11.1	20.6	20.0	37.9	3.5	
4676	338	1017	327	161	117	673	946	278	158	177	142	WEEI FM	3301	154	724	214	100	86	410	708	238	108	162	113	WEEI FM	11.5	6.6	25.8	10.9	6.1	5.8	16.5	24.8	11.6	6.0	8.9	3.3	
485		16	31	14	57		37	14	16	54		*WESX	485		16	31	14	57		37	14	16	54		*WESX	1.7		6	1.6	9	3.8		1.3	.7	9	3.0		
544	33	45	58	16	34	24	79	53	56	45	11	WEZE	506	33	45	40	16	24	24	79	46	53	45	11	WEZE	1.8	1.4	1.6	2.0	1.0	1.6	1.0	2.8	2.2	2.9	2.5	.3	
7773	410	667	756	565	334	536	985	718	461	651	473	WHDH	6574	350	587	614	510	242	500	797	644	426	557	386	WHDH	22.8	15.1	20.9	31.3	31.1	16.3	20.1	28.0	31.4	23.6	30.6	11.2	
2999	39	92	218	264	329	66	147	274	313	466	22	WHUE	2099	16	153	170	195	190	66	104	189	195	289	11	WHUE	7.3	.7	5.4	8.7	11.9	12.8	2.7	3.6	9.2	10.8	15.9	3	
862	100	78	91			104	179	74	41	21	144	*WILD	806	100	54	59			104	179	74	41	21	144	*WILD	2.8	4.3	1.9	3.0			4.2	6.3	3.6	2.3	1.2	4.2	
2719	94	219	343	270	216	27	110	153	131	268	92	WITS	2327	77	180	296	238	178	27	85	147	125	245	92	WITS	8.1	3.3	6.4	15.1	14.5	12.0	1.1	3.0	7.2	6.9	13.5	2.7	
551		16		15	23	15	23	37	63	93		*WJDA	545		16		15	23	15	23	37	63	93		*WJDA	1.9		6		9	1.5	6	8	1.8	3.5	5.1		
5647	125	241	410	670	715	69	288	509	605	755	70	WJIB	4157	49	232	328	495	501	52	226	401	452	484	54	WJIB	14.4	2.1	8.3	16.7	30.2	33.7	2.1	7.9	19.5	25.0	26.6	1.6	
339	40	8	16	14	38	16	13		32	13	25	WLYN FM	322	40		16	14	32	16	13		32	13	25	WLYN FM	1.1	1.7			8	9	2.2	6	5		1.8	.7	7
5712	410	729	613	215	119	683	730	493	295	210	584	WRKO	4247	313	467	453	152	112	528	511	361	224	201	401	WRKO	14.7	13.5	16.6	23.1	9.3	7.5	21.2	17.9	17.6	12.4	11.0	11.6	
1448	32	40	50	73	140	11	52	116	123	219	52	*WROL	1272	32	40	46	49	126	11	52	116	103	203	52	*WROL	4.4	1.4	1.4	2.3	3.0	8.5	4	1.8	5.7	5.7	11.2	1.5	
6149	754	1000	486	184	134	845	1113	534	274	111	537	WROR	4176	544	634	326	118	74	642	678	352	208	56	407	WROR	14.5	23.4	22.6	16.6	7.2	5.0	25.8	23.8	17.2	11.5	3.1	11.8	
1023	48	86	90	82	89	39	62	147	99	105	10	WSNY	911	48	77	90	49	67	39	62	130	96	87	10	WSNY	3.2	2.1	2.7	4.6	3.0	4.5	1.6	2.2	6.3	5.3	4.8	.3	
2019	35	333	170	177	175	61	210	298	331	157	39	WSSH	1357	35	125	116	128	103	13	120	194	274	117	10	WSSH	4.7	1.5	4.4	5.9	7.8	6.9	5	4.2	9.5	15.2	6.4	3	
5129	634	585	230	130	14	1024	763	242	122	41	1289	WVBF	3743	467	434	92	78	11	819	571	147	91	41	950	WVBF	13.0	20.1	15.5	4.7	4.8	7	32.9	20.0	7.2	5.0	2.3	27.6	
1635	16	48	118	230	264	38	14	98	235	144	18	*WXKS	1536	16	46	105	212	261	38	10	98	181	144	13	*WXKS	5.3	.7	1.6	5.4	12.9	17.6	1.5	4	4.8	10.0	7.9	.4	
5298	772	633	294	40	69	1125	616	333	119	102	919	WXKS FM	3875	559	458	163	31	67	840	472	235	96	72	626	WXKS FM	13.5	24.1	16.3	8.3	1.9	4.5	33.8	16.6	11.5	5.3	4.0	18.2	
4394	1182	290	99	15	17	851	170	53	27	4	1522	WAAF	1658	418	161	51			367	66		12		554	WAAF	5.8	18.0	5.7	2.6			14.8	2.3			.7	16.1	
252				20	36		26		28	47	30	WPLM	85			10	21		9						WPLM	3				6	1.4		3		1.1	1.1	3	
888	25	35	48	81	144	4	33	46	99	98	20	WPLM FM	317			12	27	74		20	43	22	10	WPLM FM	1.1			6	1.6	5.0			1.0	2.4	1.2	3		
1086	25	35	48	91	174	4	59	46	127	127	50	TOTAL	402			12	37	95		9	20	43	42	10	TOTAL	1.4			6	2.3	6.4		3	1.0	2.4	2.3	3	
1836	91	100	112	237	146	29	106	170	205	214	32	WSRS	466		29	24	47	36		34	65	52	34		WSRS	1.6		1.0	1.2	2.9	2.4		1.2	3.2	2.9	1.9		

TOTAL LISTENING IN METRO SURVEY AREA 27631 2267 2772 1866 1588 1443 2474 2821 1963 1700 1718 3301 96.0 97.6 98.7 95.2 96.8 97.1 99.5 98.9 95.7 94.1 94.4 95.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

BRIDGEPORT
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
32				1	11				5	11		*WDJZ	30				1	11				5	11		*WDJZ	4	6			3	0	28	2				7	9	17	7									
164	5	4	7	13	20	1	6	16	27	32	3	WEZN	104	4	2	2	11	8	1	5	10	19	19	1	WEZN	16	0	9	1	3	1	4	1	33	3	20	5	1	9	9	3	20	0	30	2	30	6	1	9
119	4	15	9	5	6	7	12	18	13	7	8	WICC	102	4	8	8	3	5	7	11	16	11	6	8	WICC	15	7	9	1	12	5	16	3	9	1	12	8	13	5	20	4	32	0	17	5	9	7	14	8
48			5		4	2	2	3	7	5	3	WNAB	48			5		4	2	2	3	7	5	3	WNAB	7	4			10	2		10	3	3	8	3	7	6	0	11	1	8	1	5	6			
26	3	7	2		2	2	3	2	1		4	WABC	10	1	2	1		1	1	1				2	WABC	1	5	2	3	3	1		2	6	1	9	1	9	2	0					3	7			
18			1		1		1	1	3	7		*WADS	15			1		1		1		3	5		*WADS	2	3			2	0		2	6		1	9			4	8	8	1						
5										2	1	WAVZ	5									2	1		WAVZ	8														3	2	1	6						
5	1	1	1					1	1			WBLI	5	1	1	1				1	1			2	WBLI	8	2	3	1	6	2	0					1	9	2	0									
19		3	2				6	2	1		1	4	WBLS	12		3				6	1			2	WBLS	1	8			4	7					11	5	1	9						3	7			
70	1	5	6	11	10	1	1	8	5	6		WCBS	22		3	2	3	3			2	2	3		WCBS	3	4		4	7	4	1	9	1	7	7				4	0	3	2	4	8				
27	5	7	4				1	7	2			WCBS FM	7	1	2	3			1						WCBS FM	1	1	2	3	3	1	6	1				1	9											
15		4						6			5	WDJF	2								1			1	WDJF	3											1	9								1	9		
12		4					1	3			4	WORC FM	3							1				2	WORC FM	5										1	9									3	7		
36			9	4	1	1	2	3	4	1	1	WHN	15			4	2			1	3	3	1		WHN	2	3			8	2	6	1			1	9	6	0	4	8	1	6						
18		1	3		3		2	2	2	1		WINS	4		1	1					2				WINS	6		1	6	2	0						3	7											
63	6	11	5			10	17	3	1		9	WKCI	36	4	6	4			8	6	2	1		4	WKCI	5	5	9	1	9	4	8	2			15	4	11	1	4	0	1	6			7	4		
17	4	2				2	1	1			7	WKTU	8	3	2				2	1					WKTU	1	2	6	8	3	1					3	8	1	9										
28	1	7	2			4	1	1			12	WLYQ	4						2	1				1	WLYQ	6										3	8	1	9								1	9	
19	2	1			2					1	6	WMCA	6			1							1		WMCA	9				2	0															1	6		
27		4			4	1		1	2	1		*WMMM	9			2		3			1	1	1		*WMMM	1	4			4	1			7	7				2	0	1	6	1	6					
90	11	18	9	3	1	5	10	9	2	1	21	WNBC	48	8	9	5	2		2	5	4	1	1	11	WNBC	7	4	18	2	14	1	10	2	6	1		3	8	9	3	8	0	1	6	1	6	20	4	
29	1		3	7				3		6		WNEW	4				3						1		WNEW	6					9	1									1	6							
38	1	4	1	3			1			11		WOR	14			2					1		2		WOR	2	2			4	1						1	9					3	2					
10		5				1					4	WPIX	2											2	WPIX	3																					3	7	
38	17		2			4					15	WPLJ	4	1		2								1	WPLJ	6	2	3		4	1																1	9	
44	10	11	3			9	5	2			4	WPLR	35	7	9	3			6	4	2			4	WPLR	5	4	15	9	14	1	6	1			11	5	7	4	4	0						7	4	
5				1	1					1	1	WQXR	1				1								WQXR	2																							
16				3				2	5	2		WQXR FM	5										1	1	WQXR FM	8																							
21				4				2	6	3		TOTAL	6			1	2						1	1	TOTAL	1	0																						
12					2			4	1	2		WRFM	2										1		WRFM	3																							
53	11	6				11	3	1			21	WRKI	24	7	1				6	1				9	WRKI	3	7	15	9	1	6					11	5	1	9									16	7
19		6		1		3	7	1			1	WWYZ	14				1		1	5	1				WWYZ	2	2			9	4			3	0			1	9	9	3	2	0						
15	3	3	1			2	2	1	1		2	WYNY	5	1	1				1	1			1		WYNY	8	2	3	1	6						1	9	1	9					1	6				

TOTAL LISTENING IN METRO SURVEY AREA 650 44 64 49 33 39 52 54 50 63 62 54

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

BRIEGEPOR
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
219	14			20	57			44	57	2	*WDJZ	215	14			20	57			44	57	2	*WDJZ	6.1	5.4			8.2	27.7			16.9	25.7	5					
1784	42	62	121	194	244	18	61	237	223	224	80	WEZN	925	21	24	52	118	108	14	40	103	121	122	29	WEZN	26.5	8.1	7.6	21.2	48.6	52.4	5.5	12.0	39.9	46.4	55.0	6.9		
1969	142	145	169	117	109	144	233	216	135	125	229	WICC	1673	142	126	133	85	74	115	197	173	121	96	212	WICC	47.9	54.8	39.7	54.3	35.0	35.9	45.5	59.0	67.1	46.4	43.2	50.2		
658		37	37	33	76	31	52	38	49	65	59	WNAB	658		37	37	33	76	31	52	38	49	65	59	WNAB	18.8		11.7	15.1	13.6	36.9	12.3	15.6	14.7	18.8	29.3	14.0		
741	51	120	66	2	38	84	77	64	46	28	114	WABC	325	21	56	32	2	22	31	35	28	16	17	50	WABC	9.3	8.1	17.7	13.1		8.10	7	12.3	10.5	10.9	6.1	7.7	11.8	
204	3	15	29	8	29		10	14	7	59		*WADS	141	3		16	8	19		10	5	7	43		*WADS	4.0	1.2		6.5	3.3	9.2		3.0	1.9	2.7	19.4			
47	3				5				17	12		WAVZ	39	3			5					17	4		WAVZ	1.1	1.2				2.4				6.5	1.8			
164	14	28	10	14		44	17	15	3	4	15	WBLI	124	14	28	10			24	17	15		4	12	WBLI	3.5	5.4	8.8	4.1			9.5	5.1	5.8		1.8	2.8		
290	11	30	23			80	23	16	17	10	80	WBLS	159	11	30	7			65	7	5	7		27	WBLS	4.5	4.2	9.5	2.9			25.7	2.1	1.9	2.7		6.4		
1423	26	131	123	188	182	30	64	123	110	136	21	WCBS	539	11	74	43	69	72	15	35	26	53	48		WCBS	15.4	4.2	23.3	17.6	28.4	35.0	5.9	10.5	10.1	20.3	21.6			
392	26	65	45	7	5	32	48	64	21	12	10	WCBS FM	112	11	10	14	2	5	17	13	3		9		WCBS FM	3.2	4.2	3.2	5.7	8	2.4	6.7	3.9	1.2		4.1			
328	3	68	23	9	5	24	76	5		4	111	WDJF	117	3	18	7		5	15	25	5		4	35	WDJF	3.3	1.2	5.7	2.9		2.4	5.9	7.5	1.9		1.8	8.3		
200	14	30	3		5	23	52		6		62	WORC FM	86	14	9	3		5	14	3		6		27	WORC FM	2.5	5.4	2.8	1.2		2.4	5.5	9		2.3		6.4		
550	11	10	100	33	20	30	29	63	61	31	44	WHN	235	11	10	36	15	17	15	20	28	27	17	13	WHN	6.7	4.2	3.2	14.7	6.2	8.3	5.9	6.0	10.9	10.3	7.7	3.1		
501	5	15	73	36	87		23	52	31	41	21	WINS	86		15	21	8	12		7	3				WINS	2.5		4.7	8.6	3.3	5.8		2.1	1.2					
902	75	01	88	24		118	182	66	30	9	191	WKCI	551	63	65	59	22		57	72	50	24	9	112	WKCI	15.8	24.3	20.5	24.1	9.1		22.5	21.6	19.4	9.2	4.1	26.5		
242	42	41				44	7	23			85	WKTU	103	11	22				44	7				19	WKTU	2.9	4.2	6.9				17.4	2.1				4.5		
530	53	72	23		5	112	38	28		4	182	WLYQ	132	21	15	7		5	22	22	5		4	31	WLYQ	3.8	8.1	4.7	2.9		2.4	8.7	6.6	1.9		1.8	7.3		
281		31	21		41		7		10	73		WMCA	89		15	16					3		9		WMCA	2.5		4.7	6.5				9			4.1			
236		19	23	9	27	15	15	10	16	28		*WMMM	61		7		14				10	6	17		*WMMM	1.7		2.9		6.8			3.9	2.3	7.7				
1993	146	53	228	77	23	164	245	212	76	26	467	WNBC	908	85	121	71	50	7	57	100	93	34	26	217	WNBC	26.0	32.8	38.2	29.0	20.6	3.4	22.5	29.9	36.0	13.0	11.7	51.4		
404	3	38	16	19	48	22	14	18	74	41		WNEW	92	3	7	7	14	7	7			30			WNEW	2.6	1.2	2.2	2.9	5.8	3.4	2.8			11.5				
489		24	51	21	50	7	17	3	24	107	26	WOR	198		7	30	11	10	7	17	3		26	5	WOR	5.7		2.2	12.2	4.5	4.9	2.8	5.1	1.2		11.7	1.2		
313	21	72	23	24		53		23			97	WPIX	85	21	15	7			7					35	WPIX	2.4	8.1	4.7	2.9			2.8					8.3		
513	164	18	14			90	15	11			201	WPLJ	132	50	18	14			15					35	WPLJ	3.8	19.3	5.7	5.7			5.9					8.3		
682	174	129	35	7		136	72	18	7	4	100	WPLR	504	109	102	30	7		91	68	18	7	4	68	WPLR	14.4	42.1	32.2	12.2	2.9		36.0	20.4	7.0	2.7	1.8	16.1		
165			9	25	39		5		19	21		WQXR	57			20	14					6	9		WQXR	1.6			8.2	6.8					2.3	4.1			
217			38	39		7	34	27	33			WQXR FM	57			13	14		7			6	9		WQXR FM	1.6			5.3	6.8		2.1			2.3	4.1			
315		9	49	56		12	34	46	49			TOTAL	79			20	19		7			12	13		TOTAL	2.3			8.2	9.2		2.1			4.6	5.9			
260			29	39		7		51	27	47		WRFM	58			14	7				5	6	13		WRFM	1.7				6.8	2.8		1.9	2.3	5.9				
742	145	95	23			125	35	34	17		268	WRKI	298	85	28	14			48	7	5		111	WRKI	8.5	32.8	8.8	5.7			19.0	2.1	1.9			26.3			
208	5	40	19	7	5	23	86	16			7	WVYZ	121		25	7	5		11	53	16		4	4	WVYZ	3.5		7.9		2.9	2.4	4.3	15.9	6.2			9		
458	51	85	36	31		54	76	49	16		60	WVNY	137	36	30	3	7		24	10	3	16		8	WVNY	3.9	13.9	9.5	1.2	2.9		9.5	3.0	1.2	6.1		1.9		

TOTAL LISTENING IN METRO SURVEY AREA 3423 248 309 245 236 194 246 324 258 259 213 422 97.9 95.8 97.5 99.9 97.1 94.2 97.2 97.0 99.9 99.2 95.9 99.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
32	3	9	4			4	8	2			1	WACJ	29	3	8	4			4	7	2			1	WACJ	1.7	2.4	4.6	3.4			2.9	4.3	1.4			6
247	10	13	10	26	23	3	13	12	39	35	2	WBEN	230	10	13	10	25	18	2	13	12	35	32	2	WBEN	13.4	8.0	7.4	8.5	22.1	19.6	1.4	8.1	8.5	28.5	26.9	1.2
247	42	19	11	3	3	42	29	21	5	3	63	WBEN FM	121	10	13	6	3		25	20	10	2	1	26	WBEN FM	7.1	8.0	7.4	5.1	2.7		17.9	12.4	7.0	1.6	.8	15.7
107	16	7	3	8	1	8	13	9	4	7	23	WBLK	107	16	7	3	8	1	8	13	9	4	7	23	WBLK	6.2	12.8	4.0	2.6	7.1	1.1	5.7	8.1	6.3	3.3	5.9	13.9
22	1	1	1	1	2	1	2	3	3			WDCX	18	1	1	1	1	2	1	1	1	3			WDCX	1.1	.8	.6	.9	.9	2.2	7	.6	.7	2.4		
28			4	2	4			4	1	10		WECK	27			4	2	4			4	1	10		WECK	1.6			3.4	1.8	4.3			2.8	8	8.4	
40	5	5	3			8	5	9			5	WFXZ	37	3	5	3			8	5	9			4	WFXZ	2.2	2.4	2.9	2.6			5.7	3.1	6.3			2.4
188	3	28	18	8	11	10	21	32	12	9	9	WGR	120	3	16	14	5	9	5	17	13	10	4	8	WGR	7.0	2.4	9.1	12.0	4.4	9.8	3.6	10.6	9.2	8.1	3.4	4.8
163	40	15	5			26	7	5		1	64	WGRQ	131	33	13	1			20	5	3		1	55	WGRQ	7.6	26.4	7.4	.9			14.3	3.1	2.1		.8	33.1
6					1					2	2	*WHLD	6				1						2	2	*WHLD	.4				1.1				1.6	1.7		
11		1	1					1	2			*WJLL	11		1	1					1	2			*WJLL	.6	.6	.9					.7	1.6			
293	8	16	22	31	37	3	13	23	27	36	2	WJYE	266	8	16	20	30	28	3	11	22	24	30	2	WJYE	15.5	6.4	9.1	17.1	26.5	30.4	2.1	6.8	15.5	19.5	25.2	1.2
188	15	20	14	10	4	23	26	18	11	10	26	WKBW	166	13	19	13	7	3	21	20	18	9	8	25	WKBW	9.7	10.4	10.9	11.1	6.2	3.3	15.0	12.4	12.7	7.3	6.7	15.1
121	18	31	7	1		23	23	6	3		9	WPHO	109	18	26	7			23	20	6			9	WPHO	6.4	14.4	14.9	6.0			16.4	12.4	4.2			5.4
17	2	2				4	1	4	2		2	*WUFO	17	2	2				4	1	4	2		2	*WUFO	1.0	1.6	1.1				2.9	.6	2.8	1.6		1.2
71		4	9	9	1	3	9	12	9	3	2	*WWOL	60		3	8	7	1	3	7	12	7	1	2	*WWOL	3.5		1.7	6.8	6.2	1.1	2.1	4.3	8.5	5.7	.8	1.2
10		1	2		1			1	1	1		WXRL	8		1	2		1			1	1			WXRL	.5		.6	1.7		1.1		.7	.8			
49	1	2	5	10	5	3	4	5	8	4		WYRK	44	1	2	5	7	4	3	4	5	8	3		WYRK	2.6	.8	1.1	4.3	6.2	4.3	2.1	2.5	3.5	6.5	2.5	
24	1	6			1	1	1	1	2	1	2	WYSL	24	1	6			1	1	1	1	2	1	2	WYSL	1.4	.8	3.4		1.1	.7	.6	7	1.6	.8	1.2	
15	5	4	1			3	1				1	WZIR	9	1	4	1			1	1				1	WZIR	.5	.8	2.3	.9			.7	.6			.6	
15		3		2				3	4	3		CHRE	15		3		2				3	4	3		CHRE	.9		1.7		1.8				2.1	3.3	2.5	
9		3	1			4					1	CHUM FM	9		3	1			4					1	CHUM FM	.5		1.7	.9			2.9					.6

TOTAL LISTENING IN METRO SURVEY AREA 1713 125 175 117 113 92 140 161 142 123 119 166

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

BUFFALO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																										
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %													
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64														
644	35	161	58		9	59	190	37		7	63	WACJ	598	35	142	58		9	59	175	37		7	63	WACJ	58	4	8	16	0	8	3		1	5	7	4	18.7	4	9		1	0	4	6					
3418	115	240	178	336	308	134	252	165	295	385	146	WBEN	3036	79	231	166	295	256	93	227	157	254	342	135	WBEN	29	4	10.8	26	1	23	8	43	1	42	2	11	7	24	3	21	0	34	4	50	1	9	8		
3629	404	324	228	55	53	579	407	258	86	100	942	WBEN FM	2298	175	216	150	55	27	378	280	172	44	67	586	WBEN FM	22	3	24	0	24	4	21	5	8	0	4	4	47	4	29	9	23	0	6	0	9	8	42	6	
954	145	73	41	34	8	116	103	71	60	36	201	WBLK	943	145	73	41	34	8	116	103	67	53	36	201	WBLK	9	1	19	9	8	2	5	9	5	0	1	3	14	6	11	0	9	0	7	2	5	3	14	6	
448	9	23	28	22	36	25	52	23	45	22	43	WDCX	362	9	23	16	22	36	25	33	15	45	22	14	WDCX	3	5	1.2	2	6	2	3	3	2	5	9	3	1	3	5	2	0	6	1	3	2	1	0		
466	18	30	33	43	64	8	26	45	26	63	21	WECK	431	18	30	33	43	52	8	26	45	26	52	21	WECK	4	2	2	5	3	4	4	7	6	3	8	6	1	0	2	8	6	0	3	5	7	6	1	5	
952	161	104	114	10	29	176	97	68	8	7	178	WFXZ	818	122	104	91	10	17	176	97	60		7	134	WFXZ	7	9	16	7	11	7	13	1	1	5	2	8	22	1	10	4	8	0		1	0	9	8		
3784	183	541	390	189	170	283	468	422	213	138	306	WGR	2660	149	402	299	140	114	160	344	269	141	82	226	WGR	25	8	20	4	45	4	42	9	20	4	18	8	20	1	36	8	36	0	19	1	12	0	16	4	
2082	353	206	56	11		335	150	108	31	21	789	WGRQ	1581	288	172	25			193	110	82	9	15	665	WGRQ	15	3	39	5	19	4	3	6					24	2	11	8	11	0	1	2	2	2	48	4	
205	9				22	27	9		7	26	45	*WHLD	205	9			22	27	9		7	26	45	*WHLD	2	0	1	2					3	2	4	4	1	1			9	3	5	6	6					
198	9	8	17	22	18		20	8	37	15	7	*WJL	198	9	8	17	22	18		20	8	37	15	7	*WJL	1	9	1	2		9	2	4	3	2	3	0			2	1	1	1	5	0	2	2	5		
2919	101	130	197	280	298	50	218	282	293	349	91	WJYE	2678	87	112	174	267	264	50	189	261	273	319	91	WJYE	26	0	11	9	12	6	25	0	39	0	43	5	6	3	20	2	34	9	37	0	46	8	6	6	
3784	249	383	253	151	124	452	524	326	152	217	699	WKBW	3150	191	335	240	111	87	361	402	292	116	171	613	WKBW	30	6	26	2	37	8	34	4	16	2	14	3	45	3	43	0	39	0	15	7	25	1	44	6	
1581	261	299	59	29		310	234	67	14		295	WPHD	1452	244	269	59	22		303	215	67		260	WPHD	14	1	33	4	30	4	8	5	3	2			38	0	23	0	9	0					18	9		
370	68	22	25		8	57	19	44	42	7	61	*WUFO	370	68	22	25		8	57	19	44	42	7	61	*WUFO	3	6	9	3	2	5	3	6			1	3	7	2	2	0	5	9	5	7	1	0	4	4	
835	26	51	122	124	35	59	88	90	69	49	57	*WWOL	676	26	22	99	89	35	59	72	90	44	30	57	*WWOL	6	6	3	6	2	5	14	2	13	0	5	8	7	4	7	7	12	0	6	0	4	4	4	1	
350	9	15	48	11	34	8	13	30	61	35	14	WXRL	291	9	15	42	11	26	8	13	30	61	22	14	WXRL	2	8	1	2	1	7	6	0	1	6	4	3	1	0	1	4	4	0	8	3	3	2	1	0	
811	26	7	83	137	107	51	94	45	90	83	35	WYRK	709	26	7	83	112	88	51	78	45	71	60	35	WYRK	6	9	3	6		8	11	9	16	4	14	5	6	4	8	3	6	0	9	6	8	8	2	5	
617	44	04	17	43	42	42	80	30	43	44	42	WYSL	594	44	104	17	43	35	42	71	30	36	44	42	WYSL	5	8	6	0	11	7	2	4	5	3	5	8	5	3	7	6	4	0	4	9	6	5	3	1	
372	72	67	17	10		70	55				63	WZIR	306	35	67	17	10		51	45			63	WZIR	3	0	4	8	7	6	2	4	1	5			6	4	4	8							4	6		
235		22	8	45	18		6	23	46	45		CHRE	235		22	8	45	18		6	23	46	45		CHRE	2	3			2	5	1	1	6	6	3	0					6	3	1	6	2	6	6		
177	9	45	8			34	23	8			50	CHUM FM	167	9	45	8			34	13	8		50	CHUM FM	1	6	1	2	5	1	1	1					4	3	1	4	1	1							3	6

TOTAL LISTENING IN METRO SURVEY AREA 9867 686 856 672 652 545 780 921 732 685 638 1353 95.7 94.0 96.6 96.4 95.2 89.8 97.9 98.5 97.9 92.8 93.5 98.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

CANTON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
62	8	2	5	1		7	15	4	2	1	17	WDJQ	44	3	2	4	1		7	7	3	2	1	14	WDJQ	8.4	7.5	4.7	12.9	3.1		18.4	13.5	7.0	4.9	2.4	27.5
17				1	4			1	1	3		*WFAH	17				1	4				1	1	3	*WFAH	3.3				3.1	12.9			2.3	2.4	7.3	
90	3	2	5	6	7	2	5	9	9	11	3	WHBC	88	3	2	5	6	7	2	4	9	9	11	3	WHBC	16.9	7.5	4.7	16.1	18.8	22.6	5.3	7.7	20.9	22.0	26.8	5.9
86	2	5	5	11	5	3	4	5	10	12	1	WHBC FM	76	2	3	4	11	5	3	2	5	10	12	1	WHBC FM	14.6	5.0	7.0	12.9	34.4	16.1	7.9	3.8	11.6	24.4	29.3	
5					1			1			1	*WINW	5					1			1			1	*WINW	1.0					3.2		1.9		2.4	2.0	
16	2	3	3	1		1		6				*WNYN	8			2	1	1	1		3			1	*WNYN	1.5			6.5	3.1	3.2	2.6		7.0			
45	7	8	2			10	8	2	1	2	5	WOOS	38	7	3	2			9	7	2	1	2	5	WOOS	7.3	17.5	7.0	6.5			23.7	13.5	4.7	2.4	4.9	9.8
25	6	1	3			3	2	3	1	1	5	*WQIO	15	5		2			2		2	1	1	2	*WQIO	2.9	12.5		6.5			5.3		4.7	2.4	2.4	3.9
16		1		1		2	1	1	4	3	2	WTOF	8		1				2	1		3			WTOF	1.5		2.3				5.3	1.9		7.3		

2							1			1		KDKA	2								1		1		KDKA	.4							1.9			2.4	
6					1					1	2	WAEZ	5									1	2		WAEZ	1.0								2.3		4.9	
4			1				1			1		WAKR	3			1					1				WAKR	.6		3.2				1.9					
28	4		4	2	1	2		3	3	1		WDBN	8				2	1				1	2		WDBN	1.5				6.3	3.2		2.3	4.9			
9	1	3		1		1	1	1		1		WDMT	9	1	3		1		1	1	1		1		WDMT	1.7	2.5	7.0		3.1		2.6	1.9	2.3		2.4	
30	5	4	2	1	2	1	9	2	2		2	WGAR	24	3	4	1	1	1	1	8	2	1	2	2	WGAR	4.6	7.5	9.3	3.2	3.1	3.2	2.6	15.4	4.7	2.4		3.9
20	1					8	1	1			9	WGCL	7	1					2					4	WGCL	1.3	2.5					5.3				7.8	
8	2				1		1	2		1		WHLO	7		2					1	1	1		1	WHLO	1.3		4.7			3.2		1.9	2.3		2.4	
4			1	1					1		1	WJW	2			1	1								WJW	.4			3.2	3.1							
9	3	1	2			1	2					WKDD	7		3	1			1	2					WKDD	1.3		7.0	3.2			2.6	3.8				
12	3		2	2		3		2				WKSW	4				2					2			WKSW	.8					6.5			4.9			
46	14	10				8	4	1			9	WMMS	32	9	7				4	3	1		8	8	WMMS	6.1	22.5	16.3				10.5	5.8	2.3		15.7	
4											1	WNIR	4											1	WNIR	.8										2.0	
11	1		1	1	1	1	2	3	1			WQXK	10	1		1	1	1	1	2	3				WQXK	1.9	2.5		3.2	3.1	3.2	2.6	3.8	7.0			
31	2	2	2	3		2	4	2	3	4		WSLR	29		2	2	2	2	2	4	2	2	4	4	WSLR	5.6		4.7	6.5	6.3	6.5	3.8	9.3	4.9	4.9	7.8	
6			1	2			1	1	1	1		WWVA	4				2				1	1			WWVA	.8				6.5			2.3	2.4			
16	3	2	1			2	1	1	1	4	1	WWWE	8		2	2				1	1			1	WWWE	1.5		4.7	6.5			1.9	2.3			2.0	
13	3	2	1			2	2				3	WWWM	11	3	2	1			1	2				2	WWWM	2.1	7.5	4.7	3.2			2.6	3.8			3.9	
2											2	WYFM	2											2	WYFM	.4										3.9	
6				1				1	1		3	WZAK	4				1				1	1		1	WZAK	.8				3.1			2.3	2.4		2.0	
4	2	1					1					WZZP	4		2	1				1					WZZP	.8		4.7	3.2			1.9					

TOTAL LISTENING IN METRO SURVEY AREA 521 40 43 31 32 31 38 52 43 41 41 51

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
16	2	2	2	2	1	1	2	1	2	1	1	KCDR	15	2	2	2	2	1	2	1	2	1	1	KCDR	6.8	12.5	6.1	15.4	20.0	4.0	8.3	5.6	18.2	5.3				
36	4	10	2	1	2	4	6	2		1	2	KCRG	22	2	7	1	1	1	3	4	1		1	KCRG	10.0	12.5	21.2	7.7	10.0	12.5	12.0	16.7	5.6	5.3				
6		2	1					1		1		*KHAK	4		2					1		1	*KHAK	1.8		6.1					5.6	7.1						
31	2	6	2	1	1	4	3	5	2	3	1	KHAK FM	12		3	1		1	1	3		2	KHAK FM	5.4		9.1	7.7		4.0	4.2	16.7		14.3					
61	9	7	2			14	9	1		19	19	KQCR	38	6	4	1		9	6	1		11	KQCR	17.2	37.5	12.1	7.7		36.0	25.0	5.6		57.9					
3						1			1	1		KTOF	1									1	KTOF	.5									7.1					
192	1	11	19	17	13	1	9	23	19	19	2	WMT	67		4	6	5	5	1	3	7	6	7	WMT	30.3		12.1	46.2	50.0	62.5	4.0	12.5	38.9	54.5	50.0			
53	2	8	2	2	6	3	5	4	5	6	1	WMT FM	24	1	2	1	2	2	3	3	3	2	2	WMT FM	10.9	6.3	6.1	7.7	20.0	25.0	12.0	12.5	16.7	18.2	14.3			
34		1	2	5	3	1	5	3	4	2		KFMW	3						2	1			KFMW	1.4						8.3	5.6							
24	10	5	1			4	2	1		1	1	KKRQ	6	1	3			1	1				KKRQ	2.7	6.3	9.1		4.0	4.2									
72	23	12	1		1	14	5	1		1	14	KRNA	21	3	4			6	2			6	KRNA	9.5	18.8	12.1		24.0	8.3				31.6					
13	1	1			1		2		1	1		*KXIC	1	1									*KXIC	.5	6.3													
35		1		7	3		2	3	3	6		WHO	2									1	WHO	.9									7.1					
TOTAL LISTENING IN METRO SURVEY AREA												221	16	33	13	10	8	25	24	18	11	14	19															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
341	31	40	30	16	15	34	56	30	26	11	37	KCDR	321	21	40	30	16	10	34	56	30	26	6	37	KCDR	23.0	19.8	24.5	29.4	20.8	15.2	26.4	34.1	29.7	33.3	8.2	21.9		
1014	88	151	48	33	56	131	150	75	28	44	123	KCRG	549	34	91	33	25	25	83	82	39	28	17	56	KCRG	39.3	32.1	55.8	32.4	32.5	37.9	64.3	50.0	38.6	35.9	23.3	33.1		
170	8	32	22	6	10	11	14	12	7	22	9	*KHAK	141	8	32	13	6	10	11	14	12	7	11	5	*KHAK	10.1	7.5	19.6	12.7	7.8	15.2	8.5	8.5	11.9	9.0	15.1	3.0		
574	71	87	44	23	26	76	54	47	28	35	42	KHAK FM	219	17	44	22	10	12	19	28	23	14	13	5	KHAK FM	15.7	16.0	27.0	21.6	13.0	18.2	14.7	17.1	22.8	17.9	17.8	3.0		
1100	149	150	46	4	2	280	141	45	5	13	262	KQCR	490	59	64	22	4	2	110	68	21	5	6	126	KQCR	35.1	55.7	39.3	21.6	5.2	3.0	85.3	41.5	20.8	6.4	8.2	74.6		
79		2	4	5	6	19	2	4	15	8	9	KTOF	43		4	5	6	8		4	3	6	2	KTOF	3.1			3.9	6.5	9.1	6.2		4.0	3.8	8.2	1.2			
1821	49	114	154	178	159	46	118	163	145	149	94	WMT	635	17	44	54	57	52	23	48	50	49	57	24	WMT	45.5	16.0	27.0	52.9	74.0	78.8	17.8	29.3	49.5	62.8	78.1	14.2		
605	37	54	37	39	38	15	79	39	60	44	31	WMT FM	314	21	32	17	33	14	15	45	30	31	21	11	WMT FM	22.5	19.8	19.6	16.7	42.9	21.2	11.6	27.4	29.7	39.7	28.8	6.5		
483	7	29	34	46	57	22	56	37	47	41	25	KFMW	45	4			5	4		14	4	6	6	2	KFMW	3.2	3.8			6.5	6.1		8.5	4.0	7.7	8.2	1.2		
378	123	61	12	2		72	43	7			49	KKRQ	90	30	20	2	2		15	8			13	KKRQ	6.4	28.3	12.3	2.0	2.6		11.6	4.9				7.7			
954	221	111	29	4	9	208	88	20	7	28	224	KRNA	282	51	44	11	4		64	28	11		2	67	KRNA	20.2	48.1	27.0	10.8	5.2		49.6	17.1	10.9		2.7	39.6		
156	4	18	2	8	8	4	20	2	7	9	4	*KXIC	34	4	4	2	2		4	8	2		2	4	*KXIC	2.4	3.8	2.5	2.0	2.6		3.1	4.9	2.0		2.7	2.4		
654	32	62	21	64	58	4	48	36	41	65	26	WHO	81		12	2	9	10	4	6		5	11		WHO	5.8		7.4	2.0	11.7	15.2	3.1	3.7		6.4	15.1			
TOTAL LISTENING IN METRO SURVEY AREA												1372	98	159	100	77	66	129	161	101	76	73	164		98.3	92.5	97.5	98.0	99.9	99.9	99.9	99.9	98.2	99.9	98.2	99.9	97.4	99.9	97.0

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
33			3	1	5		1	6	5	3		WBES	24			2	1	1		1	5	3	3		WBES	7.3			12.5	8.3	4.2		2.9	16.1	11.5	13.0	
89	2	4	7	6	11	5	10	13	10	6	4	WCAW	56	1	3	4	6	5	3	4	8	6	5	4	WCAW	17.1	4.3	8.8	25.0	50.0	20.8	10.0	11.4	25.8	23.1	21.7	12.1
43		4	6		5	2	5	4	4	3	2	WCHS	23		2	3		3	1	3	3	2	1	1	WCHS	7.0		5.9	18.8		12.5	3.3	8.6	9.7	7.7	4.3	3.0
31	2	8	1			7	5	3	3		1	WKAZ	28		8	1			6	5	3	3		1	WKAZ	8.5		23.5	6.3		20.0	14.3	9.7	11.5		3.0	
59	14	9	2			9	8	1			16	WKLC FM	32	6	6				5	8	1			6	WKLC FM	9.8	26.1	17.6			16.7	22.9	3.2			18.2	
63	2	5	9	5	6	4	9	12	7	2	1	WOBE	25	2	3	3	2	4	2	1	4	3	1	1	WOBE	7.6	8.7	8.8	18.8	16.7	16.7	6.7	2.9	12.9	11.5	4.3	
3							1					*WSCW	3							1				1	*WSCW	.9							2.9				
15			1	3	1			1	1	2		WTIO	11			1	2	1			1	1	2	1	WTIO	3.4			6.3	16.7	4.2			3.2	3.8	8.7	
21		1			4		1		3	5		WTIP	19		1		3			1		2	5	1	WTIP	5.8		2.9		12.5		2.9		7.7	21.7		
106	16	10	5		1	20	13	8	2	2	27	WVAF	72	13	7	1		1	13	8	4	1	2	20	WVAF	22.0	56.5	20.6	6.3		4.2	43.3	22.9	12.9	3.8	8.7	60.6
12			1		2			3	3	1		*WZTQ	8			1		2			1	1	1	1	*WZTQ	2.4			6.3		8.3		3.2	3.8	4.3		
19	1					1	1	2	4	3		WEMM	6								1	2	1	1	WEMM	1.8							3.2	7.7	4.3		
30		1	8	2	6		2	3	4	3		WHEZ	4				2				1		1	1	WHEZ	1.2				8.3		2.9				4.3	
TOTAL LISTENING IN METRO SURVEY AREA												328	23	34	16	12	24	30	35	31	26	23	33														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUM PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUM PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUM RATINGS--METRO SURVEY AREA																												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %															
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %										
434	7	11	44	18	52	6	20	51	49	34	29	WBES	319	7	11	35	13	18		20	42	28	31	25	WBES	14.7	4.9	5.3	22.6	9.2	13.5		9.0	23.5	18.1	21.7	9.5															
1100	76	103	88	60	77	65	149	104	107	52	78	WCAW	646	42	48	66	52	43	36	73	72	58	34	60	WCAW	29.8	29.6	23.0	42.6	36.9	32.3	23.2	32.9	40.2	37.4	23.8	22.7															
1094	14	92	82	40	125	87	97	86	100	129	64	WCHS	561	14	46	58	33	54	48	43	55	46	48	34	WCHS	25.9	9.9	22.0	37.4	23.4	40.6	31.0	19.4	30.7	29.7	33.6	12.9															
674	51	108	39	25	8	112	90	48	53	14	74	WKAZ	548	22	99	39	25	8	70	90	42	44	14	62	WKAZ	25.3	15.5	47.4	25.2	17.7	6.0	45.2	40.5	23.5	28.4	9.8	23.5															
634	136	86	11	9	4	95	57	10	8	3	202	WKLC FM	368	72	57		9	4	63	51	10		3	86	WKLC FM	17.0	50.7	27.3		6.4	3.0	40.6	23.0	5.6		2.1	32.6															
853	28	84	109	68	82	65	127	116	71	21	60	WQBE	345	28	40	39	29	32	22	31	41	33	14	26	WQBE	15.9	19.7	19.1	25.2	20.6	24.1	14.2	14.0	22.9	21.3	9.8	9.8															
65		11	8		4		11		13	8		*WSCW	65		11	8		4		11		13	8		*WSCW	3.0		5.3	5.2		3.0		5.0		8.4	5.6																
219		8	12	17	36	10		23	22	34	4	WTIO	192		4	12	13	36	4		23	20	31	4	WTIO	8.9		1.9	7.7	9.2	27.1	2.6		12.8	12.9	21.7	1.5															
261		18	12	15	36	6	8	9	38	52	4	WTIP	226		14	12	15	29		8	9	27	45	4	WTIP	10.4		6.7	7.7	10.6	21.8		3.6	5.0	17.4	31.5	1.5															
1190	151	137	67	19	11	159	147	89	44	14	316	WVAF	732	101	93	24	13	11	103	96	35	21	14	192	WVAF	33.7	71.1	44.5	15.5	9.2	8.3	66.5	43.2	19.6	13.5	9.8	72.7															
132			8	8	19	4		16	29	21	4	*WZTQ	77			8	5	19				7	3	18	4	*WZTQ	3.6			5.2	3.5	14.3			3.9	1.9	12.6	1.5														
328	18	33	4	9	12	30	28	31	43	20	3	WEMM	84			4		8	8	8	14	11	8		WEMM	3.9			2.6		6.0	5.2	3.6	7.8	7.1	5.6																
244		13	33	22	38	8	20	25	45	21		WHEZ	39			4		8	4	6	7	3	3		WHEZ	1.8			2.6		6.0	2.6	2.7	3.9	1.9	2.1																
TOTAL LISTENING IN METRO SURVEY AREA												2018	142	197	139	122	129	151	210	172	148	131	245																													

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %			
8			1	5				2				3	*WAZS	8			1	5							3	*WAZS	1.6			2.9	20.0				6.1				
58	6	8	5	5	2	9	9	2	5	1	3	3	WCSC	57	6	8	4	5	2	9	9	2	5	1	3	WCSC	11.0	8.7	11.4	11.8	20.0	11.8	18.4	13.8	6.1	16.1	4.5	4.8	
86	1	14	2	4		16	11	3	1	1	32	32	WDWQ	27		6	2			2	5	2			10	WDWQ	5.2		8.6	5.9			4.1	7.7	6.1			16.1	
58	1	6	10	7	4	1	8	6	10	1	1	1	WEZL	54	1	6	9	7	4	1	8	5	9	1	1	WEZL	10.5	1.4	8.6	26.5	28.0	23.5	2.0	12.3	15.2	29.0	4.5		
26	6	5	1			5	6				3	3	WKTM	26	6	5	1			5	6				3	WKTM	5.0	8.7	7.1	2.9			10.2	9.2			4.8		
8		2	1	1				3			1	1	*WKXZ	8		2	1	1			3				1	*WKXZ	1.6		2.9	2.9	4.0			4.6			4.5		
6					1						2	2	WOKE	6				1							2	WOKE	1.2				5.9						9.1		
49	5	8	1	1		5	7	4	3	2	4	4	*WPAL	47	5	8	1			5	7	4	2	2	4	*WPAL	9.1	7.2	11.4	2.9			10.2	10.8	12.1	6.5	9.1	6.5	
70	6	1	9		2	4	7	15	5	7	7	7	*WQIZ	45	6	1	5		2	2	3	6	3	5	6	*WQIZ	8.7	8.7	1.4	14.7		11.8	4.1	4.6	18.2	9.7	22.7	9.7	
12			1	1	1		1		1	1	1	1	WQSN	12			1	1	1		1		1	1	1	WQSN	2.3			2.9	4.0	5.9		1.5		3.2	4.5		
81	27	11	1	2		14	6	1			19	19	WSSX	80	27	11	1	1		14	6	1		19	WSSX	15.5	39.1	15.7	2.9	4.0		28.6	9.2	3.0			30.6		
26	2	8	2	1		2	4	2	1	1	3	3	WTMA	24	1	8	2	1		2	3	2	1	1	3	WTMA	4.7	1.4	11.4	5.9	4.0		4.1	4.6	6.1	3.2	4.5	4.8	
62	15	4	5	1		9	8	3	1		16	16	WWWZ	51	13	4	3	1		7	7	3	1	12	WWWZ	9.9	18.8	5.7	8.8	4.0		14.3	10.8	9.1	3.2		19.4		
73	9	6	3	2	6		6	3	9	10			WXTC	47		6	3	2	5		6	3	8	6		WXTC	9.1		8.6	8.8	8.0	29.4		9.2	9.1	25.8	27.3		
5								1	1	2			WPJS	2												WPJS	.4							3.0			4.5		
TOTAL LISTENING IN METRO SURVEY AREA												516	69	70	34	25	17	49	65	33	31	22	62																

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
109		6	19	31	10		12	16	3	6		*WAZS	109		6	19	31	10		12	16	3	6		*WAZS	3.3		1.6	8.0	17.0	7.5		3.3	6.6	1.6	3.9	
967	131	145	111	46	29	82	133	45	51	20	111	WCSC	873	93	145	81	46	22	82	127	45	46	20	111	WCSC	26.4	22.7	37.7	34.2	25.3	16.5	29.8	34.4	18.4	24.9	12.9	24.7
951	72	116	37	28	13	151	120	71	3	23	293	WDWQ	368		53	21		13	35	55	55		10	122	WDWQ	11.1		13.8	8.9		9.8	12.7	14.9	22.5		6.5	27.1
800	11	81	104	141	53	27	98	88	105	21	48	WEZL	662	11	81	88	95	41	27	98	56	84	21	37	WEZL	20.1	2.7	21.0	37.1	52.2	30.8	9.8	26.6	23.0	45.4	13.5	8.2
463	78	82	9		4	77	85	16	14	4	94	WKTM	463	78	82	9		4	77	85	16	14	4	94	WKTM	14.0	19.0	21.3	3.8		3.0	28.0	23.0	6.6	7.6	2.6	20.9
106		28	27	13	3		15	4		4	5	*WKXZ	106		28	27	13	3		15	4		4	5	*WKXZ	3.2		7.3	11.4	7.1	2.3		4.1	1.6		2.6	1.1
140		7	10	21	23		7	6	12			WOKE	135		7	10	21	18		7	6	12			WOKE	4.1		1.8	4.2	11.5	13.5		2.9	3.2	7.7		
574	73	56	24	28	7	65	59	58	35	23	83	*WPAL	530	73	56	24		7	65	59	58	19	23	83	*WPAL	16.1	17.8	14.5	10.1		5.3	23.6	16.0	23.8	10.3	14.8	18.4
466	38	19	33	9	11	46	57	91	23	27	68	*WQIZ	299	38	19	11	9	11	27	22	44	15	21	52	*WQIZ	9.1	9.3	4.9	4.6	4.9	8.3	9.8	6.0	18.0	8.1	13.5	11.6
190	11	11	11	28	17	4	14	11	26	15		WQSN	190	11	11	11	28	17	4	14	11	26	15		WQSN	5.8	2.7	2.9	4.6	15.4	12.8	1.5	3.8	4.5	14.1	9.7	
837	210	107	14	40	19	98	61	35	24	26	194	WSSX	658	139	93	14	12	19	98	40	35	4	20	175	WSSX	19.9	33.9	24.2	5.9	6.6	14.3	35.6	10.8	14.3	2.2	12.9	38.9
588	90	101	34	29	9	54	86	38	17	21	83	WTMA	547	56	101	34	29	9	54	79	38	17	21	83	WTMA	16.6	13.7	26.2	14.3	15.9	6.8	19.6	21.4	15.6	9.2	13.5	18.4
641	186	59	41	7	4	68	84	32	9	3	144	WWWZ	532	152	59	29	7	4	54	73	32	9	3	106	WWWZ	16.1	37.1	15.3	12.2	3.8	3.0	19.6	19.8	13.1	4.9	1.9	23.6
758	38	55	58	38	55	16	67	53	66	100	15	WXTC	500		55	42	38	43	16	67	53	44	55	15	WXTC	15.1		14.3	17.7	20.9	32.3	5.8	18.2	21.7	23.8	35.5	3.3
205	46	17		7	12		28	9	30	25		WPJS	52				7	12		4	9	16	4		WPJS	1.6				3.8	9.0		1.1	3.7	8.6	2.6	
TOTAL LISTENING IN METRO SURVEY AREA											3138	396	366	223	182	128	266	356	231	182	142	424		95.1	96.6	95.1	94.1	99.9	96.2	96.7	96.5	94.7	98.4	91.6	94.2		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

CHARLOTTE-GASTONIA
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
8	2			1		2		1			2	*WAAK	8	2			1			2		1			2	*WAAK	10	2.8			2.1		2.8		1.8			2.4
6		1		1			1		1			WAME	6		1		1		1				1			WAME	.8		1.1		2.1			1.2		2.2		
82	7	14	6	1	3	12	13	6	5	1	11	WAYS	68	7	12	6	1	1	10	11	5	4	1	10	WAYS	8.7	9.9	12.6	10.5	2.1	3.6	14.1	12.8	8.9	8.9	1.6	11.9	
245	62	40	1	2		59	18	4	5		54	WROQ	70	27	15	1			9	6				12	WROQ	8.9	38.0	15.8	1.8			12.7	7.0				14.3	
179	47	25	4		1	38	12	2	2	2	41	WBCY	72	12	17	2			13	9	1	1	2	13	WBCY	9.2	16.9	17.9	3.5			18.3	10.5	1.8	2.2	3.3	15.5	
208	6	31	21	12	10	6	30	16	21	15	14	WBT	116	5	12	15	7	6	4	21	12	6	9	8	WBT	14.8	7.0	12.6	26.3	14.6	21.4	5.6	24.4	21.4	13.3	14.8	9.5	
5		1		1								WCGC	5		1		1							1	WCGC	6		1.1		2.1						1.6		
167		7	15	17	13	1	7	11	15	25		WEZC	69		6	6	7	6		1	10	5	9	9	WEZC	8.8		6.3	10.5	14.6	21.4		1.2	17.9	11.1	14.8		
5							1				4	*WGAS	5						1					4	*WGAS	.6						1.4				6.6		
38	2	1		5		3	5	4	5	1	10	WGIV	37	2	1		5		2	5	4	5	1	10	WGIV	4.7	2.8	1.1		10.4		2.8	5.8	7.1	11.1	1.6	11.9	
15			1	2				1	2	4		WGNC	15			1	2				1	2	4		WGNC	1.9				2.1	7.1			1.8	4.4	6.6		
3												*WHVN	3												*WHVN	.4												
13	2	2	2	2	2		1			1		WIST	13	2	2	2	2	2		1			1		WIST	1.7	2.8	2.1	3.5	4.2	7.1		1.2			1.6		
6			1							1		*WIXE	6			1						1		1	*WIXE	.8			1.8				1.8			1.6		
5							1			3		*WLTC	5								1		3		*WLTC	6							1.2			4.9		
8							1			1		*WMAP	7								1				*WMAP	.9							1.2					
47		5	2	2	6	1	3	2	6	5		WSOC	35		5	2	2	4		1	2	2	5		WSOC	4.5		5.3	3.5	4.2	14.3		1.2	3.6	4.4	8.2		
409	17	51	41	47	15	13	56	52	35	34	30	WSOC FM	120	4	9	18	12	6	9	12	14	11	17	5	WSOC FM	15.3	5.6	9.5	31.6	25.0	21.4	12.7	14.0	25.0	24.4	27.9	6.0	
53	1	8	2	3		12	14	2	2	1	8	WZXI	26	1	4	2	3		4	4		2		6	WZXI	3.3	1.4	4.2	3.5	6.3		5.6	4.7		4.4		7.1	
81	13	8	1	1		17	12	7	2		20	WPEG	58	7	8		1		12	8	3	2		17	WPEG	7.4	9.9	8.4		2.1		16.9	9.3	5.4	4.4		20.2	
12			2				1			2	1	WSPA FM	3										1		WSPA FM	4										1.6		

TOTAL LISTENING IN METRO SURVEY AREA 786 71 95 57 48 28 71 86 56 45 61 84

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

CHARLOTTE-DAS-ONIA
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
147	21		8	8		27	14	7			55	*WAAK	147	21		8	8			27	14	7			55	*WAAK	28	5.4		2.0	2.6		6.3	2.3	1.7			8.7	
112		2*	6	5	6	6	16	16	11			WAME	112		26	6	5	6		6	16	16	11			WAME	2.1		4.4	1.5	1.6	2.4	1.4	2.6	3.8	3.3			
1786	158	330	103	51	51	244	305	155	80	25	197	WAYS	1297	158	236	103	40	26		135	219	108	51	25	162	WAYS	24.9	40.4	40.3	26.1	12.8	10.5	31.3	36.1	25.6	15.1	8.4	25.8	
2912	506	434	46	73	9	615	318	134	75	5	670	WROQ	1005	182	218	30	26			181	117	24	14	5	197	WROQ	19.3	46.5	37.3	7.6	8.3		42.0	19.3	5.7	4.1	1.7	31.3	
2452	473	320	69	30	45	389	211	90	58	54	616	WBCY	1126	186	222	53	12	20		169	100	63	16	34	233	WBCY	21.6	47.6	37.9	13.5	3.8	8.1	39.2	16.5	14.9	4.7	11.4	37.0	
3218	120	478	255	191	194	191	472	221	253	182	256	WBT	1756	93	224	166	96	82		114	262	137	106	116	192	WBT	33.7	23.8	38.3	42.1	30.8	33.2	26.5	43.2	32.5	31.4	39.1	30.5	
97		17		16	8		7				21	WCGC	97		17		16	8			7			21	WCGC	1.9		2.9		5.1	3.2		1.2				7.1		
1581	8	113	140	161	163	38	100	143	135	240	38	WEZC	718	8	64	77	61	77		6	58	96	56	70	18	WEZC	13.8	2.0	10.9	19.5	19.6	31.2	1.4	9.6	22.7	16.6	23.6	2.9	
120	11	8		8		26	6	13	19	14	8	*WGAS	120	11	8		8			26	6	13	19	14	8	*WGAS	2.3	2.8	1.4		2.6		6.0	1.0	3.1	5.6	4.7	1.3	
607	29	44	17	36	5	89	84	65	42	19	122	WGIV	537	29	44	17	36	5		56	84	52	42	19	122	WGIV	10.3	7.4	7.5	4.3	11.5	2.0	13.0	13.8	12.3	12.4	6.4	19.4	
244	10	8	8	23	33	17	7	7	30	28		WGNC	244	10	8	8	23	33		17	7	7	30	28		WGNC	4.7	2.6	1.4	2.0	7.4	13.4	3.9	1.2	1.7	8.9	9.4		
99	11	6	6	5	6	6	10	5	9	10		*WHVN	99	11	6	6	5	6		6	10	5	9	10		*WHVN	1.9	2.8	1.0	1.5	1.6	2.4	1.4	1.6	1.2	2.7	3.4		
279	15	40	39	26	18		21	34	3	31	18	WIST	236	15	40	39	6	18			21	11	3	31	18	WIST	4.5	3.8	6.8	9.9	1.9	7.3		3.5	2.6		9.0	10.4	2.9
108			23	6		8		14	4	7	19	*WIXE	108			23	6			8		14	4	7	19	*WIXE	2.1			5.8	1.9		1.9		3.3	1.2	2.4	3.0	
152	9		8	16		9	19		6	38	18	*WLTC	142	9		8	16			9	19		6	28	18	*WLTC	2.7		1.5		2.6	6.5	2.1	3.1		1.8	9.4	2.9	
82		5	7			6	11	4	10	14		*WMAP	72		5	7					6	11	4		14	*WMAP	1.4			1.3	2.2			1.0	2.6	1.2		2.2	
1097	23	135	47	53	129	23	75	81	118	95	19	WSOC	723	23	98	47	53	62		6	35	68	48	85	19	WSOC	13.9	5.9	16.8	11.9	17.0	25.1	1.4	5.8	16.1	14.2	28.6	3.0	
3904	198	326	389	407	240	154	521	401	280	272	342	WSOC FM	1163	60	88	138	107	78		79	134	111	90	98	88	WSOC FM	22.3	15.3	15.0	35.0	34.3	31.6	18.3	22.1	26.3	26.6	33.0	14.0	
969	28	141	46	36	9	159	229	87	39	27	168	WZXI	466	28	92	31	8			63	83	24	14		123	WZXI	8.9	7.2	15.7	7.9	2.6		14.6	13.7	5.7	4.1		19.6	
1224	160	95	40	23	5	220	185	97	48	6	345	WPEG	762	79	95	13	23	5		110	109	50	37	6	235	WPEG	14.6	20.2	16.2	3.3	7.4	2.0	25.5	18.0	11.8	10.9	2.0	37.4	
365		19	44	7	28		44	20	27	60	10	WSPA FM	71			6	7	12				11		19		WSPA FM	1.4			1.5	2.2	4.9			2.6		6.4		
TOTAL LISTENING IN METRO SURVEY AREA												4904	370	569	380	284	235	422	578	389	318	279	598		94.0	94.6	97.3	96.4	91.0	95.1	97.9	95.2	92.2	94.1	93.9	95.1			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
66		3	3	4	7	1	6	5	7	10	1	*WDEF	65		3	3	3	7	1	6	5	7	10	1	*WDEF	13.5		8.3	12.5	13.6	26.9	1.9	10.2	11.9	18.9	28.6	1.9			
88		3	7	11	6	4	7	10	14	12	2	*WDEF FM	54		2	3	6	3	4	5	5	10	8	1	*WDEF FM	11.2		5.6	12.5	27.3	11.5	7.7	8.5	11.9	27.0	22.9	1.9			
43	3	2	2	5	8	1	4	5	3	2		WDD	43	3	2	2	5	8	1	4	5	3	2		WDD	8.9	7.3	5.6	8.3	22.7	30.8	1.9	6.8	11.9	8.1	5.7				
73	3	3	14	6	2	8	13	6	9	3	4	WDD FM	34	1	2	5	2	2	6	8	3	1	2	1	WDD FM	7.0	2.4	5.6	20.8	9.1	7.7	11.5	13.6	7.1	2.7	5.7	1.9			
2					1					1		WDXB	2										1		WDXB	.4					3.8					2.9				
9	2			1	1			1	1	2		*WEPG	6	1			1			1	1	1			*WEPG	1.2	2.4				3.8			2.4	2.7	2.9				
65	2	7	6	7	1	5	11	12	4	3	5	WFLI	38	2	3	4	4	2	7	6	2	3	3	3	WFLI	7.9	4.9	8.3	16.7	18.2		3.8	11.9	14.3	5.4	8.6	5.8			
33	7	7				7	6	2			3	WGOW	31	6	6			7	6	2			3	3	WGOW	6.4	14.6	16.7				13.5	10.2	4.8		5.8				
56	6	7	2	1	1	6	8	6	3	1	13	WJTT	55	6	7	2	1	1	5	8	6	3	1	13	WJTT	11.4	14.6	19.4	8.3	4.5	3.8	9.6	13.6	14.3	8.1	2.9	25.0			
8	1	1				2	1	1			2	WKXC	7	1	1			2		1			2	2	WKXC	1.4	2.4	2.8				3.8		2.4		3.8				
6				1	1			3				*WLFA	6			1	1			3					*WLFA	1.2			4.5	3.8		5.1								
9		1							1	1		WMOC	9	1							1	1			WMOC	1.9		2.8							2.7	2.9				
14	2	2				1	1	1		3	1	*WNOO	14	2	2			1	1	1		3	1	1	*WNOO	2.9	4.9	5.6				1.9	1.7	2.4		8.6	1.9			
3												*WRIP	2												*WRIP	.4														
133	23	13	4			34	10	6	2		41	WSKZ	65	8	4	2			18	4	3	2	24	24	WSKZ	13.5	19.5	11.1	8.3			34.6	6.8	7.1	5.4		46.2			
4						3			1			*WSVC	4												*WSVC	8						5.8			2.7					
20	9	1			2	1	3		1	1	2	WJSQ	12	9										2	WJSQ	2.5	22.0									2.7	3.8			
TOTAL LISTENING IN METRO SURVEY AREA												483	41	36	24	22	26	52	59	42	37	35	52																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
921	25	69	58	77	62	17	65	56	99	116	31	*WDEF	837	8	61	54	62	62	6	65	56	95	116	31	*WDEF	24.1	3.2	17.1	22.0	31.2	32.8	2.2	17.5	20.7	43.4	52.5	7.3
1065	15	65	93	88	113	34	81	87	129	124	48	*WDEF FM	723	15	50	58	46	74	34	55	59	86	92	31	*WDEF FM	20.8	6.0	14.0	23.7	23.1	39.2	12.5	14.8	21.9	39.3	41.6	7.3
741	32	57	58	75	62	35	66	62	47	54	28	WOOD	659	22	35	50	71	55	35	66	50	47	54	28	WOOD	19.0	8.8	9.8	20.4	35.7	29.1	12.9	17.7	18.5	21.5	24.4	6.6
959	54	90	82	72	55	102	123	63	80	51	123	WOOD FM	504	20	49	34	35	38	55	77	28	29	32	61	WOOD FM	14.5	8.0	13.7	13.9	17.6	20.1	20.3	20.7	10.4	13.2	14.5	14.3
129		5	14	13	11	6	9	4	15	26	6	WDXB	129		5	14	13	11	6	9	4	15	26	6	WDXB	3.7		1.4	5.7	6.5	5.8	2.2	2.4	1.5	6.8	11.8	1.4
175	38	6	9	17	10	15	8	7	17	19	13	*WEPG	128	21	6	9	8	10	15	8	7	12	3	13	*WEPG	3.7	8.4	1.7	3.7	4.0	5.3	5.5	2.2	2.6	5.5	1.4	3.1
1218	52	146	100	87	33	103	206	166	54	64	144	WFLI	766	43	95	69	43	14	58	127	93	29	41	111	WFLI	22.1	17.3	26.6	28.2	21.6	7.4	21.4	34.1	34.4	13.2	18.6	26.1
709	102	120	15	28	6	112	95	50	20	13	103	WGOW	614	85	92	15	19	6	106	75	43	16	13	99	WGOW	17.7	34.1	25.8	6.1	9.5	3.2	39.1	20.2	15.9	7.3	5.9	23.2
533	48	7	24	10	5	57	73	48	16	22	121	WJTT	493	48	62	24	10	5	51	63	48	11	22	117	WJTT	14.2	19.3	17.4	9.8	5.0	2.6	18.8	16.9	17.8	5.0	10.0	27.5
201	26	20	10			40	17	17	5	6	60	WKXC	162	12	20	10			40	12	17			51	WKXC	4.7	4.8	5.6	4.1			14.8	3.2	6.3			12.0
76	6			4	9	14	11	3	3	5	4	*WLFA	76	6			4	9	14	11	3	3	5	4	*WLFA	2.2	2.4			2.0	4.8	5.2	3.0	1.1	1.4	2.3	9
205	7	36	5	9	19	5	18	4	7	25	6	WMOC	205	7	36	5	9	19	5	18	4	7	25	6	WMOC	5.9	2.8	10.1	2.0	4.5	10.1	1.8	4.8	1.5	3.2	11.3	1.4
253	21	31	9	9		23	36	27	8	19	20	*WNOO	246	21	31	9	9		23	36	20	8	19	20	*WNOO	7.1	8.4	8.7	3.7	4.5		8.5	9.7	7.4	3.7	8.6	4.7
61		7	8		10		5	3	4	5		*WRIP	41				10			5	3	4	5		*WRIP	1.2				5.3			1.3	1.1	1.8	2.3	
1679	242	202	72	22	4	262	207	73	47	5	489	WSKZ	820	111	88	29	5		164	82	34	27	5	254	WSKZ	23.6	44.6	24.6	11.8	2.5		60.5	22.0	12.6	12.3	2.3	59.6
62	7		9	4	9	10	5	7	7		4	*WSVC	52	7		4	4	9	10		7	7	4	*WSVC	1.5	2.8		1.6	2.0	4.8	3.7		2.6	3.2		.9	
219	38	32	7		18	39	20	6	4	13	33	WJSQ	110	38	13				24	5		4		26	WJSQ	3.2	15.3	3.6				8.9	1.3		1.8		6.1
TOTAL LISTENING IN METRO SURVEY AREA												3292	234	335	227	190	169	271	364	258	203	202	413		94.8	94.0	93.8	92.7	95.5	89.4	99.9	97.8	95.6	92.7	91.4	96.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

CHICAGO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
339		4	37	32	56	1	6	38	41	51	3	*WAIT	300		4	34	29	44	1	5	33	38	47	2	*WAIT	3.0		.4	5.1	4.3	7.7	.1	.5	4.3	5.5	6.2	.2		
877	21	76	78	49	102	10	25	45	58	137	12	WBBM	722	16	62	68	37	87	7	21	40	48	120	9	WBBM	7.2	2.1	5.8	10.1	5.5	15.3	9	1.9	5.2	6.9	15.9	1.0		
255	16	39	14	25	2	34	64	14	21	2	19	WBBM FM	242	15	38	14	23	1	32	60	13	21	1	19	WBBM FM	2.4	2.0	3.5	2.1	3.4	2	4.0	5.6	1.7	3.0	.1	2.1		
289	42	43	16	5	2	56	52	11	9	2	50	WBMX	260	30	37	16	5	2	53	50	11	9	2	44	WBMX	2.6	4.0	3.5	2.4	.7	.4	6.6	4.6	1.4	1.3	.3	4.9		
208	8	56	19	6	2	9	55	19	9	5	7	WCFL	176	8	47	16	6	1	8	47	16	7	4	6	WCFL	1.8	1.1	4.4	2.4	.9	.2	1.0	4.4	2.1	1.0	.5	.7		
360	26	60	22	20	5	41	88	41	25	4	20	WCLR	336	26	46	21	17	5	40	88	40	22	4	19	WCLR	3.3	3.4	4.3	3.1	2.5	.9	5.0	8.2	5.2	3.2	.5	2.1		
165	1	17	5	20	16	2	24	32	19	21	4	WEFM	163	1	17	4	20	16	2	24	31	19	21	4	WEFM	1.6	.1	1.6	.6	3.0	2.8	.2	2.2	4.1	2.7	2.8	.4		
202	3	27	5	27	20	10	20	11	40	15	3	WFMT	194	2	25	5	27	18	10	17	11	40	15	3	WFMT	1.9	.3	2.3	.7	4.0	3.2	1.2	1.6	1.4	5.8	2.0	.3		
293	35	54	11	1	3	48	97	30	5	1	6	WFYR	282	29	52	10	1	3	47	97	29	5	1	6	WFYR	2.8	3.8	4.9	1.5	.1	.5	5.9	9.0	3.8	.7	.1	.7		
412	48	67	33	14	4	75	52	32	7	3	76	WGCI	412	48	67	33	14	4	75	52	32	7	3	76	WGCI	4.1	6.4	6.3	4.9	2.1	.7	9.3	4.8	4.2	1.0	.4	8.4		
1239	12	86	111	137	112	9	48	109	113	156	13	WGN	960	9	55	86	115	88	8	38	94	84	122	10	WGN	9.6	1.2	5.1	12.8	17.0	15.5	1.0	3.5	12.3	12.1	16.2	1.1		
418	11	19	18	20	28	2	20	14	27	73	2	WIND	382	11	17	17	19	27	1	18	12	23	66	1	WIND	3.8	1.5	1.6	2.5	2.8	4.7	.1	1.7	1.6	3.3	8.8	.1		
323	34	26	51	38	18	19	30	39	36	12	7	WJEZ	315	34	26	50	38	17	18	30	36	36	11	7	WJEZ	3.1	4.5	2.4	7.5	5.6	3.0	2.2	2.8	4.7	5.2	1.5	.8		
123	11	7	7	20	7	2	4	14	6	11		*WJJD	95	10	6	4	16	6	1	4	11	2	9		*WJJD	.9	1.3	.6	.6	2.4	1.1	.1	.4	1.4	.3	1.2			
53		9	1		3			5	12	11		WJOB	53		9	1		3			5	12	11		WJOB	.5		.8	.1		.5			.7	1.7	1.5			
310	25	27	12	9	1	61	39	24	9	2	91	WJPC	310	25	27	12	9	1	61	39	24	9	2	91	WJPC	3.1	3.3	2.5	1.8	1.3	.2	7.6	3.6	3.1	1.3	.3	10.1		
380	52	42	22	20	3	77	64	10	27	9	47	WKQX	370	51	40	22	20	3	73	62	10	27	9	46	WKQX	3.7	6.8	3.7	3.3	3.0	.5	9.1	5.8	1.3	3.9	1.2	5.1		
361		20	22	37	66	6	20	19	36	49	3	WLAK	331		20	21	36	60	6	16	18	34	45	3	WLAK	3.3		1.9	3.1	5.3	10.5	.7	1.5	2.4	4.9	6.0	.3		
688	9	27	54	54	55	28	30	82	81	90	6	WLOO	673	9	27	54	53	55	17	30	82	79	90	6	WLOO	6.7	1.2	2.5	8.1	7.9	9.7	2.1	2.8	10.7	11.4	11.9	.7		
925	124	112	49	17	7	104	134	56	34	16	242	WLS	499	55	51	35	10	3	46	82	35	28	7	129	WLS	5.0	7.3	4.8	5.2	1.5	.5	5.7	7.6	4.6	4.0	.9	14.3		
448	112	75	10	2	2	63	54	2	2	1	125	WLS FM	430	109	74	5	2	2	60	53	2	2	1	120	WLS FM	4.3	14.4	6.9	.7	.3	.4	7.5	4.9	.3	.3	.1	13.3		
349	97	45	5	3		65	26	2	1		105	WLUP	313	90	44	5	2		47	24	1	1		99	WLUP	3.1	11.9	4.1	.7	.3		5.9	2.2	.1	.1		11.0		
1067	39	125	116	108	76	42	127	111	100	72	49	WMAQ	515	5	42	48	68	44	9	58	53	52	45	21	WMAQ	5.1	.7	3.9	7.2	10.1	7.7	1.1	5.4	6.9	7.5	6.0	2.3		
371	107	58	2	4		70	12	2	3	1	112	WMET	351	106	48	2	3		70	9	2	3	1	107	WMET	3.5	14.0	4.5	.3	.4		8.7	.8	.3	.4	.1	11.8		
55		3	2	7	10	1	9	6	4	7		WNIB	55		3	2	7	10	1	9	6	4	7		WNIB	.5		.3	.3	1.0	1.8	.1	.8	.8	.6	.9			
95	3	8	17	3	2	4	20	15	2	1	12	WOJO	95	3	8	17	3	2	4	20	15	2	1	12	WOJO	9	.4	.7	2.5	.4	.4	.5	1.9	2.0	.3	.1	1.3		
153	3	18	12	14	13	5	10	19	17	16	18	WVON	153	3	18	12	14	13	5	10	19	17	16	18	WVON	1.5	.4	1.7	1.8	2.1	2.3	.6	.9	2.5	2.4	2.1	2.0		
55	2	10	2	10	5	4	3	2	6	7	3	WXFM	55	2	10	2	10	5	4	3	2	6	7	3	WXFM	5	.3	.9	.3	1.5	.9	.5	.3	.3	.9	.9	.3		
140	24	47		2		31	22	1		1	7	WXRT	132	21	45		2		29	21	1		1	7	WXRT	1.3	2.8	4.2		.3		3.6	1.9	.1		.1	.8		
79	8	1	12	3	1	15	14	4	7	2	8	WYEN	78	8	1	12	3		15	14	4	7	2	8	WYEN	.8	1.1	.1	1.8	.4		1.9	1.3	.5	1.0	.3	.9		
TOTAL LISTENING IN METRO SURVEY AREA												10048	755	1072	670	675	569	803	1077	763	695	754	903																

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON

Cume Listening Estimates

CHICAGO
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
4048	24	75	527	385	572	88	66	599	492	497	46	*WAIT	3373	24	44	437	366	462	58	34	530	422	392	41	*WAIT	5.4	.5	.7	9.6	9.4	13.5	1.2	5	11	2	10	2	10	3	.5									
15795	517	1579	1649	1234	1568	303	886	980	1353	1579	438	WBBM	12207	353	1138	1357	903	1250	257	729	846	1108	1218	307	WBBM	19.4	7.5	17.3	29.7	23	1	36.4	5.3	10	8	18	0	26	9	31	9	3.9							
5536	603	846	232	262	188	742	1055	210	377	75	609	WBBM FM	5159	557	810	206	230	176	654	1037	201	344	57	605	WBBM FM	8.2	11.8	12.3	4.5	5.9	5.1	13.4	15.3	4	3	8	4	1.5	7	6									
5365	649	673	314	143	43	916	964	283	220	78	1023	WBMX	5079	588	620	301	143	43	871	932	266	213	78	965	WBMX	8.1	12.4	9.4	6.6	3.7	1.3	17.9	13	8	5	6	5.2	2	0	12	1.1								
4833	148	846	272	243	185	362	1044	427	225	220	388	WCFL	4046	148	646	234	230	141	305	906	381	189	161	344	WCFL	6.4	3	1	9.8	5.1	5.9	4.1	6.3	13	4	8	1	4	6	4	2	4	3						
6613	507	998	453	301	96	762	1514	543	428	132	557	WCLR	6369	503	924	442	278	96	716	1492	535	411	132	518	WCLR	10	1	10.6	14.0	9.7	7.1	2.8	14.7	22	1	11	4	10	0	3	5	6	5						
2878	71	223	214	264	178	121	296	473	348	278	222	WEFM	2779	63	205	200	264	178	121	282	452	341	275	212	WEFM	4.4	1.3	3.1	4.4	6.8	5.2	2.5	4.2	9	6	8	3	7	2	2	7								
3097	50	476	112	384	292	94	358	270	324	258	51	WFMT	2972	41	432	108	376	274	94	322	270	318	258	51	WFMT	4	7	.9	6.6	2.4	9	6	8	0	1	9	4	8	5	7	7	7	6	8	.6				
5267	525	968	304	53	116	899	1391	371	168	55	309	WFYR	5094	496	931	280	53	116	872	1391	344	168	55	284	WFYR	8	1	10.5	14.1	6	1	1.4	3	4	17	9	20	6	7	3	4	1	1	4	3	6			
5645	757	759	285	281	69	787	803	368	134	89	1251	WGCI	5629	757	759	285	281	69	780	801	368	127	89	1251	WGCI	9	0	16	0	11.5	6.2	7	2	2	0	16	0	11	9	7	8	3	1	2	3	15	7		
17401	504	1339	1695	1847	1808	275	720	1335	1428	1893	587	WGN	12579	346	900	1221	1430	1318	197	526	1109	1077	1383	374	WGN	20	0	7.3	13.7	26	7	36.7	38	4	0	7	8	23	5	26	1	36	3	4	7				
5969	159	445	498	450	433	127	364	310	450	647	168	WIND	5290	159	394	472	434	389	108	286	293	360	564	151	WIND	8.4	3	4	6	0	10	3	11	1	11	3	2	2	4	2	6	2	8	7	14	8	1	9	
4802	283	493	567	435	294	327	591	521	311	316	350	WJEZ	4493	265	450	529	430	285	295	569	467	311	300	313	WJEZ	7	1	5	6	8	11	6	11	0	8	3	6	1	8	4	9	9	7	6	7	9	3	9	
2910	203	212	336	382	199	91	146	383	134	222	80	*WJJD	2240	150	149	256	314	171	38	125	312	94	184	55	*WJJD	3	6	3	2	2	3	5	6	8	0	5	0	.8	1	8	6	6	2	3	4	8	.7		
843	47	96	67		123			62	66	113	18	WJOB	843	47	96	67		123			62	66	113	18	WJOB	1	3	1	0	1	5	1	5		3	6			1	3	1	6	3	0	.2				
4579	533	368	193	136	14	628	674	310	180	92	1334	WJPC	4575	533	364	193	136	14	628	674	310	180	92	1334	WJPC	7	3	11	3	5	5	4	2	3	5	.4	12	9	10	0	6	6	4	4	2	4	16	8	
6811	772	1010	220	190	119	1389	1259	367	359	150	869	WKQX	6525	734	933	220	190	119	1304	1194	356	359	150	859	WKQX	10	4	15	5	14	2	4	8	4	9	3	5	26	8	17	7	6	8	7	3	9	10	8	
5362	24	217	465	531	727	107	402	464	593	752	109	WLAK	4988	24	217	441	491	663	107	380	430	558	712	101	WLAK	7	9	.5	3	3	9	7	12	6	19	3	2	2	5	6	9	1	13	5	18	7	1	3	
7900	98	327	695	701	805	255	399	921	944	1045	251	WLOO	7763	98	327	695	697	794	190	399	908	937	1017	251	WLOO	12	3	2	1	5	0	15	2	17	9	23	1	3	9	5	9	19	3	22	7	26	7	3	2
21742	2310	2720	1267	646	384	2784	3052	1446	764	393	5174	WLS	11688	930	1440	838	425	200	1250	1838	896	499	168	2756	WLS	18	6	19	6	21	9	18	3	10	9	5	8	25	7	27	2	19	0	12	1	4	4	34	6
8533	1537	1056	220	117	83	1256	928	162	92	37	2955	WLS FM	8175	1474	1014	198	109	83	1190	914	150	89	37	2851	WLS FM	13	0	31	1	15	4	4	3	2	8	2	4	24	5	13	5	3	2	2	2	1	0	35	8
7188	1525	904	122	133	25	1312	512	130	61		2464	WLUP	6548	1417	833	109	124	22	1142	463	119	41		2278	WLUP	10	4	29	9	12	7	2	4	3	2	6	23	5	6	9	2	5	1	0		28	6		
18387	1060	1881	2044	1652	1248	857	1971	1666	1422	1088	1249	WMAQ	8731	289	833	1036	884	740	235	787	690	758	672	489	WMAQ	13	9	6	1	12	7	22	7	22	7	21	6	4	8	11	6	14	6	18	4	17	6	6	1
6667	1352	860	89	114		1293	343	137	78	32	2269	WMET	6350	1309	815	89	107		1273	319	137	78	32	2191	WMET	10	1	27	6	12	4	1	9	2	7		26	2	4	7	2	9	1	9	.8	27	5		
1202		62	44	144	188	19	98	129	155	147		WNIB	1197		62	39	144	188	19	98	129	155	147		WNIB	1	9			9	.9	3	7	5	5	.4	1	4	2	7	3	8	3	9					
1051	62	189	131	54	47	88	161	172	25	18	86	WOJO	1051	62	189	131	54	47	88	161	172	25	18	86	WOJO	1	7	1	3	2	9	2	9	1	4	1	4	1	8	2	4	3	7	.6	.5	1	1		
3116	103	311	223	261	123	222	262	323	345	244	553	WVON	3116	103	311	223	261	123	222	262	323	345	244	553	WVON	5	0	2	2	4	7	4	9	6	7	3	6	4	6	3	9	6	9	8	4	6	4	6	9
1324	107	152	98	177	131	51	70	81	69	110	117	WXFM	1324	107	152	98	177	131	51	70	81	69	110	117	WXFM	2	1	2	3	2	3	2	1	4	5	3	8	1	0	1	0	1	7	1	7	2	9	1	5
2324	429	767	15	41	45	429	287	62		20	202	WXRT	2162	377	710	15	41	45	395	268	62		20	202	WXRT	3	4	8	0	10	8	.3	1	1	1	3	8	1	4	0	1	3		.5	2	5			
1456	79	103	95	39	36	228	239	173	100	116	138	WYEN	1435	79	103	95	39	28	228	233	173	100	109	138	WYEN	2	3	1	7	1	6	2	1	1	0	8	4	7	3	4	3	7	2	4	2	9	1	7	

TOTAL LISTENING IN METRO SURVEY AREA												59488	4451	6253	4345	3753	3128	4764	6461	4481	3935	3625	7757	94.6	94.0	95.0	95.1	96.2	91.1	97.9	95.6	95.1	95.5	95.1	97.4
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Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

CINCINNATI
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
97	15	8	5	1	2	18	13	5	8	1	18	WCIN	97	15	8	5	1	2	18	13	5	8	1	18	WCIN	5.8	10.2	4.4	4.6	1.1	2.4	11.8	7.3	4.0	7.3	1.0	10.8
50	12	7			1	12	6	2			10	WBLZ	37	12	5			1	5	4	1			9	WBLZ	2.2	8.2	2.8			1.2	3.3	2.2	.8		5.4	
144		3	10	11	15	4	3	6	18	22		WCKY	132		3	9	10	15	3	3	6	16	20	WCKY	7.9		1.7	8.3	10.8	17.6	2.0	1.7	4.8	14.5	20.6		
199	59	35	2	2	2	27	17			1	54	WEBN	161	44	31	1	2	2	23	12		1	45	WEBN	9.6	29.9	17.2	.9	2.2	2.4	15.0	6.7		.9		27.1	
8	1		1			1	1	1			1	WHKK	8	1		1		1	1	1			1	WHKK	5	.7		9		.7	6	8			6		
206	9	38	13	8	4	13	35	22	14	12	5	WKRC	154	6	27	11	7	3	7	30	12	11	7	4	WKRC	9.2	4.1	15.0	10.1	7.5	3.5	4.6	16.9	9.5	10.0	7.2	2.4
246	35	26	10	1	1	45	30	11	4	1	82	WKRQ	161	21	19	8	1		34	20	9	3	1	45	WKRQ	9.6	14.3	10.6	7.3	1.1	22.2	11.2	7.1	2.7	1.0	27.1	
323	8	33	25	29	38	5	21	22	25	25	5	WLW	184	3	21	10	16	20	1	13	10	17	15	3	WLW	11.0	2.0	11.7	9.2	17.2	23.5	7	7.3	7.9	15.5	15.5	1.8
21			2	3	3		1	4	2	1		WLYK	21			2	3	3		1	4	2	1		WLYK	1.3			1.8	3.2	3.5		.6	3.2	1.8	1.0	
26		5	1	2	3		2		5	4		*WNOP	23		5	1	1	3		2		3	4		*WNOP	1.4		2.8	9	1.1	3.5		1.1		2.7	4.1	
133	18	17	13	3	4	23	20	20	8	2	3	WRRM	118	17	16	12	1	2	23	18	18	5	2	3	WRRM	7.1	11.6	8.9	11.0	1.1	2.4	15.0	10.1	14.3	4.5	2.1	1.8
65	1	6	11	5	2	2	4	10	7	7	3	WSAI	48		4	10	3	1	2	3	8	6	4		WSAI	2.9		2.2	9.2	3.2	1.2	1.3	1.7	6.3	5.5	4.1	
40	3	4	5	1		4	4	7	2	2	6	WSAI FM	34	3	3	5	1		1	3	7	2	2	5	WSAI FM	2.0	2.0	1.7	4.6	1.1		7	1.7	5.6	1.8	2.1	3.0
16	1		1	2	1	1	2	2	2	1		WUBE	12			1	2		1	2	1	1	1		WUBE	7			9	2.2		.7	1.1	.8	.9	1.0	
109	7	9	13	15	2	10	14	12	8	8	5	WUBE FM	70	5	6	7	10	1	8	6	5	8	7	2	WUBE FM	4.2	3.4	3.3	6.4	10.8	1.2	5.2	3.4	4.0	7.3	7.2	1.2
200	5	12	13	21	26	1	10	20	22	23	2	WWEZ	164	5	6	9	19	23		10	17	16	22	1	WWEZ	9.8	3.4	3.3	8.3	20.4	27.1		5.6	13.5	14.5	22.7	.6
25		1	1	7	6	1	1	2	1	4	1	WPFB	12		1	1	3	2	1		1	1	2		WPFB	.7		.6	.9	3.2	2.4		7		.8	.9	2.1
88	11	9	2			16	20	7	1	1	17	WSKS	43	4	6	1			7	11	2	1		9	WSKS	2.6	2.7	3.3	9			4.6	6.2	1.6	.9		5.4
91	11	15	2	1		13	18	5	2		24	WYYS	42	1	7	2	1		10	5	3	1		12	WYYS	2.5	7	3.9	1.8	1.1		6.5	2.8	2.4	.9		7.2
314	1	20	20	26	37	17	27	33	43	45	3	WHIO FM	8			4				2	1		1		WHIO FM	5			3.7				1.1	8		1.0	
119	5	14	10	11	10	4	9	14	15	9	2	WONE	12		1		2			1	1		1		WONE	.7		6		2.2		.6	.8			1.0	
138	44	18	2		1	21	17	1			34	WTUE	7	2	1				1				3		WTUE	.4	1.4	6				7					1.8
TOTAL LISTENING IN METRO SURVEY AREA												1671	147	180	109	93	85	153	178	126	110	97	166														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

CINCINNATI
SPRING 198

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
1036	103	118	46	34	43	135	149	53	59	55	186	WCIN	1006	103	110	46	34	43	135	131	53	59	55	182	WCIN	8.8	11.8	9.7	5.7	5.2	7.2	15.0	11.1	6.2	8.2	7.8	12.5
804	134	143	15		23	137	112	16		15	209	WBLZ	519	109	85	9		23	70	62	6		15	140	WBLZ	4.6	12.5	7.5	1.1		3.8	7.8	5.2	7		2.1	9.6
1851	12	56	162	154	229	32	57	120	183	244	28	WCKY	1550	12	56	137	123	216	18	48	109	136	210	28	WCKY	13.6	1.4	5.0	17.1	18.8	35.9	2.0	4.1	12.7	18.8	29.9	1.9
2708	618	395	54	33	27	427	340	65	56	7	649	WEBN	2118	436	326	31	33	27	341	284	58	56	7	500	WEBN	18.6	49.8	28.8	3.9	5.0	4.5	37.9	24.0	6.8	7.8	1.0	34.4
240	24		19		21	18	25	20	12	18	39	WHKK	240	24		19		21	18	25	20	12	18	39	WHKK	2.1	2.7		2.4		3.5	2.0	2.1	2.3	1.7	2.6	2.7
3555	164	541	302	176	138	258	536	291	189	199	239	WKRC	2663	114	376	231	143	108	232	367	215	157	142	184	WKRC	23.4	13.0	33.3	28.8	21.8	18.0	25.8	31.0	25.1	21.7	20.2	12.7
4267	575	446	164	27	32	647	626	241	110	40	1359	WKRQ	2763	375	262	82	20	19	462	397	182	66	40	858	WKRQ	24.2	42.9	23.2	10.2	3.1	3.2	51.4	33.6	21.2	9.1	5.7	59.1
6276	286	639	540	540	515	256	588	409	448	449	309	WLW	3390	93	325	262	235	307	129	334	226	271	253	131	WLW	29.8	10.6	28.8	32.6	35.9	51.1	14.3	28.3	26.4	37.5	36.0	9.0
363			62	18	37		9	82	31	32	9	WLYK	342			62	18	37		9	82	24	32	9	WLYK	3.0			7.7	2.7	6.2		.8	9.6	3.3	4.6	6
307	24	37	25	32	26	5	29	5	39	27		*WNOP	295	24	37	25	27	26	5	29	5	32	27		*WNOP	2.6	2.7	3.3	3.1	4.1	4.3	.6	2.5	.6	4.4	3.8	
1747	168	257	127	52	44	243	299	175	121	56	150	WRRM	1462	152	212	92	46	31	225	229	152	90	56	137	WRRM	12.8	17.4	18.8	11.5	7.0	5.2	25.0	19.4	17.7	12.5	8.0	9.4
1338	40	104	191	111	79	56	122	181	131	119	72	WSAI	896	23	50	125	65	54	32	82	126	100	102	23	WSAI	7.9	2.6	4.4	15.6	9.9	9.0	3.6	6.9	14.7	13.9	14.5	1.6
919	92	78	91	17	16	69	125	66	47	75	184	WSAI FM	682	60	53	73	17	7	37	100	47	38	53	138	WSAI FM	6.0	6.9	4.7	9.1	2.6	1.2	4.1	8.5	5.5	5.3	7.5	9.5
522	29	27	39	37	25	69	25	63	79	19	29	WUBE	399	12	17	21	37	12	45	25	40	70	19	20	WUBE	3.5	1.4	1.5	2.6	5.6	2.0	5.0	2.1	4.7	9.7	2.7	1.4
1475	75	186	148	160	63	97	206	176	80	52	96	WUBE FM	894	44	112	104	106	30	65	88	113	55	19	62	WUBE FM	7.8	5.0	9.9	13.0	16.2	5.0	7.2	7.4	13.2	7.6	2.7	4.3
2544	64	136	292	165	293	51	149	293	204	273	131	WWEZ	1850	47	84	190	131	235	32	134	213	158	221	57	WWEZ	16.2	5.4	7.4	23.7	20.0	39.1	3.6	11.3	24.9	21.9	31.4	3.9

513	12	34	57	104	37	18	29	47	46	43	18	WPFB	226	12	26	10	46	14	18	16	29	24	20		WPFB	2.0	1.4	2.3	1.2	7.0	2.3	2.0	1.4	3.4	3.3	2.8	
2348	210	291	116	31	13	421	397	174	48	21	582	WSKS	1087	81	144	51	8	7	150	194	86	24	7	308	WSKS	9.5	9.3	12.7	6.4	1.2	1.2	16.7	16.4	10.0	3.3	1.0	21.2
2161	179	263	71	27	7	212	439	146	60	29	728	WYYS	1234	68	122	54	27	7	118	259	95	40	29	415	WYYS	10.8	7.8	10.8	6.7	4.1	1.2	13.1	21.9	11.1	5.5	4.1	28.6

3261	31	240	315	234	307	200	305	283	336	352	110	WHIO FM	194			32	8	7		25	28	25	27	11	WHIO FM	1.7			4.0	1.2	1.2		2.1	3.3	3.5	3.8	.8
2069	90	165	227	233	159	124	188	223	147	127	139	WONE	183		9	10	30	5	9	17	29		13		WONE	1.6		8	1.2	4.6	8	1.0	1.4	3.4		1.8	
2095	504	284	48	40	14	354	272	53	20		506	WTUE	179	35	28				37	17	10			52	WTUE	1.6	4.0	2.5				4.1	1.4	1.2			3.6

TOTAL LISTENING IN METRO SURVEY AREA													10654	840	1075	738	587	552	841	1143	826	657	642	1418		93.5	96.0	95.1	91.9	89.6	91.8	93.5	96.7	96.4	91.0	91.3	97.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

CLEVELAND
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
39		4	12	3	2	1	3	3	3	5	1	*WABQ	39		4	12	3	2	1	3	3	5	1	*WABQ	1.5		1.6	7.5	2.0	1.4	.5	1.1	1.6	1.6	2.4	.4			
11		2			1	1	2	1	1			WBBG	9		1			1		2	1	1		WBBG	.4		.4			7		.7	.5						
74	1	8	7	14	10	1	5	7	1	11		WCLV	55		7	6	11	7	1	4	3	1	6	WCLV	2.2		2.9	3.7	7.2	4.8	.5	1.5	1.6	.5	2.9				
93	7	3	8	7	5	2	2	12	16	8		WDBN	29			3	2	1		2	8	9	1	WDBN	1.1			1.9	1.3	7		.7	4.2	4.9	.5				
119	17	18	4	3	2	22	20	9	3	2	19	WDMT	71	12	9	3	1		15	14	4	2	11	WDMT	2.8	5.3	3.7	1.9	7		7.3	5.2	2.1	1.1		4.8			
275	6	6	14	22	28	12	12	33	26	45	3	WDOK	215	6	5	9	18	23	7	8	24	22	36	3	WDOK	8.4	2.7	2.0	5.6	11.8	15.8	3.4	3.0	12.7	11.9	17.6	1.3		
158	1	4	9	16	19		11	9	15	21		WERE	155		4	9	15	19		11	9	15	21	WERE	6.1		1.6	5.6	9.8	13.0		4.1	4.8	8.1	10.2				
212	17	49	12	2	11	11	40	19	19	11	12	WGAR	131	4	31	9	1	8	4	19	13	17	10	6	WGAR	5.1	1.8	12.7	5.6	.7	5.5	1.9	7.1	6.9	9.2	4.9	2.6		
345	60	33	16	5		49	40	18	11	1	112	WGCL	160	33	18	4	2		17	24	7	7	48	WGCL	6.3	14.7	7.4	2.5	1.3		8.3	9.0	3.7	3.8		21.1			
234	1	12	19	23	21	1	23	21	25	40	2	WHK	195	1	8	17	17	18		21	16	24	36	2	WHK	7.6	.4	3.3	10.6	11.1	12.3		7.9	8.5	13.0	17.6	.9		
60	3	2	7	5	1	4	12	5	3	3	13	WJMO	60	3	2	7	5	1	4	12	5	3	3	13	WJMO	2.4	1.3	.8	4.3	3.3	.7	1.9	4.5	2.6	1.6	1.5	5.7		
107		1	3	8	18	1	1	10	11	19	2	WJW	92		1	2	6	17	1	1	8	10	14	2	WJW	3.6		.4	1.2	3.9	11.6	.5	.4	4.2	5.4	6.8	.9		
162	6	14	14	18	13	20	15	20	14	11	10	WKSW	87	1	11	6	12	8	11	10	9	5	4	3	WKSW	3.4	.4	4.5	3.7	7.8	5.5	5.3	3.7	4.8	2.7	2.0	1.3		
98	22	7	1			12	8	2	1	1	42	WLYT	92	20	6	1			11	8	2	1	1	40	WLYT	3.6	8.9	2.5	.6			5.3	3.0	1.1	.5	.5	17.5		
527	170	89	4	3	3	105	43	6	5	1	95	WMMS	267	86	47	1	2	3	51	22	4	3	1	44	WMMS	10.5	38.2	19.3	.6	1.3	2.1	24.8	8.2	2.1	1.6	.5	19.3		
280	3	17	27	41	26	4	10	31	35	34	1	WOAL	203	3	14	21	26	17	4	6	21	26	27	1	WOAL	8.0	1.3	5.7	13.0	17.0	11.6	1.9	2.2	11.1	14.1	13.2	4		
27			2		2			11		1		*WSUM	27			2		2						1	*WSUM	1.1			1.2		1.4			5.8		5			
239	17	37	45	15	13	9	24	15	10	12	10	WWWE	145	6	19	28	9	7	5	16	5	6	10	5	WWWE	5.7	2.7	7.8	17.4	5.9	4.8	2.4	6.0	2.6	3.2	4.9	2.2		
140	49	24	3	3	1	22	17	1	1		19	WWWM	79	24	16	1	2	1	15	10		1	9	WWWM	3.1	10.7	6.6	.6	1.3	.7	7.3	3.7		.5		3.9			
99	12	15	1	3	1	13	15	6	2	1	29	WZAK	74	10	10		2	1	11	12	3		1	23	WZAK	2.9	4.4	4.1		1.3	.7	5.3	4.5	1.6		5	10.1		
271	39	44	12	9	3	57	64	13	9	6	15	WZZP	157	8	20	8	6		39	44	11	7	4	10	WZZP	6.2	3.6	8.2	5.0	3.9		18.9	16.5	5.8	3.8	2.0	4.4		
114		8	8	5	9	1	9	10	8	12	4	WAKR	11		2	1				3	1	1			WAKR	.4		.8	6			1.1	.5	.5					
53		1	2	6	4	2	1	2	9	12		WCUE	20				3		1			4	6		WCUE	.8			2.0		.5			2.2	2.9				
56	10	15	2	2	3	9	13		1	1		WKDD	20	3	4			3	5	5					WKDD	.8	1.3	1.6		2.1	2.4	1.9							
TOTAL LISTENING IN METRO SURVEY AREA													2550	225	244	161	153	146	206	267	189	185	205	228															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CLEVELAND
SPRING 198

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
409		70	55	26	17	7	59	56	52	27	22	*WABQ	402		63	55	26	17	7	59	56	52	27	22	*WABQ	2.6		4.2	4.9	2.5	1.9	.6	3.7	4.7	4.6	2.7	1.1										
579	28	108	47	13	49	33	83	32	51	8	22	WBBG	467	28	94	41	13	24	26	75	28	29	8	11	WBBG	3.0	2.5	6.3	3.7	1.2	2.7	2.2	4.7	2.4	2.6	.8	.6										
1225	22	237	91	134	97	55	143	87	41	112	14	WCLV	942		185	62	107	67	40	116	63	31	86	8	WCLV	6.0		12.4	5.6	10.2	7.4	3.3	7.3	5.3	2.7	8.5	.4										
1269	54	39	98	147	111	13	60	142	174	140	11	WDBN	362		12	43	34	19		41	54	58	34		WDBN	2.3		8	3.9	3.2	2.1		2.6	4.6	5.1	3.4											
1821	267	256	64	39	21	288	276	140	51	35	384	WDMT	1094	169	135	30	22	6	170	177	71	45	14	255	WDMT	7.0	15.1	9.0	2.7	2.1	.7	14.1	11.2	6.0	4.0	1.4	13.1										
3612	101	215	264	320	320	91	232	455	340	440	134	WDOK	2704	101	181	136	217	254	47	150	305	276	367	90	WDOK	17.2	9.0	12.1	12.2	20.7	28.2	3.9	9.5	25.7	24.5	36.4	4.6										
2428	65	151	235	276	309		128	136	221	240	33	WERE	2308	44	144	229	253	291		119	131	216	229	26	WERE	14.7	3.9	9.6	20.6	24.1	32.3		7.5	11.1	19.1	22.7	1.3										
4110	281	700	252	122	154	405	733	331	231	188	491	WGAR	2247	86	341	154	61	99	199	367	208	149	141	267	WGAR	14.3	7.7	22.8	13.8	5.8	11.0	16.5	23.2	17.6	13.2	14.0	13.7										
5755	788	643	248	121	3	958	669	326	207	35	1732	WGCL	2934	385	322	118	100		468	351	193	114	17	841	WGCL	18.7	34.4	21.5	10.6	9.5		38.8	22.2	16.3	10.1	1.7	43.3										
2583	32	186	237	270	247	43	256	245	261	292	72	WHK	2001	32	142	200	201	208	13	187	157	213	264	35	WHK	12.7	2.9	9.5	18.0	19.2	23.1	1.1	11.8	13.2	18.9	26.2	1.8										
942	44	75	55	62	38	92	139	101	50	77	139	WJMO	932	44	69	55	62	38	92	135	101	50	77	139	WJMO	5.9	3.9	4.6	4.9	5.9	4.2	7.6	8.5	8.5	4.4	7.6	7.2										
1721	12	77	115	163	176	55	35	133	157	242	53	WJW	1278	12	37	74	99	152	40	26	85	146	171	44	WJW	8.1	1.1	2.5	6.7	9.4	16.9	3.3	1.6	7.2	12.9	17.0	2.3										
1898	100	193	184	147	108	115	240	241	190	88	216	WKSX	1078	45	133	114	81	69	61	157	119	114	35	88	WKSX	6.9	4.0	8.9	10.3	7.7	7.6	5.1	9.9	10.0	10.1	3.5	4.5										
2201	393	123	30	29		340	150	102	28	17	964	WLYT	1934	350	117	23	29		289	143	92	28	17	821	WLYT	12.3	31.3	7.8	2.1	2.8		24.0	9.0	7.8	2.5	1.7	42.3										
6967	1581	1062	146	93	51	1383	696	185	173	45	1460	WMMS	3384	693	567	32	68	26	693	255	96	120	33	709	WMMS	21.5	62.0	37.9	2.9	6.5	2.9	57.5	16.1	8.1	10.6	3.3	36.5										
3239	62	181	247	346	339	96	174	340	388	380	95	WQAL	2422	62	133	183	273	251	76	123	240	287	299	36	WQAL	15.4	5.5	8.9	16.5	26.0	27.8	6.3	7.8	20.3	25.4	29.7	1.9										
208		20	31	2	9	15	19	51	15	5	11	*WSUM	204		20	31	2	9	15	19	47	15	5	11	*WSUM	1.3		1.3	2.8	2	1.0	1.2	1.2	4.0	1.3	5	.6										
4855	261	824	588	320	322	326	531	282	249	171	431	WWWE	2747	150	413	327	191	226	158	272	163	159	122	163	WWWE	17.5	13.4	27.6	29.4	18.2	25.1	13.1	17.2	13.8	14.1	12.1	8.4										
3104	868	375	66	23	26	732	317	66	19	5	581	WWWB	1926	495	257	21	6	9	514	191	26	5	2	374	WWWB	12.3	44.3	17.2	1.9	6	1.0	42.6	12.1	2.2	.4	.2	19.2										
1594	165	160	59	69	63	219	219	88	54	44	343	WZAK	1124	137	103	46	33	28	181	162	63	17	29	250	WZAK	7.2	12.3	6.9	4.1	3.1	3.1	15.0	10.2	5.3	1.5	2.9	12.9										
3777	385	642	231	123	47	686	663	254	142	100	472	WZZP	2276	165	389	146	67	9	395	484	187	80	63	265	WZZP	14.5	14.8	26.0	13.1	6.4	1.0	32.8	30.6	15.8	7.1	6.3	13.6										
2004	4E	193	168	119	146	62	195	189	164	182	113	WAKR	215		23	22	12		27	32	18	37	8	9	WAKR	1.4		1.5	2.0	1.1		2.2	2.0	1.5	3.3	8	5										
703	1B	42	19	68	52	47	39	31	139	80	20	WCUE	214		11	35			12	8		49	25	8	WCUE	1.4		7		3.3		1.0	.5		4.3	2.5	.4										
1057	19E	234	36	27	15	208	208	20	36	26	44	WKDD	354	45	76			9	99	78		10	13	24	WKDD	2.3	4.0	5.1			1.0	8.2	4.9		.9	1.3	1.2										
TOTAL LISTENING IN METRO SURVEY AREA												14755	1070	1407	1086	949	847	1145	1503	1126	1039	970	1888													93.9	95.7	94.1	97.7	90.6	93.9	94.9	94.9	95.0	92.1	96.2	97.2

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

COLORADO SPRINGS
SPRING 198

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
131	23	15	21	3	3	30	9	5	3	22	KIIO	131	23	15	21	3	30	9	5	3	22	KIIO	5.2	5.8	5.4	10.9	2.3	12.7	3.1	2.6	3.0	7.4					
402	80	52	23	3	3	34	58	27	6	5	106	KIIO FM	272	59	39	19	12	35	25	3	3	69	10.7	15.0	14.1	9.8	3.4	5.1	12.1	12.9	2.3	3.0	23.2				
502	103	62	34	6	3	64	62	27	6	8	122	TOTAL	372	82	49	30	3	42	39	25	3	6	85	14.7	20.8	17.8	15.5	2.3	3.4	17.7	13.4	12.9	2.3	5.9	28.6		
861	231	139	32	10		140	81	26	10	2	183	KILO	599	160	111	32	5	102	60	20	6	103	23.6	40.6	40.2	16.6	3.9	43.0	20.7	10.3	4.6		34.7				
78	12		11	7		18	5	5	6		9	*KKCS	78	12		11	7	18	5	5	6	9	3.1	3.0		5.7	5.5	7.6	1.7	2.6	4.6		3.0				
280	59	20	37	15	5	24	23	25	16	15	26	KKCS FM	277	59	20	37	15	24	23	25	16	14	26	10.9	15.0	7.2	19.2	11.7	3.4	10.1	7.9	12.9	12.2	13.9	8.8		
456	85	49	41	10	7	60	76	33	9	4	66	KKFM	350	82	23	32	7	48	50	30	5	3	47	13.8	20.8	8.3	16.6	5.5	7.9	20.3	17.2	15.5	3.8	3.0	15.8		
72	12	15				6	21	1	5	7	5	*KPIK	71	12	15			6	21		5	7	5	2.8	3.0	5.4			2.5	7.2		3.8	6.9	1.7			
450	47	62	27	17	26	30	61	45	33	26	39	KRDO	429	47	62	27	17	30	59	45	33	24	32	16.9	11.9	22.5	14.0	13.3	25.8	12.7	20.3	23.2	25.2	23.8	10.8		
639	47	34	40	69	56	14	41	81	65	75	27	KRDO FM	460	47	28	21	49	12	35	70	48	48	24	18.1	11.9	10.1	10.9	38.3	37.1	5.1	12.1	36.1	36.6	47.5	8.1		
1011	187	108	59	9	7	168	134	68	13	8	227	KSPZ	770	164	88	48		138	98	55	8	7	146	30.3	41.6	31.9	24.9		3.4	58.2	33.8	28.4	6.1	6.9	49.2		
564	59	52	57	43	19	48	65	55	39	20	51	KSSS	551	59	52	57	35	48	64	55	39	20	51	21.7	15.0	18.8	29.5	27.3	19.1	20.3	22.1	28.4	29.8	19.8	17.2		
532	35	44	53	52	30	18	30	30	39	42	41	KVOR	505	35	44	53	52	18	27	30	35	41	35	19.9	8.9	15.9	27.5	40.6	33.7	7.6	9.3	15.5	26.7	40.6	11.8		
127	12	15	11	9	6	12	18	5	9	7	3	KWYD	119	12	15	11	5	12	18	5	8	7	3	4.7	3.0	5.4	5.7	3.9	3.4	5.1	6.2	2.6	6.1	6.9	1.0		
626	109	34	37	12	7	126	64	27	21	10	164	KYSN	616	105	34	37	10	126	64	25	19	10	164	24.3	26.6	12.3	19.2	7.8	7.9	53.2	22.1	12.9	14.5	9.9	55.2		
165	12	48	11	7	3	5	43	6	1	7	15	KHOW	96	12	29	11	7		23			3	3	3.8	3.0	10.5	5.7	5.5	3.4		7.9			3.0	1.0		
310	23	31	37	13	16	22	35	36	15	17	18	KLZ	158	19	11	23	3	10	15	20	9	10	8	6.2	4.8	4.0	11.9	2.3	7.9	4.2	5.2	10.3	6.9	9.9	2.7		
619	15	36	72	57	54	14	41	45	40	62	22	KOA	369	12	29	48	35	12	27	35	26	43	5	14.5	3.0	10.5	24.9	27.3	33.7	5.1	9.3	18.0	19.8	42.6	1.7		
65	12	10	5		10		5	5	2	7		KVOD	63	12	10	5			5	5		7		2.5	3.0	3.6	2.6		11.2		1.7	2.6		6.9			
332	12	19	25	22	45	6	33	31	26	37	13	KYNR	211	12	15	16	12	6	27	20	17	24	8	8.3	3.0	5.4	8.3	9.4	25.8	2.5	9.3	10.3	13.0	23.8	2.7		
192	15	43	12	3	2	21	42	13	16	7	16	KZLO	42		5	5			14	5	8		5	1.7		1.8	2.6			4.8	2.6	6.1		1.7			
TOTAL LISTENING IN METRO SURVEY AREA												2460	382	266	188	123	86	237	280	194	128	97	292	96.9	97.0	96.4	97.4	96.1	96.6	99.9	96.6	99.9	97.7	96.0	98.3		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
8		1		1	2	1				1		8		1		1	2	1			1		8		1.7		1.6		4.2	8.7	1.9					4.0			
15	7	2				1	1	2			1	14	7	2			1	1	2				14		3.0	9.3	3.2		4.3	1.9	3.8								
161	17	17	19	12	10	13	18	17	16	10	6	91	7	12	8	6	8	6	13	6	12	6	3	91	19.2	9.3	19.4	26.7	25.0	34.8	11.5	25.0	20.0	50.0	24.0	7.5			
71	2	8	4	5	8	3	4	7	4	7	4	59	2	8	3	5	4	3	4	6	4	7	2	59	12.4	2.7	12.9	10.0	20.8	17.4	5.8	7.7	20.0	16.7	28.0	5.0			
3						1	1				3						1	1					3		.6				1.9	1.9									
124	31	16	4	1		24	13	7	1	1	26	99	22	14	3	1		21	11	7	1	1	18	99	20.9	29.3	22.6	10.0	4.2		40.4	21.2	23.3	4.2	4.0	45.0			
38	6	2	3	1	2	6	4	2	1	2	4	34	5	2	3	1	2	6	3	2	1	2	4	34	7.2	6.7	3.2	10.0	4.2	8.7	11.5	5.8	6.7	4.2	8.0	10.0			
7		1	2				1				5				2								5		1.1			6.7							4.0				
23	2	2	2	1	2		2	2	2	4		21		2	2	1	2		2	2	2	4		21	4.4		3.2	6.7	4.2	8.7		3.8	6.7	8.3	16.0				
28		4	3	4	2	1	2	2	3	2		28		4	3	4	2	1	2	2	3	2		28	5.9		6.5	10.0	16.7	8.7	1.9	3.8	6.7	12.5	8.0				
47	16	7	2		1	7	6	1			7	42	15	7	1		1	6	6	1			5	42	8.9	20.0	11.3	3.3		4.3	11.5	11.5	3.3		12.5				
12	1	2	1			1	1		2	1		5	1	1				1	1					5	1.1	1.3	1.6			1.9	1.9								
92	22	3	6	7	1	8	12	6	1	1	24	35	12	3	2	1		3	4	2			8	35	7.4	16.0	4.8	6.7	4.2		5.8	7.7	6.7		20.0				
TOTAL LISTENING IN METRO SURVEY AREA											474	75	62	30	24	23	52	52	30	24	25	40																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
184	7	21	5	33	16	14	12	14	11	14	3	*WCAY	184	7	21	5	33	16	14	12	14	11	14	3	*WCAY	5.6	1.6	5.9	2.3	18.4	12.0	4.5	3.5	6.1	5.9	8.9	1.8
282	64	48	16		10	26	36	19	9	13	19	WCOS	239	64	48	9	10	26	36	3	3	6	12	WCOS	7.3	14.2	13.4	4.1		7.5	8.4	10.4	1.3	1.6	3.8	3.1	
1616	149	199	155	101	72	177	199	148	89	78	107	WCOS FM	954	102	129	86	63	45	102	119	81	59	47	57	WCOS FM	29.2	22.7	36.0	38.9	35.2	33.8	33.0	34.3	35.1	31.6	29.9	14.6
1219	100	118	104	102	87	58	84	88	89	78	125	WIS	929	77	118	82	78	48	58	64	73	89	52	51	WIS	28.5	17.1	33.0	37.1	43.6	36.1	18.8	18.4	31.6	47.6	33.1	13.0
188	23	26	5	3	6	49	38	9		3	21	WNOK	166	23	17	5	3	6	36	38	9	3	21	WNOK	5.1	5.1	4.7	2.3	1.7	4.5	11.7	11.0	3.9		1.9	5.4	
1501	321	229	49	15	6	214	174	97	40	16	330	WNOK FM	1087	231	150	42	9	6	156	138	89	22	16	218	WNOK FM	33.3	51.3	41.9	19.0	5.0	4.5	50.5	39.8	38.5	11.8	10.2	55.8
749	140	52	47	48	28	68	83	35	31	25	130	WOIC	638	113	52	47	37	22	68	54	35	24	25	117	WOIC	19.6	25.1	14.5	21.3	20.7	16.5	22.0	15.6	15.2	12.8	15.9	29.9
123	9	14	20	10		4	14	7	6	2		*WQXL	106	9	4	20	10		4	7	7	6	2	*WQXL	3.2	2.0	1.1	9.0	5.6		1.3	2.0	3.0	3.2	1.3		
363	28	44	41	24	44	5	41	26	27	37	16	WSCQ	305	8	44	41	24	24	5	36	26	23	28	16	WSCQ	9.3	1.8	12.3	18.6	13.4	18.0	1.6	10.4	11.3	12.3	17.8	4.1
357	22	42	26	44	31	15	23	22	36	32	9	WXRY	348	22	42	26	35	31	15	23	22	36	32	9	WXRY	10.7	4.9	11.7	11.8	19.6	23.3	4.9	6.6	9.5	19.3	20.4	2.3
761	212	90	34	8	3	102	83	23	11		178	WZLD	626	176	90	28	8	3	84	83	23	11		103	WZLD	19.2	39.1	25.1	12.7	4.5	2.3	27.2	23.9	10.0	5.9		26.3
219	24	31	18	9		13	19		25	15	20	WPJS	102	24	21	5	9		13	12		9		WPJS	3.1	5.3	5.9	2.3	5.0		4.2	3.5		4.8			
1062	235	57	70	49	17	109	114	92	42	13	231	*WWDW	557	140	48	43	26	7	59	55	35	18	6	113	*WWDW	17.1	31.1	13.4	19.5	14.5	5.3	19.1	15.9	15.2	9.6	3.8	28.9
TOTAL LISTENING IN METRO SURVEY AREA												3116	443	349	213	169	126	303	335	224	175	148	379	95.5 98.4 97.5 96.4 94.4 94.7 98.1 96.5 97.0 93.6 94.3 96.9													

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %
58	20	7	2			7	6		1		15	WCGQ	38	18	6	1				4	3		6	WCGQ	11.9	34.6	17.6	6.7			11.4	7.0				20.7				
6			1				1	1	1	1		WCLS	5			1					1	1		WCLS	1.6			6.7				2.3	4.3		5.6					
54	8	7	3	6	1	6	6	2	5	1	3	WDAK	40	7	5	2	4	1	2	6	2	3	1	2	WDAK	12.5	13.5	14.7	13.3	36.4	7.1	5.7	14.0	8.7	17.6	5.6	6.9			
51		8	2	2	4	4	9	8	5	3		WEIZ	38		8	1	2	4	2	5	5	4	3		WEIZ	11.9		23.5	6.7	18.2	28.6	5.7	11.6	21.7	23.5	16.7				
61	14	5	2		1	16	7	3	1	2	9	WFXE	48	11	5	2		1	11	7	2	1	2	6	WFXE	15.0	21.2	14.7	13.3		7.1	31.4	16.3	8.7	5.9	11.1	20.7			
16			2		1	1	5	2		1		*WHYD	13			2		1	1	4	1		1	*WHYD	4.1			13.3		7.1	2.9	9.3	4.3		5.6					
59	6	1	2	2	4	5	6	4	6	7	10	WOKS	58	6	1	2	2	4	5	6	4	6	7	10	WOKS	18.2	11.5	2.9	13.3	18.2	28.6	14.3	14.0	17.4	35.3	38.9	34.5			
41	5	5	3	1	2	4	4	5	5	2	2	WPNX	35	5	5	3		1	3	4	5	2	2	2	WPNX	11.0	9.6	14.7	20.0		7.1	8.6	9.3	21.7	11.8	11.1	6.9			
18	3	1			2			1		4	1	WRCG	12	1	1			2					1	1	WRCG	3.8	1.9	2.9			14.3					5.6	3.4			
84	10	6	3	2	2	14	25	2	3	3	11	WVOC	28	4	3	1	1		7	6	2	1	2	2	WVOC	8.8	7.7	8.8	6.7	9.1		20.0	14.0	8.7	5.9		6.9			
TOTAL LISTENING IN METRO SURVEY AREA												319	52	34	15	11	14	35	43	23	17	18	29																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
823	207	115	39	4	4	90	80	21	29	11	203	WCGQ	452	157	55	15	4	4	55	41	15	17	2	85	WCGQ	23.1	46.7	26.1	12.5	4.2	5.1	32.2	20.0	10.9	16.0	2.1	37.0										
134			12	8	4	13	19	15	18	15	9	WCLS	126			12	8	4	13	19	15	10	15	9	WCLS	6.4			10.0	8.4	5.1	7.6	9.3	10.9	9.4	15.8	3.9										
700	122	85	30	57	34	51	62	34	57	25	76	WDAK	554	107	65	26	45	23	25	62	34	46	25	52	WDAK	28.3	31.8	30.8	21.7	47.4	29.5	14.6	30.2	24.8	43.4	26.3	22.6										
510	30	59	38	27	25	22	56	58	42	48	19	WEIZ	307	11	48	21	21	25	7	39	31	24	27	15	WEIZ	15.7	3.3	22.7	17.5	22.1	32.1	4.1	19.0	22.6	22.6	28.4	6.5										
625	142	51	26	20	12	86	49	49	15	16	121	WFEX	465	113	51	26	12	12	63	49	30	10	11	85	WFEX	23.7	33.6	24.2	21.7	12.6	15.4	36.8	23.9	21.9	9.4	11.6	37.0										
221	13	15	14	12	13	15	26	22	11	21	10	WHYD	168	13	15	14	6	8	15	19	13	11	12	10	WHYD	8.6	3.9	7.1	11.7	6.3	10.3	8.8	9.3	9.5	10.4	12.6	4.3										
496	66	28	16	28	30	70	44	38	27	41	71	WOKS	472	66	28	16	23	30	59	44	38	27	41	71	WOKS	24.1	19.6	13.3	13.3	24.2	38.5	34.5	21.5	27.7	25.5	43.2	30.9										
437	43	34	38	32	33	50	34	21	41	23	31	WPNX	354	43	34	38	15	23	36	34	21	19	15	31	WPNX	18.1	12.8	16.1	31.7	15.8	29.5	21.1	16.6	15.3	17.9	15.8	13.5										
306	62	40	8	16	38	13	20	19	17	20	17	WRCG	247	51	40	8	8	18	13	20	14	17	11	17	WRCG	12.6	15.2	19.0	6.7	8.4	23.1	7.6	9.8	10.2	16.0	11.6	7.4										
1184	186	29	50	47	25	132	161	58	55	43	198	WVOC	434	121	44	21	15	3	67	47	17	14	6	65	WVOC	22.1	36.0	20.9	17.5	15.8	3.8	39.2	22.9	12.4	13.2	6.3	28.3										
TOTAL LISTENING IN METRO SURVEY AREA												1883	336	206	120	88	73	171	205	128	106	87	222													96.1	99.9	97.6	99.9	92.6	93.6	99.9	99.9	93.4	99.9	91.6	96.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

COLUMBUS, OH
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17														
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64															
22	5	8	3	1	1							22	5	8	3	1	1								22	5	8	3	1	1																					
97	8	14	16	6	3	6	14	7	6	4	3	88	8	14	12	4	3	6	12	7	6	4	3	WBNS	88	8	14	12	4	3	6	12	7	6	4	3	WBNS	6.3	5.2	8.0	11.5	5.9	5.9	3.7	8.6	6.7	7.2	5.2	2.4		
125	1	9	14	14	8	7	6	14	15	14	1	109	1	8	14	9	6	7	5	12	12	13	1	WBNS FM	109	1	8	14	9	6	7	5	12	12	13	1	WBNS FM	7.8	6	4.6	13.5	13.2	11.8	4.3	3.6	11.4	14.5	16.9	.8		
116	1	3	4	14	11	8	3	11	18	15	3	111	1	3	2	13	11	7	3	11	18	15	3	WCOL	111	1	3	2	13	11	7	3	11	18	15	3	WCOL	7.9	.6	1.7	1.9	19.1	21.6	4.3	2.1	10.5	21.7	19.5	2.4		
16		2			1				1			15		2			1		1		3	2		*WHOK	15		2			1		1		3	2		*WHOK	1.1		1.1			2.0		.7	3.6	2.6				
95	12	8	12	8	7	3	6	10	4	5	4	65	10	6	8	4	6		6	5	4	2	3	WHOK FM	65	10	6	8	4	6		6	5	4	2	3	WHOK FM	4.6	6.5	3.4	7.7	5.9	11.8		4.3	4.8	4.8	2.6	2.4		
276	74	45	4	1		67	24	6	2	2	51	223	58	39	4	1		60	16	5	1	1	38	WLVQ	223	58	39	4	1		60	16	5	1	1	38	WLVQ	15.9	37.4	22.4	3.8	1.5		37.3	11.4	4.8	1.2	1.3	29.9		
107	3	3	19	5	5	3	8	12	9	12	1	94	2	3	15	5	5	2	8	11	8	10	1	WMNI	94	2	3	15	5	5	2	8	11	8	10	1	WMNI	6.7	1.3	1.7	14.4	7.4	9.8	1.2	5.7	10.5	9.6	13.0	.8		
236	25	55	9	1	1	45	39	17	5	3	33	140	16	27	6		1	31	29	12	3	2	11	WNCI	140	16	27	6		1	31	29	12	3	2	11	WNCI	10.0	10.3	15.5	5.8		2.0	19.3	20.7	11.4	3.6	2.6	8.7		
1												1												*WNRE	1																										
10			1									10												1	*WNRE FM	10			1									1	*WNRE FM	7			1.0						2.9		1.3
11			1									11			1									1	*WNRE FM TOTAL	11			1									1	*WNRE FM TOTAL	8			1.0						2.9		1.3
32	1	2	5			7	1	4		2	2	6	1	2									1	*WRFD	6	1	2									1	*WRFD	4	6	1.1					7				1.3		
56		7	7	2	7		4	3	8	4	1	48		7	7	2	6		4	3	6	3	1	WRMZ	48		7	7	2	6		4	3	6	3	1	WRMZ	3.4		4.0	6.7	2.9	11.8		2.9	2.9	7.2	3.9			
192	14	39	16	11	9	9	22	15	11	15	2	103	11	15	10	7	3	5	11	12	4	10	1	WTVN	103	11	15	10	7	3	5	11	12	4	10	1	WTVN	7.3	7.1	8.6	9.6	10.3	5.9	3.1	7.9	11.4	4.8	13.0	.8		
33	3	4	1	1	1	3	6	2	3	1	6	31	2	4	1	1	1	3	6	2	3	1	5	*WVVO	31	2	4	1	1	1	3	6	2	3	1	5	*WVVO	2.2	1.3	2.3	1.0	1.5	2.0	1.9	4.3	1.9	3.6	1.3	3.9		
48	8	7	2		1	6	8	2	2	2	10	47	8	7	2		1	6	8	2	2	2	9	WVVO FM	47	8	7	2		1	6	8	2	2	2	9	WVVO FM	3.4	5.2	4.0	1.9		2.0	3.7	5.7	1.9	2.4	2.6	7.1		
175	24	15	5			48	17	11			55	151	23	15	5			30	17	11			50	WXGT	151	23	15	5			30	17	11			50	WXGT	10.8	14.8	8.6	4.8			18.6	12.1	10.5			39.4		
52	3	4	6	7	8	3	3	1	2	4	1	16		2	5	2							2	WLW	16		2	5	2							2	WLW	1.1		1.1	4.8	2.9							2.6		

TOTAL LISTENING IN METRO SURVEY AREA 1402 155 174 104 68 51 161 140 105 83 77 127

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

COLUMBUS, OH
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %				
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54
419	75	95	42	18	33			95	5	29		7	WBBY	392	75	95	42	18	33			81	5	29		7	WBBY	4.4	8.9	9.7	6.6	3.7	8.1			8.1	8	5.5			7
2103	143	284	197	187	79	174	297	133	93	107	126	WBNS	1872	143	284	143	115	61	174	283	133	93	96	114	WBNS	21.0	16.9	29.0	22.4	23.3	15.1	20.0	28.2	20.3	17.6	20.2	10.9				
1872	27	158	196	141	174	57	137	186	212	177	77	WBNS FM	1488	27	111	186	99	139	57	104	156	159	147	44	WBNS FM	16.7	3.2	11.3	29.2	20.1	34.3	6.5	10.4	23.9	30.2	30.9	4.2				
1688	37	92	110	180	147	151	129	135	182	159	59	WCOL	1477	37	81	84	113	127	138	122	125	174	159	59	WCOL	16.5	4.4	8.3	13.2	22.9	31.4	15.8	12.2	19.1	33.0	33.4	5.6				
325	12	25	15	21	43	9	26	15	43	27		*WHOK	281	12	25		10	43	9	26	15	43	27		*WHOK	3.1	1.4	2.5		2.0	10.6	1.0	2.6	2.3	8.2	5.7					
1191	102	63	197	66	74	56	67	142	60	87	93	WHOK FM	651	88	42	84	25	61	9	60	67	50	47	31	WHOK FM	7.3	10.4	4.3	13.2	5.1	15.1	1.0	6.0	10.2	9.5	9.9	3.0				
3300	769	460	81	46	25	613	261	149	45	32	770	WLVQ	2329	525	345	73	28		448	198	116	27	24	496	WLVQ	26.1	62.2	35.2	11.5	5.7		51.4	19.8	17.7	5.1	5.0	47.3				
1505	72	92	206	102	60	57	160	136	136	130	59	WMNI	1227	56	92	141	81	60	34	139	103	118	103	36	WMNI	13.7	6.6	9.4	22.1	16.4	14.8	3.9	13.9	15.7	22.4	21.6	3.4				
3939	426	679	202	46	20	627	592	304	104	49	774	WNCI	2199	199	419	129	7	20	339	407	181	79	36	328	WNCI	24.6	23.6	42.7	20.3	1.4	4.9	38.9	40.6	27.7	15.0	7.6	31.3				
53										9		*WNRE	53													*WNRE	6										1.9				
164										17		*WNRE FM	164													*WNRE FM	1.8										3.6				
164										17		TOTAL	164													TOTAL	1.8										3.6				
673	30	64	23	27	65	63	89	32	63	23	24	*WRFD	269	14	40		17	21		46	16	29	15	24	*WRFD	3.0	1.7	4.1		3.4	5.2		4.6	2.4	5.5	3.2	2.3				
745		57	39	59	82	11	50	44	68	71	30	WRMZ	594		57	28	52	57	11	50	31	62	60	7	WRMZ	6.7		5.8	4.4	10.5	14.1	1.3	5.0	4.7	11.8	12.6	7				
3287	175	471	240	286	191	237	502	242	169	197	218	WTVN	1956	100	266	172	179	106	128	274	168	97	153	100	WTVN	21.9	11.8	27.1	27.0	36.3	26.2	14.7	27.3	25.7	18.4	32.1	9.5				
550	46	47	29	20	15	53	73	42	30	15	158	*WVVO	515	31	47	29	20	15	53	64	42	30	15	147	*WVVO	5.8	3.7	4.8	4.6	4.1	3.7	6.1	6.4	6.4	5.7	3.2	14.0				
719	65	98	39	10	15	80	95	40	25	21	207	WVVO FM	685	50	98	39	10	15	80	86	40	25	21	197	WVVO FM	7.7	5.9	10.0	6.1	2.0	3.7	9.2	8.6	6.1	4.7	4.4	18.8				
2726	382	246	87	35	10	567	296	188	36		862	WXGT	2146	299	218	79	17		370	262	180	29		675	WXGT	24.0	35.4	22.2	12.4	3.4		42.5	26.1	27.5	5.5		64.4				
1358	68	149	124	179	98	49	141	59	83	108	53	WLW	503		46	79	73	18	10	44	16	27	60	9	WLW	5.6		4.7	12.4	14.8	4.4	1.1	4.4	2.4	5.1	12.6	9				
TOTAL LISTENING IN METRO SURVEY AREA													8429	802	970	611	456	346	831	986	609	502	463	1031	94.4	95.0	98.9	95.9	92.5	85.4	95.4	98.4	93.1	95.3	97.3	98.4					

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON

Average Quarter-Hour Listening Estimates

CORPUS CHRISTI
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT PERS 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12- 17 %
	18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64	
26	1	4	4		1	3	3	4	1		2	*KCCT	21	1	4	2		1	3	3	1	1		2	*KCCT	5.5	3.3	11.8	6.9		5.9	8.1	7.0	3.2	4.5	3.3	
5								2	3			*KCTA	3												*KCTA	8								13.6			
13	1	4	2	1		3	1				1	KEXX	9	1	4	2			1					1	KEXX	2.3	3.3	11.8	6.9				2.3			1.7	
35	1	3	1			7	2	2	1	2	15	KEYS	32	1	3	1			6	2	2	1	2	13	KEYS	8.3	3.3	8.8	3.4			16.2	4.7	6.5	4.5	9.5	21.7
19		1	1	3	1	1	2	1			4	KIKN	17		1	1	3	1	1	2	1		3	1	KIKN	4.4		2.9	3.4	16.7	5.9	2.7	4.7	3.2		14.3	1.7
56		3	5	4	4	3	3	6	7	8	2	KIOU	45		3	4	4	3	3	3	6	6	4	2	KIOU	11.7		8.8	13.8	22.2	17.6	8.1	7.0	19.4	27.3	19.0	3.3
15	1	1	3	3			3	1	1			KITE	14		1	1	2	3		3	1	1			KITE	3.6		2.9	3.4	11.1	17.6		7.0	3.2	4.5		
35	11	3	1		1	9	1	3			6	KNCN	25	11	3	1		1	2	1	2			4	KNCN	6.5	36.7	8.8	3.4		5.9	5.4	2.3	6.5			6.7
61	2	6	8	3	1	7	8	7	6	1	5	KOUL	52	2	5	7	3	1	7	8	6	3	1	5	KOUL	13.5	6.7	14.7	24.1	16.7	5.9	18.9	18.6	19.4	13.6	4.8	8.3
6					1				2		1	*KROB	6									1	2	1	*KROB	1.6					5.9			9.1		1.7	
6					1	1	1	1	1		1	*KROB FM	4							1	1	1	1	1	*KROB FM	1.0						2.3	3.2	4.5			
12					2	1	1	1	3		1	TOTAL	10				1			1	1	3		1	TOTAL	2.6				5.9		2.3	3.2	13.6		1.7	
27	2	2	1	1		4	2	2			11	KRYS	21	1	2	1	1		3	2	2			7	KRYS	5.5	3.3	5.9	3.4	5.6		8.1	4.7	6.5		11.7	
10			2	1	1		1		1	2		*KSIX	9			2	1	1		1		1	1		*KSIX	2.3			6.9	5.6	5.9		2.3	4.5	4.8		
46		2	2	1	4	3	7	4	2	10	2	KUNO	42		2	2	1	4	3	3	4	2	10	2	KUNO	10.9		5.9	6.9	5.6	23.5	8.1	7.0	12.9	9.1	47.6	3.3
57	10	3	3	1		7	10	8			15	KZFM	49	10	3	3	1		6	8	3			15	KZFM	12.8	33.3	8.8	10.3	5.6		16.2	18.6	9.7		25.0	
34	2	6	6	2			3	2	2	2	4	KKYX	3		1	1					1				KKYX	8		2.9	3.4				2.3				
5					2						1	KTRH	2												KTRH	5											
29	2	5	1	1		3	4	1	2		10	KTSA	8	1			1		1	1		1		3	KTSA	2.1	3.3			5.6		2.7	2.3		4.5	5.0	
9					1						2	WOAI	3					1							WOAI	8				5.9							
TOTAL LISTENING IN METRO SURVEY AREA												384	30	34	29	18	17	37	43	31	22	21	60														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

DALLAS-FT WORTH
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
552	85	147	69			34	91	26	7		46	KAAM	546	85	147	69			34	91	26	7		40	KAAM	2 2	4 2	5 0	3 8			1 6	3 1	1 4		5		1 4	
1471	150	243	53		11	176	261	83	58	50	307	KAFM	1274	150	239	53		11	145	235	74	58	27	206	KAFM	5 2	7 5	8 1	2 9		1 0	6 7	8 1	4 0	4 0	2 1	7 1		
1556	21	132	114	92	135	70	102	144	139	162	94	KBOX	1482	21	103	114	88	135	51	102	144	130	162	94	KBOX	6 1	1 0	3 5	6 3	6 3	11 7	2 4	3 5	7 8	9 0	12 3	3 3		
4147	781	537	83	67	90	632	365	113	41	33	1343	KEGL	3742	685	518	83	67	76	575	327	93	41	27	1210	KEGL	15 3	34 1	17 6	4 6	4 8	6 6	26 6	11 3	5 0	2 8	2 1	41 9		
298	21	24	54	19		24	48	59	24		11	KESS	298	21	24	54	19		24	48	59	24		11	KESS	1 2	1 0		8	3 0	1 4		1 1	1 7	3 2	1 7		4	
1561	21	107	71	188	254	18	102	77	157	216	41	KFJZ	1542	21	107	71	185	254	18	102	77	157	204	41	KFJZ	6 3	1 0	3 6	3 9	13 3	22 1		8	3 5	4 2	10 9	15 5	1 4	
961	69	69	84	19	46	134	151	87	44	36	155	KIXK	897	69	69	84	19	40	107	151	87	39	36	129	KIXK	3 7	3 4	2 3	4 6	1 4	3 5	4 9	5 2	4 7	2 7	2 7	4 5		
524	55	66	30	25	8	56	88	15	16	48	69	*KKDA	402	37	47	30	25	5	56	75	15	13	33	58	*KKDA	1 6	1 8	1 6	1 7	1 8	4	2 6	2 6		8	9	2 5	2 0	
3613	427	385	204	61	41	661	386	277	114	27	951	KKDA FM	3333	384	347	204	61	38	606	373	252	105	27	857	KKDA FM	13 6	19 1	11 8	11 3	4 4	3 3	28 0	12 9	13 6	7 3	2 1	29 7		
1607	32	136	115	70	92	145	231	137	92	115	99	KLIF	1337	32	136	115	40	85	91	195	114	84	106	74	KLIF	5 5	1 6	4 6	6 4	2 9	7 4	4 2	6 7	6 2	5 8	8 0	2 6		
2938	85	223	183	369	155	94	315	311	366	303	34	KMEZ	2713	76	223	161	340	138	90	305	308	366	239	34	KMEZ	11 1	3 8	7 6	8 9	24 5	12 0	4 2	10 5	16 6	25 3	18 1	1 2		
2321	391	391	179	23		525	507	56	50	14	171	KMGC	2268	391	379	179	23		516	497	56	50	14	149	KMGC	9 3	19 5	12 9	9 9	1 7		23 9	17 1	3 0	3 5	1 1	5 2		
743	86	87	47	37	25	41	60	79	78	68	18	*KNOK	723	86	87	47	34	22	41	57	76	78	68	14	*KNOK	3 0	4 3	3 0	2 6	2 4	1 9	1 9	2 0	4 1	5 4	5 2	5		
2183	381	204	85	64	17	425	175	107	83	55	465	KNOK FM	2122	337	204	85	61	17	425	175	107	83	55	458	KNOK FM	8 7	16 8	6 9	4 7	4 4	1 5	19 6	6 0	5 8	5 7	4 2	15 8		
3366	383	325	94	45	3	579	304	208	85	45	1281	KNUS	2899	357	325	72	28		501	275	200	68	24	1035	KNUS	11 8	17 8	11 1	4 0	2 0		23 2	9 5	10 8	4 7	1 8	35 8		
2836	21	90	221	285	336	74	221	242	318	318	91	KOAX	2451	21	90	197	264	264	70	182	212	270	262	91	KOAX	10 0	1 0	3 1	10 9	19 0	23 0	3 2	6 3	11 4	18 7	19 9	3 1		
727	21	127	30	9	7	115	128	71	45	83	53	*KPBC	654	21	127	30	9	7	115	114	71	45	62	53	*KPBC	2 7	1 0	4 3	1 7		6	6	5 3	3 9	3 8	3 1	4 7	1 8	
3129	336	380	275	112	90	331	413	279	156	87	568	KPLX	2743	317	328	275	89	75	295	366	234	147	66	508	KPLX	11 2	15 8	11 2	15 2	6 4	6 5	13 6	12 6	12 6	10 2	5 0	17 6		
5854	136	633	505	513	635	105	380	312	400	524	92	KRLD	4239	110	544	443	460	413	75	316	276	289	353	71	KRLD	17 3	5 5	18 5	24 5	33 1	35 9	3 5	10 9	14 9	20 0	26 8	2 5		
5641	540	675	476	321	176	484	816	548	348	225	808	KSCS	4635	358	593	410	288	140	375	653	472	320	164	684	KSCS	18 9	17 8	20 2	22 7	20 7	12 2	17 3	22 5	25 5	22 2	12 5	23 7		
577		47	22		60	5	25	35	118	129	16	*KSKY	317		42	18		5		12	29	63	61	7	*KSKY	1 3		1 4	1 0		4		4	1 6	4 4	4 6	2		
3537	664	743	55	9	13	646	347	79	35		929	KTXQ	3193	610	679	55	9	13	532	320	79	35		844	KTXQ	13 0	30 4	23 1	3 0		6	1 1	24 6	11 0	4 3	2 4		29 2	
641	21	56	29	11	7	160	105	55	19	11	52	*KVIL	574	21	56	29			141	92	55	19	5	41	*KVIL	2 3	1 0	1 9	1 6			6 5	3 2	3 0	1 3	4	1 4		
4780	322	705	296	134	70	815	1062	404	147	34	649	KVIL FM	4385	313	665	274	92	63	765	1007	397	141	34	517	KVIL FM	17 9	15 6	22 6	15 2	6 6	5 5	35 4	34 7	21 4	9 8	2 6	17 9		
416	11	31	44	44	21	17	47	21	25	62	28	KXOL	392	11	31	44	44	21	17	47	21	25	62	28	KXOL	1 6		5	1 1	2 4	3 2	1 8		8	1 6	1 1	1 7	4 7	1 0
3598	880	714	106	9	15	608	346	80	25	14	765	KZEW	3015	623	664	99	9	15	496	338	80	17	14	640	KZEW	12 3	31 1	22 6	5 5		6	1 3	22 9	11 7	4 3	1 2	1 1	22 1	
10548	655	987	898	806	853	517	695	690	670	863	664	WBAP	4706	226	510	515	465	350	199	330	337	314	299	249	WBAP	19 2	11 3	17 4	28 5	33 5	30 5	9 2	11 4	18 2	21 7	22 7	8 6		
3098	98	319	248	224	217		232	211	214	322	73	WFAA	2088	45	273	216	199	72		182	172	155	199	73	WFAA	8 5	2 2	9 3	11 9	14 3	6 3		6 3	9 3	10 7	15 1	2 5		
856	42	127	117	63	26	51	118	100	111	20	10	WRR	805	42	122	102	63	26	51	99	100	99	20	10	WRR	3 3	2 1	4 2	5 6	4 5	2 3	2 4	3 4	5 4	6 9	1 5	3		

TOTAL LISTENING IN METRO SURVEY AREA 23486 1954 2869 1748 1305 1083 2111 2844 1753 1362 1205 2867 95.9 97.4 97.7 96.7 94.0 94.3 97.6 98.1 94.6 94.3 91.5 99.2

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
88	12	9	6	1		19	8	3	2		28	KIHK	48	8	5	4	1		9	4	2	1		14	KIHK	10.2	19.5	9.4	14.8	4.3		19.1	8.9	5.7	3.0		35.0
61		3	1	2	7	4	7	5	8	14		KRVR	44		1	1	2	5	2	4	5	7	9		KRVR	9.3		1.9	3.7	8.7	21.7	4.3	8.9	14.3	21.2	31.0	
83	7	15	6	2		15	13	6	3	1	12	KSTT	73	7	14	5	1		14	11	5	3	1	9	KSTT	15.5	17.1	26.4	18.5	4.3		29.8	24.4	14.3	9.1	3.4	22.5
4				1	2				1			*KWNT	4			1	2					1			*KWNT	.8			4.3	8.7				3.0			
87	3	3	8	6	7	2	3	10	5	11	1	WHBF	75	3	3	6	6	6	2	2	8	4	9	1	WHBF	15.9	7.3	5.7	22.2	26.1	26.1	4.3	4.4	22.9	12.1	31.0	2.5
30	2	7	1	1	1	6	6	2			3	WHBF FM	22	2	5	1	1		5	4	1			2	WHBF FM	4.7	4.9	9.4	3.7	4.3		10.6	8.9	2.9			5.0
7												*WKEI	6												*WKEI	1.3											
55		2	2	3	5	1	4	6	3	8	2	WOC	49		2	2	3	5	1	3	6	3	6	1	WOC	10.4		3.8	7.4	13.0	21.7	2.1	6.7	17.1	9.1	20.7	2.5
24	1	3	3	2	1	1	4	3	2	1	1	WQUA	22	1	3	3	2	1	1	3	3	1	1	1	WQUA	4.7	2.4	5.7	11.1	8.7	4.3	2.1	6.7	8.6	3.0	3.4	2.5
57	18	8	3			9	3	1			15	WXL P	51	18	8	2			9	3				11	WXL P	10.8	43.9	15.1	7.4			19.1	6.7				27.5
18		2	4			1	1	4	1	2	1	WZZC	10		2	1		1	1	2	1	2			WZZC	2.1		3.8	3.7		4.3	2.1	4.4	2.9	6.1		
16		2	1				1		1	1		WBBM	2												WBBM	.4											
35		7	5	1	2		1	4	4	2		WGN	8				1	1			1	2			WGN	1.7				4.3	4.3			2.9	6.1		
31	6	3	3			2	3	2			11	WLS	8	2	2	1			1	1				1	WLS	1.7	4.9	3.8	3.7			2.1	2.2				2.5
66	6	14	4	5	3	1	12	6	7	3	3	WMAQ	12		2		3	1		3	1	2			WMAQ	2.5		3.8		13.0	4.3		6.7	2.9	6.1		
33		1	1	5	2		2	3	5	6		WMT	3												WMT	6											
TOTAL LISTENING IN METRO SURVEY AREA												471	41	53	27	23	23	47	45	35	33	29	40														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
1369	141	206	47	25	12	235	164	42	39	12	433	KIHK	824	105	144	27	16	5	128	120	28	27	12	209	KIHK	26.3	45.9	43.8	12.5	8.6	2.8	51.8	36.8	12.6	13.8	6.3	52.6										
794		77	42	48	85	42	70	52	80	142	20	KRVR	553		46	33	48	44	31	54	45	57	81	12	KRVR	17.6		14.0	15.3	25.9	24.9	12.6	16.6	20.3	29.2	42.6	3.0										
1370	101	208	89	37	29	207	220	91	53	36	241	KSTT	1113	101	192	71	26	23	171	172	72	39	29	181	KSTT	35.5	44.1	58.4	32.9	14.1	13.0	69.2	52.8	32.4	20.0	15.3	45.6										
48		5	3	13	4			4	11			*KWNT	48		5	3	13	4			4	11			*KWNT	1.5		1.5	1.4	7.0	2.3			1.8	5.6												
1169	31	69	105	75	119	48	65	94	95	125	62	WHBF	957	31	54	77	63	89	37	56	68	87	111	48	WHBF	30.5	13.5	16.4	35.6	34.1	50.3	15.0	17.2	30.6	44.6	58.4	12.1										
770	81	131	29	22	36	114	104	43	33	25	96	WHBF FM	511	45	86	20	22	25	89	70	19	19	11	62	WHBF FM	16.3	19.7	26.1	9.3	11.9	14.1	36.0	21.5	8.6	9.7	5.8	15.6										
103				6			19	5		9	6	*WKEI	77			6			14	5		9	6	*WKEI	2.5			3.2				4.3	2.3		4.7	1.5											
829		39	19	76	82	17	59	49	66	113	26	WOC	636		39	19	58	66	17	39	49	53	77	18	WOC	20.3		11.9	8.8	31.4	37.3	6.9	12.0	22.1	27.2	40.5	4.5										
554	25	77	49	21	41	47	70	49	37	33	44	WQUA	541	25	77	49	21	41	47	62	49	32	33	44	WQUA	17.2	10.9	23.4	22.7	11.4	23.2	19.0	19.0	22.1	16.4	17.4	11.1										
680	165	96	36	8	4	98	43	19	7	11	193	WXLN	537	148	85	27	8	4	65	31	12	7	4	146	WXLN	17.1	64.6	25.8	12.5	4.3	2.3	26.3	9.5	5.4	3.6	2.1	36.8										
270	16	14	27	28	25	23	51	17	26	10	11	WZZC	207	16	14	18	19	17	23	34	17	26	3	11	WZZC	6.6	7.0	4.3	8.3	10.3	9.6	9.3	10.4	7.7	13.3	1.6	2.8										
445	7	65	34	21	8		22	13	39	35	6	WBBM	105	7	5	11	11				5	10	4	6	WBBM	3.3	3.1	1.5	5.1	5.9				2.3	5.1	2.1	1.5										
607		65	74	37	48	5	10	49	31	32	37	WGN	203		20	16	27	14	5		17	16		12	WGN	6.5		6.1	7.4	14.6	7.9	2.0		7.7	8.2		3.0										
851	148	104	17	17	13	145	81	37	32	29	200	WLS	218	32	31	6	7	9	40	36	4		13	32	WLS	6.9	14.0	9.4	2.8	3.8	5.1	16.2	11.0	1.8		6.8	8.1										
1054	97	123	72	124	50	52	142	122	77	56	58	WMAQ	198		27	3	36	10	14	38	13	30	9		WMAQ	6.3		8.2	1.4	19.5	5.6	5.7	11.7	5.9	15.4	4.7											
395		22	27	52	41		37	26	30	54	21	WMT	83			9	4	5		5		6	12		WMT	2.6			4.2	2.2	2.8		1.5		3.1	6.3											
TOTAL LISTENING IN TOTAL SURVEY AREA												TOTAL LISTENING IN METRO SURVEY AREA												TOTAL LISTENING IN METRO SURVEY AREA																							
												2979	215	308	198	185	157	238	316	211	195	181	366													94.9	93.9	93.6	91.7	99.9	88.7	96.4	96.9	95.0	99.9	95.3	92.2

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

DAYTON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %													
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64														
42		2	1	4	6			2	8	6		*WAVI	33		2	1	2	5			2	3	5		*WAVI	3	1	1	6	1	6	3	4	8	3			2.2	4	1	7	6								
14		3	3			2	2	2			2	WBZI	11		3	3			1	2	2				WBZI	1	0		2.4	4	7			1	0	1	8	2	2											
83	10	12	3	3	2	13	11	6	7	2	13	WDAO	78	10	9	3	3	2	13	10	6	7	2	12	WDAO	7	4	10	8	7.3	4	7	5	1	3	3	12.4	8	8	6.6	9	5	3	0	11	4				
100	9	6	4			23	11	8	1	1	37	WQJX	93	8	6	3			22	10	8	1	1	34	WQJX	8	8	8.6	4.9	4.7				21	0	8	8	8	8	1	4	1	5	32	4					
16	2	4	1		1		1	4		1		WFCJ	10	2	3						3		1		WFCJ	9	2	2	2	4							3	3			1	5								
169	2	10	14	19	11	1	10	18	13	19	2	WHIO	151	2	8	14	16	11	1	9	17	12	18	2	WHIO	14	2	2	6.5	21	9	27	1	18	3	1	0	8	0	18	7	16	2	27	3	1	9			
317	1	20	16	28	39	22	24	31	45	44	3	WHIO FM	208	1	9	13	22	29	9	19	21	34	25	2	WHIO FM	19	6	1	1	7	3	20	3	37	3	48	3	8	6	16	8	23	1	45	9	37	9	1	9	
116	13	27	10	3	2	11	26	8	6	3	3	WING	92	7	20	9	3	2	10	18	8	6	3	2	WING	8	7	7	5	16	3	14	1	5	1	3	3	9	5	15	9	8	8	8	1	4	5	1	9	
24	1	7	1		1	1	4	6		2	1	WJAI	17	1	4	1			1	4	5		1		WJAI	1	6	1	1	3	3	1	6			1	0	3	5	5	5			1	5					
111	1	13	9	12	11	4	8	13	13	9	3	WONE	62	1	8	6	7	6	3	7	6	7	3	1	WONE	5	8	1	1	6	5	9	4	11	9	10	0	2	9	6	2	6	6	9	5	4	5	1	0	
2							1	1		1		*WPTW	2							1		1			*WPTW	2													9			1	4							
14			2		1	3	1	2	1	1		*WPTW FM	5						3	1					*WPTW FM	.5										2	9	.9												
134	42	17	2		1	23	16	1			33	WTUE	103	30	15	2		1	16	10	1			28	WTUE	9	7	32	3	12	2	3	1		1	7	15	2	8	8	1	1						26	7	
48	18	10				8	2				10	WVUD	35	13	9				4	1				8	WVUD	3	3	14	0	7	3					3	8	.9											7	6
17	7	5				1	2				2	WAZU	6	2	4											WAZU	.6	2	2	3	3																			
11	1	2				4	2	1			1	WBLZ	11	1	2				4	2	1			1	WBLZ	1	0	1	1	1	6						3	8	1	8	1	1							1	0
101	4	11	14	8	16	2	7	5	6	10	1	WLW	24		4	3	2	2	1	1	1	1	1	1	WLW	2	3		3	3	4	7	3	4	3	3	1	0	9	1	1	1	4	1	5					
22	1	3	1			7	7	1			2	WPBF	14	1	2	1			3	5				2	WPBF	1	3	1	1	1	6	1	6				2	9	4	4									1	9
55	3	4	1			16	12	5	1	1	12	WSKS	25	1	1	1	1		8	4	4			6	WSKS	2	4	1	1	8	1	6				7	6	3	5	4	4							5	7	
48	3	8	1			11	13	1			11	WYYS	11	3	3	1			1	2				1	WYYS	1	0	3	2	2	4	1	6				1	0	1	8									1	0
TOTAL LISTENING IN METRO SURVEY AREA													1061	93	123	64	59	60	105	113	91	74	66	105																										

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

DAYTON
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
512		40	16	54	54	9	16	31	51	79	6	*WAVI	446		40	16	46	48	9	16	31	40	52	6	*WAVI	6.6		5.5	3.2	10.8	14.5	1.5	2.2	5.9	9.2	14.4	7
386	41	66	42	23	6	69	59	40	10		22	WBZI	265	41	59	24	14	6	17	39	34	10		13	WBZI	3.9	7.2	8.0	4.8	3.3	1.8	2.8	5.3	6.4	2.3		1.5
925	89	116	71	59	27	95	103	63	75	22	171	WDAO	774	89	85	58	38	27	95	85	57	64	22	120	WDAO	11.4	15.6	11.6	11.5	8.9	8.2	15.9	11.5	10.8	14.6	6.1	14.1
1631	253	93	79	3	14	341	190	83	12	25	523	WDJX	1451	221	93	72	3	14	289	170	83	12	25	469	WDJX	21.3	38.8	12.7	14.3	7	4.2	48.4	22.9	15.7	2.7	6.9	55.1
412	36	48	37	5	44	33	28	60	19	16	38	WFCJ	158	15	27	22		5		10	34	10	5		WFCJ	2.3	2.6	3.7	4.4		1.5		1.3	6.4	2.3	1.4	
2379	49	139	216	242	218	76	169	215	206	246	83	WHIO	1927	49	119	194	189	168	76	131	191	168	198	75	WHIO	28.3	8.6	16.2	38.5	44.5	50.9	12.7	17.7	36.1	38.4	54.8	8.8
3145	30	234	269	252	305	244	273	254	331	322	103	WHIO FM	1993	30	178	168	200	182	81	214	185	199	189	61	WHIO FM	29.3	5.3	24.3	33.3	47.1	55.2	13.6	28.8	35.0	45.5	52.4	7.2
2157	149	387	213	122	60	258	361	153	102	56	208	WING	1774	129	308	185	73	60	202	263	148	87	52	179	WING	26.1	22.7	42.0	36.7	17.2	18.2	33.8	35.4	28.0	19.9	14.4	21.0
347	10	60	32	14	12	17	66	62	11	27	23	WJAI	248	10	37	23	6	5	17	66	38	11	9	13	WJAI	3.6	1.8	5.0	4.6	1.4	1.5	2.8	8.9	7.2	2.5	2.5	1.5
1976	66	153	202	236	160	149	169	202	146	124	151	WONE	1171	46	124	133	118	89	85	125	89	86	57	82	WONE	17.2	8.1	16.9	26.4	27.8	27.0	14.2	16.8	16.8	19.7	15.8	9.6
81	9						15	6	19	10	7	*WPTW	76	9						15	6	19	5	7	*WPTW	1.1	1.6						2.0	1.1	4.3	1.4	8
273		32	17	13	27	37	15	20	30	22	9	*WPTW FM	101		15	8	13		24	15	13	5		*WPTW FM	1.5		2.0	1.6	3.1		4.0	2.0	2.5	1.1			
2052	482	259	46	38	16	414	248	52	22		475	WTUE	1388	289	202	46	23	16	248	158	39	15	352	WTUE	20.4	50.8	27.6	9.1	5.4	4.8	41.5	21.3	7.4	3.4		41.4	
1192	313	180	16	15		281	94	23	5	3	250	WVUD	764	184	148	16			162	56	13	5	3	165	WVUD	11.2	32.3	20.2	3.2			27.1	7.5	2.5	1.1	8	19.4
462	156	56	20			60	55	6			101	WAZU	151	35	46				29	11				22	WAZU	2.2	6.2	6.3				4.9	1.5				2.6
225	36	42	7			40	36	11			53	WBLZ	182	15	20	7			40	36	11			53	WBLZ	2.7	2.6	2.7	1.4			6.7	4.9	2.1			6.2
2256	135	242	218	225	201	119	197	134	136	173	120	WLW	530	10	84	53	35	58	35	42	39	32	24		WLW	7.8	1.8	11.5	10.5	8.2	17.6	5.9	5.7	7.4	7.3	6.6	
415	30	90	33	4		75	72	40	13	5	53	WPBF	279	30	56	16			50	44	17	8	5	53	WPBF	4.1	5.3	7.6	3.2			8.4	5.9	3.2	1.8	1.4	6.2
1333	104	169	63		7	312	223	72	26	16	328	WSKS	612	48	53	41			150	104	52	11	5	135	WSKS	9.0	8.4	7.2	8.1			25.1	14.0	9.8	2.5	1.4	15.9
819	46	145	15			78	202	44	13		276	WYYS	238	10	48	15			26	67	7	5		60	WYYS	3.5	1.8	6.5	3.0			4.4	9.0	1.3	1.1		7.1

TOTAL LISTENING IN METRO SURVEY AREA 6427 541 724 483 396 304 572 714 509 402 337 828 94.4 95.1 98.8 95.8 93.2 92.1 95.8 96.2 96.2 92.0 93.4 97.3

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

DAYTONA BEACH
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
2				2							18	*WCCZ	2				2						18	*WCCZ	.6				12.5								
8	1	2				1	1	1		1	18	WDAT	8	1	2			1	1	1		1	18	WDAT	2.2	3.4	8.7				3.6	5.6	5.0		2.9		
3					1						18	*WDLF	3				1						18	*WDLF	.8				6.7			5.6					
64	11	4	4			11	5	7	2		18	WDOQ	63	11	4	4		11	4	7	2	18	WDOQ	17.7	37.9	17.4	28.6			39.3	22.2	35.0	10.5		54.5		
11		1		1	2				1	2	4	*WELE	11		1		1	2				4	*WELE	3.1		4.3		6.3	13.3				5.3	5.9			
36	1	1	6	5		4	3	4	3	1	4	WELE FM	35	1	1	6	5	1	4	2	4	3	4	WELE FM	9.8	3.4	4.3	42.9	31.3	6.7	14.3	11.1	20.0	15.8	2.9	12.1	
9		1			1			1	1	1	4	WMFJ	9		1			1	1	1	1	4	WMFJ	2.5		4.3		6.7			5.6	5.0	5.3	2.9			
23		1	1	2	2			1	1		4	WNDB	23		1	1	2	2				4	WNDB	6.5		4.3	7.1	12.5	13.3		5.6	5.0		11.8			
9		2				1	2	1		1	4	WROD	9		2			1	2	1		1	WROD	2.5		8.7				3.6	11.1	5.0		2.9			
16					1				1	2	4	*WSBB	16					1				2	*WSBB	4.5				6.7					5.3	5.9			
64		1		5	6			2	2	8	13	WWLV	61		1		3	5				13	WWLV	17.1		4.3		18.8	33.3		11.1	10.0	42	138.2			
3											10	WDBO	3										10	WDBO	.8												
37	1	1			3			1	2	6	10	WDBO FM	35	1	1		2			1	2	5	WDBO FM	9.8	3.4	4.3		13.3			5.0	10.5	14.7				
40	14	6				7	3				10	WDIZ	40	14	6			7	3				10	WDIZ	11.2	48.3	26.1				25.0	16.7			30.3		
2		1					1				10	WHLY	2		1					1			10	WHLY	.6		4.3					5.6					
3			1								1	WHOO	3			1						1	WHOO	.8			7.1							2.9			
2										1	1	WHOO FM	2									1	WHOO FM	.6										2.9			
2								1			1	WJYO	2							1		1	WJYO	.6							5.0						
3									1		1	WKIS	3									1	WKIS	.8													
3		1	1								1	WAPE	2		1	1							1	WAPE	.6		4.3	7.1									
TOTAL LISTENING IN METRO SURVEY AREA												356	29	23	14	16	15	28	18	20	19	34	33														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

DAYTONA BEACH
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS-METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
59				4	3			3	9	5	11	*WCCZ	59					4	3			3	9	5	11	*WCCZ	2.6					3.6	2.3			2.4	6.9	2.7	5.3										
186	17	29	4	3	8	15	21	14		10	13	W DAT	180	17	27	4	3	8	14	21	13		10	11	W DAT	8.1	12.1	19.4	3.7	2.7	6.2	10.4	14.1	10.4		5.3	5.3												
55				3	8	7	3			9	5	*WDLF	55					3	8	7	3		9	5	*WDLF	2.5					2.7	6.2	5.2	2.0		6.9	2.7												
646	75	64	42	14	8	83	66	55	31	12	154	WDOQ	626	75	61	42	14	8	81	60	54	31	12	148	WDOQ	28.0	53.2	43.9	38.9	12.7	6.2	60.0	40.3	43.2	23.7	6.4	71.8												
127	5	7	8	10	22		5	10	14	12	3	*WELE	125	8	7	8	10	22		3	10	14	12	3	*WELE	5.6	5.7	5.0	7.4	9.1	16.9		2.0	8.0	10.7	6.4	1.5												
472	25	30	56	32	24	42	42	34	41	24	40	WELE FM	458	25	27	54	31	24	41	39	34	41	22	38	WELE FM	20.5	17.7	19.4	50.0	28.2	18.5	30.4	26.2	27.2	31.3	11.8	18.4												
174	8	10	8	4	5	9	9	10	23	15	17	WMFJ	172	8	10	8	4	5	7	9	10	23	15	17	WMFJ	7.7	5.7	7.2	7.4	3.6	3.8	5.2	6.0	8.0	17.6	8.0	8.3												
349	8	18	12	21	32	14	12	20	9	40	4	WNDB	344	8	17	12	21	32	14	12	20	9	40	4	WNDB	15.4	5.7	12.2	11.1	19.1	24.6	10.4	8.1	16.0	6.9	21.4	1.9												
286	25	31	8	7	12	36	24	13	18	17	24	WROD	281	25	31	8	7	11	34	24	13	18	17	24	WROD	12.6	17.7	22.3	7.4	6.4	8.5	25.2	16.1	10.4	13.7	9.1	11.7												
274				8	7	29		3	7	14	37	*WSBB	270				8	7	27		3	7	14	37	*WSBB	12.1			7.4	6.4	20.8		2.0	5.6	10.7	19.8													
628	8	14	9	44	72	7	31	37	46	90	11	WLV	599	8	14	8	42	68	7	30	34	45	87	11	WLV	26.8	5.7	10.1	7.4	38.2	52.3	5.2	20.1	27.2	34.4	46.5	5.3												
80		3		1	8		3	7			10	WOBO	79		3			8		3	7		10	WOBO	3.5		2.2			6.2		2.0	5.6		5.3														
392	25	7	9	10	32		19	13	32	49	3	WDBO FM	379	25	7	8	10	30		18	13	31	47	3	WDBO FM	17.0	17.7	5.0	7.4	9.1	23.1		12.1	10.4	23.7	25.1	1.5												
419	75	59	5	14	5	54	45	10	18	15	107	WDIZ	413	75	58	4	14	5	54	45	10	18	15	103	WDIZ	18.5	53.2	41.7	3.7	12.7	3.8	40.0	30.2	8.0	13.7	8.0	50.0												
52	8	15				7	18				4	WHLY	51	8	14				7	18			4	WHLY	2.3	5.7	10.1				5.2	12.1				1.9													
47			12		5		3		9	5		WHOO	46			12		5		3		9	5		WHOO	2.1			11.1		3.8		2.0		6.9	2.7													
75	8		8		5		3	7		5		WHOO FM	72	8		8		5		3	7		5	WHOO FM	3.2	5.7		7.4		3.8		2.0	5.6		2.7														
79	6	3	8		8		9	7	4	3	4	WJYO	77	8	3	8		8		9	7	4	2	4	WJYO	3.4	5.7	2.2	7.4		6.2		6.0	5.6	3.1	1.1	1.9												
51							3					WKIS	51								3				WKIS	2.3							2.0																
55		8	14	3	1		14	7		1	6	WAPE	45		7	12	3			12	7			4	WAPE	2.0		5.0	11.1	2.7			8.1	5.6			1.9												
TOTAL LISTENING IN METRO SURVEY AREA													2057	141	136	100	99	119	128	146	115	117	167	203														92.1	99.9	97.8	92.6	90.0	91.5	94.8	98.0	92.0	89.3	89.3	98.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

DENVER-Boulder
Spring 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																										
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %											
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64												
12	1	4				1	3	3				*KADE	12	1	4				1	3	3				*KADE	5	4	1.3				4	1	1	5													
45	3	16	2	5	2		7	1	5	1	3	KADX	43	3	15	2	5	2		6	1	5	1	3	KADX	1.8	1.2	4.8	1.1	3.5	2	3		2.1	.5	3.6	8	1.3										
158	33	25	4	3	1	41	10	3	1	2	35	KAZY	138	31	22	2	3	1	36	9	3	2	29	KAZY	5.7	12.6	7	0	1.1	2.1	1	1	14.6	3.2	1.5		1.6	12	1									
77	13	28	2			13	18	2			1	KBCO	75	13	28	2			13	16	2		1	KBCO	3.1	5	3	8	9	1.1			5	3	5.7	1.0			.4									
314	80	42	7	3		67	21	4	1		89	KBPI	238	59	36	6			49	19	4	1	64	KBPI	9	9	23.9	11	5	3	3		19.9	6.7	2.1		7		26.8									
29	3	5	1	2		4	2	2	1		7	KBRQ	23		5	1	2		2	2	2	1	7	KBRQ	1.0		1	6	.6	1	4		.8	.7	1.0	7		2.9										
47	1	1	2	2	6	1	1	4	2	4		KDEN	46	1	1	2	2	6	1	1	4	2	4	KDEN	1	9	.4	.3	1.1	1.4	6	8	.4	4	2.1	1.4	3	1										
68	24	5	2			14	6	2	1		14	KDKO	68	24	5	2			14	6	2	1	14	KDKO	2	8	9.7	1	6	1.1			5.7	2.1	1.0	7		5.9										
46	2	7	3	1		2	13	10		1		KERE	32		3	1			2	8	10		1	KERE	1	3		1	0	.6			8	2.8	5.2		8											
126		3	6	22	16	3	1	8	22	21	3	KEZW	126		3	6	22	16	3	1	8	22	21	3	KEZW	5	2		1	0	3	3	15.5	18	2	1	2	.4	4	1	15.8	16	5	1.3				
24	2	17	1			1	3					*KFML	24	2	17	1			1	3				*KFML	1	0	.8	5	4	6			4	1	1													
144	5	24	20	7	4	4	33	12	8	14	4	KHOW	103	3	15	17	7	4	4	23	10	7	7	3	KHOW	4	3	1	2	4	8	9	4	5	1.6	8	2	5	2	5	0	5.5	1	3				
47	6	8	3	2		10	11	4			2	KHOW FM	44	6	8	2	1		9	11	4		2	KHOW FM	1	8	2	4	2	6	1	.7		3	7	3	9	2	1		.8							
191	36	26	12	3	1	25	40	7	8	5	27	KIMN	129	18	18	11	2	1	17	25	6	3	5	22	KIMN	5	4	7	3	5	8	6	1	1	6	9	8	3	1	2	2	3	9	9	2			
27		2	2	4	1	2	1	9		4	1	KLAK	25		1	2	4	1	1	1	9		4	1	KLAK	1	0		.3	1.1	2	8	1	1	.4	.4	4	6		3	1	4						
35	6	4	7	3	1		8	4		1	1	*KLDR	35	6	4	7	3	1		8	4		1	1	*KLDR	1	5	2	4	1	3	3	9	2	1	1		2	8	2	1		8	4				
154	6	6	14	16	13	5	17	9	26	18	2	KLIR	142	3	6	14	16	11	5	16	9	21	17	2	KLIR	5	9	1	2	1	9	7	7	11	3	12	5	2	0	5	7	4	6	15	1	13	4	8
8								3		2	1	*KLMO	7											2		*KLMO	.3												1	5		1	6					
205	13	25	20	33	7	15	18	23	19	6	11	KLZ	132	6	15	12	25	6	7	12	16	13	5	8	KLZ	5	5	2	4	8	6	6	17	6	6	8	2	8	4	3	8	2	9	4	3	3		
270	6	18	30	27	29	1	10	12	19	29	3	KOA	178	3	12	20	16	21	1	6	6	15	20	3	KOA	7	4	1	2	3	8	11	0	11	3	23	9	.4	2	1	3	1	10	8	15	7	1	3
169	34	14	7			27	19	10	1	1	56	KOAQ	126	18	12	6			19	16	10	1		44	KOAQ	5	2	7	3	3	8	3	3		7	7	5	7	5	2	.7				18	4		
185	2	4	12	10	13	13	14	30	23	26	7	KOSI	136	2	3	9	8	11	10	11	17	17	22	5	KOSI	5	7	.8	1	0	5	0	5	6	12	5	4	1	3	9	8	8	12	2	17	3	2	1
101	7	6	12	3		28	22	9	1		12	KPPL	98	7	6	12	3		27	20	9	1		12	KPPL	4	1	2	8	1	9	6	6	2	1		11	0	7	1	4	6	7		5	0		
22	2	1	2	2			3	1		2		*KRKS	17			1	2	2				1		2	*KRKS	.7					6	1	4	2	3			.5				1	6		1	6		
90	1	13	14	6	2	4	18	7	8	4		KVOD	81	1	12	13	6	1	4	16	6	7	3		KVOD	3	4	4	3	8	7	2	4	2	1	1	1	6	5	7	3	1	5	0	2	4		
40	5	16	6		1	1	3	2	1		1	KWBZ	40	5	16	6		1	1	3	2	1		1	KWBZ	1	7	2	0	5	1	3	3		1	1	4	1	1	0	7				4			
152	11	23	16	12	1	12	19	36	12	1	6	KYGO	136	11	22	15	12	1	4	18	31	12	1	6	KYGO	5	7	4	5	7	0	8	3	8	5	1	1	1	6	6	4	16	0	8	6	8	2	5
51	17	12	1			10	9			2		KTCL	42	14	10	1			7	8			2		KTCL	1	7	5	7	3	2	.6			2	8	2	8					1	6				

TOTAL LISTENING IN METRO SURVEY AREA 2406 247 313 181 142 88 246 282 194 139 127 239

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

DENVER-Boulder
Spring 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
316	83	82	5		14	36	60	14	8	8		*KADE	316	83	82	5		14	36	60	14	8	8		*KADE	2 3	7.5	5 1	5		2 4	3 1	3 6	1 3	1 0	1 2	
861	67	227	60	54	30	42	142	30	67	22	97	KADX	830	67	216	60	54	30	42	134	30	65	22	87	KADX	6 2	6 0	13 5	5 6	6 6	5 1	3 6	8 1	2 7	7 9	3 4	5 2
2514	463	417	104	15	34	510	202	64	16	11	668	KAZY	2022	414	325	83	12	15	442	180	64	8	11	458	KAZY	15 0	37 2	20 3	7 7	1 5	2 5	38 3	10 9	5 9	1 0	1 7	27 3
874	134	282	61		4	141	167	53			23	KBCO	856	134	282	61		4	141	149	53			23	KBCO	6 3	12 0	17 6	5 7		7	12 2	9 0	4 8		1 4	
3970	734	702	129	10	4	702	430	103	35	4	1117	KBPI	3241	601	567	115		4	581	390	101	35	4	843	KBPI	24 0	53 9	35 4	10 7		7	50 3	23 7	9 2	4 2	6 50 3	
870	100	73	34	38	9	174	81	35	42	8	263	KBRQ	738	61	59	34	38	9	121	81	31	40	8	246	KBRQ	5 5	5 5	3 7	3 2	4 7	1 5	10 5	4 9	2 8	4 8	1 2	14 7
957	33	64	69	79	118	32	28	59	47	100		KDEN	944	33	64	69	79	118	32	28	59	47	100	KDEN	7 0	3 0	4 0	6 4	9 7	19 9	2 8	1 7	5 4	5 7	15 4		
562	72	60	39			122	91	38	20		120	KDKO	562	72	60	39			122	91	38	20		120	KDKO	4 2	6 5	3 8	3 6			10 6	5 5	3 5	2 4		7 2
568	17	143	35	15	10	63	109	79	12	20	7	KERE	438	12	86	18	12	10	53	85	79	11	17	KERE	3 2	1 1	5 4	1 7	1 5	1 7	4 6	5 2	7 2	1 3	2 6		
1642		76	125	158	208	27	32	155	224	241	85	KEZW	1607		76	125	153	206	27	32	150	205	237	85	KEZW	11 9		4 8	11 7	18 8	34 8	2 3	1 9	13 7	24 8	36 5	5 1
320	40	177	20			20	49	8			6	*KFML	320	40	177	20			20	49	8			6	*KFML	2 4	3 6	11 1	1 9			1 7	3 0	7		9	
2905	150	435	373	126	123	206	483	333	170	145	177	KHOW	2189	85	319	296	113	95	156	356	265	158	85	156	KHOW	16 2	7 6	19 9	27 6	13 9	16 0	13 5	21 6	24 2	19 2	13 1	9 3
1120	134	195	103	49	14	121	249	97	39	25	61	KHOW FM	1022	134	181	97	45	10	80	228	97	36	25	61	KHOW FM	7 6	12 0	11 3	9 1	5 5	1 7	6 9	13 8	8 9	4 4	3 8	3 6
3924	562	642	248	106	40	566	649	219	127	63	637	KIMN	2780	310	473	200	84	38	369	483	171	97	47	445	KIMN	20 6	27 8	29 6	18 7	10 3	6 4	31 9	29 3	15 6	11 8	7 2	26 6
580		56	35	96	26	52	30	95	35	57	42	KLAK	538		38	35	96	26	28	30	95	35	57	42	KLAK	4 0		2 4	3 3	11 8	4 4	2 4	1 8	8 7	4 2	8 8	2 5
347	40	98	27	8	9	14	78	18	7	13	21	*KLDR	340	40	98	27	8	9	14	78	18		13	21	*KLDR	2 5	3 6	6 1	2 5	1 0	1 5	1 2	4 7	1 6		2 0	1 3
2130	57	105	146	189	179	119	199	214	219	220	81	KLIR	1983	28	105	146	189	162	119	194	214	194	189	78	KLIR	14 7	2 5	6 6	13 6	23 2	27 4	10 3	11 8	19 6	23 5	29 1	4 7
192		5	18	15	9	14	6	13	12	45	23	*KLMO	127			18	15	9		6	11	8	31	12	*KLMO	9			1 7	1 8	1 5		4	1 0	1 0	4 8	7
2938	213	360	316	228	108	215	316	322	177	156	216	KLZ	1752	92	211	206	156	81	105	194	186	121	79	155	KLZ	13 0	8 3	13 2	19 2	19 2	13 7	9 1	11 8	17 0	14 7	12 2	9 3
4401	151	399	474	433	443	72	279	249	310	431	157	KOA	2641	85	270	312	279	257	42	176	130	187	217	122	KOA	19 6	7 6	16 9	29 1	34 3	43 4	3 6	10 7	11 9	22 7	33 4	7 3
3183	502	354	134	37	19	523	383	147	64	7	997	KOAQ	2261	237	266	105	25		355	288	147	47	4	772	KOAQ	16 8	21 3	16 6	9 8	3 1		30 7	17 5	13 4	5 7	6 46 1	
2638	34	141	229	198	189	139	245	273	343	266	152	KOSI	1966	34	81	173	169	141	93	193	205	257	190	98	KOSI	14 6	3 1	5 1	16 2	20 8	23 8	8 1	11 7	18 7	31 2	29 2	5 9
1496	152	155	122	52		317	266	125	40	13	245	KPPL	1438	152	153	108	52		298	243	125	40	13	245	KPPL	10 7	13 6	9 6	10 1	6 4		25 8	14 7	11 4	4 8	2 0	14 6
310		12	19	30	18		37	34	14	39	2	*KRKS	259		6	19	30	18		13	27	11	35		*KRKS	1 9		4	1 8	3 7	3 0		8	2 5	1 3	5 4	
1329	55	197	140	54	58	53	251	142	143	65	41	KVOD	1176	40	173	134	54	40	49	246	138	125	44	37	KVOD	8 7	3 6	10 8	12 5	6 6	6 8	4 2	14 9	12 6	15 2	6 8	2 2
759	60	205	89	8	27	31	113	52	34	8	54	KWBZ	740	60	195	89	8	27	31	111	52	31	8	54	KWBZ	5 5	5 4	12 2	8 3	1 0	4 6	2 7	6 7	4 8	3 8	1 2	3 2
1710	133	249	225	138	33	119	271	228	112	15	148	KYGO	1561	133	225	210	135	28	88	224	211	108	12	148	KYGO	11 6	11 9	14 1	19 6	16 6	4 7	7 6	13 6	19 3	13 1	1 8	8 8
455	84	157	28		2	71	102			9	2	KTCL	323	40	138	17			46	74			8		KTCL	2 4	3 6	8 6	1 6			4 0	4 5				1 2

TOTAL LISTENING IN METRO SURVEY AREA 12946 1060 1549 1033 775 535 1145 1605 1050 767 625 1624 96.0 95 2 96.8 96 5 95 3 90 4 99 1 97 4 96 0 93 0 96 2 97 0

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.
ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																				
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %						
7	1		1		1	1						KCBC	6	1		1							KCBC	1.4	2.7		3.4		5.6	1.9		3.4										
5		1					2	1		1		KDMI	4		1					2			1	KDMI	1.0		2.0				4.2			3.8								
85	32	9	2		2	19	5	1		15		KGGO	54	21	7				11	4	1		10	KGGO	13.0	56.8	14.3			21.2	8.3	3.4					30.3					
92	13	16	1	1	1	17	15	4	1	1	15	KIOA	31	2	9	1	1		6	4	1		5	KIOA	7.5	5.4	18.4	3.4	4.3	11.5	8.3	3.4					15.2					
63	14	7	1			10	4	1			26	KMGK	28	8	4				5	3			8	KMGK	6.7	21.6	8.2			9.6	6.3						24.2					
10		1	1			1	2			1	2	KJJY	8		1	1			1	2			1	KJJY	1.9		2.0	3.4		1.9	4.2					3.8						
114		7	4	12	15	6	10	16	12	9	1	KLYF	47		4	3	5	6	2	7	3	6	5	KLYF	11.3		8.2	10.3	21.7	33.3	3.8	14.6	10.3	25.0	19.2							
73	5	8	4	1		20	10	2			22	KRNQ	42	2	6	4	1		13	7	1		7	KRNQ	10.1	5.4	12.2	13.8	4.3	25.0	14.6	3.4					21.2					
72		7	6	4	3	5	9	6	8	8	2	KRNT	52		3	6	3	2		6	5	6	7	1	KRNT	12.5		6.1	20.7	13.0	11.1	12.5	17.2	25.0	26.9	3.0						
146	18	14	17	14	10	8	14	19	10	7	7	KSO	62	1	2	8	7	4	7	6	11	6	3	2	KSO	14.9	2.7	4.1	27.6	30.4	22.2	13.5	12.5	37.9	25.0	11.5	6.1					
8			1	1			1	1	1	2		KWKY	6			1				1	1	1	1	KWKY	1.4			3.4			2.1	3.4	4.2	3.8								
246	3	14	8	25	23	2	5	18	17	34	3	WHO	43		3	2	4	5		1	5	4	7	WHO	10.4		6.1	6.9	17.4	27.8	2.1	17.2	16.7	26.9								
23		2	3	3		3	3	4	2	1		KEZT	8			1	1		3	2		1		KEZT	1.9			3.4	4.3		5.8	4.2		4.2								
42	6	14		1	2	4	7		1	1	6	WOW	2		2									WOW	.5		4.1															
TOTAL LISTENING IN METRO SURVEY AREA												415	37	49	29	23	18	52	48	29	24	26	33																			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %													
127	9	5	7	3	9	10	8	25	12	12		KC8C	85	9	5	7	3	9	10	8	7	12		KC8C	3	1	4.1	1.7	3.6	1.9	6.4	4	0	2.6	3.4	7	3												
133		14		3	3		19	23	12	12	26	KDMI	84		14		3	3		19	5	12	12	4	KDMI	3	0		4.8		1.9	2.1		6.2	2.5	7.1	7	3	1	2									
1036	262	133	24	7	8	210	91	38	6	3	246	KGGO	542	129	81	15	7		117	45	19	6	3	112	KGGO	19	5	58.4	27.6	7.7	4.4		47.2	14.8	9.3	3.5	1.8	33	4										
2212	276	311	58	44	39	366	299	123	74	16	518	KIOA	689	40	147	29	15	3	110	97	60	20	8	130	KIOA	24	7	18.1	50.0	14.8	9.5	2.1	44.4	31.8	29.4	11.8	4.8	38	8										
1041	148	120	36	13		154	99	44	10	3	414	KMGK	478	68	73	6	13		71	57	14	3	3	170	KMGK	17	2	30.8	24.8	3.1	8.2		28.6	18.7	6.9	1.8	1.8	50	7										
170	9	10	43	27	15	6	12	11	12	9	9	KJJY	128	9	10	17	20	15	6	12	11	12	9	KJJY	4	6	4.1	3.4	8.7	12.7	10.6	2.4	3.9	5.4	7.1	5	5												
1431	24	105	78	143	149	50	117	166	118	135	68	KLYF	583		59	49	54	40	22	75	50	66	55	31	KLYF	20	9		20.1	25.0	34.2	28.4	8.9	24.6	24.5	38.8	33	3	9.3										
1193	166	170	80	21	10	242	161	50	17		320	KRNQ	613	36	94	45	11		148	98	26	10		134	KRNQ	22	0	16.3	32.0	23.0	7.0		59.7	32.1	12.7	5.9		40	0										
1088	11	92	78	71	70	52	100	89	78	101	107	KRNT	735		74	58	45	45	17	76	55	55	66	52	KRNT	26	4		25.2	29.6	28.5	31.9	6.9	24.9	27.0	32.4	40	0	15	5									
1710	129	163	200	136	112	113	193	177	141	85	156	KSO	771	31	58	87	58	37	66	90	96	80	43	64	KSO	27	7	14.0	19.7	44.4	36.7	26.2	26.6	29.5	47.1	47.1	26	1	19	1									
183		14	4	26	6	6	23	21	21	22	17	KWKY	142		14	4	12	6	6	23	14	21	18	8	KWKY	5	1		4.8	2.0	7.6	4.3	2.4	7.5	6.9	12.4	10	9	2	4									
3474	109	275	217	318	340	63	119	276	273	348	194	WHO	721	22	78	48	78	74	6	31	57	63	72	31	WHO	25	9	10.0	26.5	24.5	49.4	52.5	2.4	10.2	27.9	37.1	43	6	9	3									

361		22	43	25	6	36	57	56	32	16	42	KEZT	112		5	15	7		29	28	11	6	3		KEZT	4	0		1.7	7.7	4.4		11.7	9.2	5.4	3.5	1	8											
826	118	148	12	37	26	121	118	20	40	30	123	WOW	51		24	4	6		6	4	4		3		WOW	1	8		8.2	2.0	3.8		2.4	1.3	2	0			9										
TOTAL LISTENING IN METRO SURVEY AREA													2643	196	284	186	145	132	236	298	200	167	150	324														94.9	88.7	96.6	94.9	91.8	93.6	95.2	97.7	98.0	98.2	90.9	96.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

DETROIT
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
256	53	62	3			36	33	10		1	57	WABX	240	47	58	3			33	32	10		1	55	WABX	3.9	9.3	9.2	.7			5.8	5.1	2.0		3	8.4
96	4	5	4	5	5	22	4	10	10	3	22	WCHB	95	4	5	4	5	5	21	4	10	10	3	22	WCHB	1.6	.8	.8	.9	1.3	1.6	3.7	.6	2.0	2.1	9	3.3
249	10	9	31	24	16	8	32	30	32	17	8	WCXI	206	7	4	26	21	14	5	28	27	27	12	7	WCXI	3.4	1.4	.6	5.9	5.5	4.6	.9	4.5	5.4	5.7	3.6	1.1
250	1	14	13	35	16	18	25	37	35	20	9	WCZY	234	1	11	11	35	16	17	22	36	34	18	9	WCZY	3.8	2	1.7	2.5	9.1	5.2	3.0	3.5	7.2	7.2	5.4	1.4
227	16	17	26	2	1	25	32	18	2	4	83	WDRQ	215	15	16	25	1	1	25	31	17	2	4	77	WDRQ	3.5	3.0	2.5	5.7	3	.3	4.4	5.0	3.4	.4	1.2	11.7
145	29	17	7	2	3	12	14	8	7	2	36	WGPR	140	28	16	6	2	3	12	13	7	7	2	36	WGPR	2.3	5.6	2.5	1.4	5	1.0	2.1	2.1	1.4	1.5	6	5.5
167	15	15	8	23	5	27	15	16	11	6	17	WJLB	156	15	13	8	23	5	23	11	16	11	6	16	WJLB	2.6	3.0	2.1	1.8	6.0	1.6	4.1	1.8	3.2	2.3	1.8	2.4
1007	19	58	61	101	117	19	39	52	111	116	21	WJR	669	13	34	35	66	81	13	19	40	69	79	20	WJR	11.0	2.6	5.4	8.0	17.2	26.5	2.3	3.0	8.0	14.6	23.7	3.0
302		4	11	29	36	13	13	16	54	48	1	WJR FM	278		4	10	24	34	12	10	16	51	46	1	WJR FM	4.6		.6	2.3	6.3	11.1	2.1	1.6	3.2	10.8	13.8	2
115	8	28	16	7	7	9	17	9	6	1	5	WJZZ	109	8	26	16	7	7	7	15	9	6	1	5	WJZZ	1.8	1.6	4.1	3.6	1.8	2.3	1.2	2.4	1.8	1.3	3	8
156	24	17	12	1	2	28	27	9	5	1	30	WLBS	155	24	17	12	1	2	27	27	9	5	1	30	WLBS	2.5	4.8	2.7	2.7	3	7	4.8	4.3	1.8	1.1	.3	4.6
546	148	46	8	1		91	25	4	1		218	WLLZ	490	133	35	7			80	24	3	1		203	WLLZ	8.0	26.4	5.6	1.6			14.1	3.9	.6	.2		30.9
290	12	57	13	7	2	65	71	18	10	7	27	WMJC	266	12	54	11	7	2	61	62	17	10	6	23	WMJC	4.4	2.4	8.6	2.5	1.8	7	10.8	10.0	3.4	2.1	1.8	3.5
48	5	6	5	1	2	3	9	1	5	1	5	WMUZ	42	5	6	5	1	2	2	8	1	5	4	WMUZ	.7	1.0	1.0	1.1	.3	7	4	1.3	.2	1.1		6	
35		2		3	5	1	1	4	3	6		WMZK	35		2		3	5	1	1	4	3	6		WMZK	6		3		8	1.6	.2	2	8	.6	1.8	
36	2	5	4	1		9	5	5	1		3	WNIC	33	2	4	4	1		8	5	5	1	3		WNIC	5	4	.6	.9	3		1.4	.8	1.0	.2		5
313	27	57	19	8	2	88	69	15	6	1	19	WNIC FM	285	23	53	19	8	2	80	59	14	6	1	18	WNIC FM	4.7	4.6	8.4	4.3	2.1	7	14.1	9.5	2.8	1.3	3	2.7
257	18	21	33	26	5	19	38	50	21	3	4	WOMC	244	17	20	32	26	5	15	35	47	21	3	4	WOMC	4.0	3.4	3.2	7.3	6.8	1.6	2.7	5.6	9.4	4.4	9	6
94	3	4	21	8	4	4	6	14	10	8	1	WQRS	87	3	3	21	7	3	2	4	14	10	8	1	WQRS	1.4	.6	.5	4.8	1.8	1.0	.4	.6	2.8	2.1	2.4	2
346	98	88	27	1	1	40	33	2	1	1	53	WRIF	292	84	68	25	1	1	34	27	2	1	1	47	WRIF	4.8	16.7	10.8	5.7	3	3	6.0	4.3	.4	2	3	7.2
186	17	40	17	4	1	23	46	20	2	4	12	WTWR	179	16	39	17	4		22	45	19	2	4	11	WTWR	2.9	3.2	6.2	3.9	1.0		3.9	7.2	3.8	.4	1.2	1.7
326	4	16	11	44	39	1	4	10	40	45	2	WWJ	304	3	13	7	43	36	1	3	9	40	42	2	WWJ	5.0	.6	2.1	1.6	11.2	11.8	2	5	1.8	8.4	12.6	3
169		5	11	12	18	8	16	8	36	15	4	WWJ FM	167		5	11	12	17	8	16	8	36	14	4	WWJ FM	2.7		.8	2.5	3.1	5.6	1.4	2.6	1.6	7.6	4.2	6
315	22	20	57	28	17	14	19	61	32	9	21	WWW	271	15	15	51	26	14	9	17	57	30	7	17	WWW	4.4	3.0	2.4	11.6	6.8	4.6	1.6	2.7	11.4	6.3	2.1	2.6
259	5	5	4	19	21	5	10	24	36	40	1	WXYZ	249	5	5	4	19	18	5	10	23	36	39	1	WXYZ	4.1	1.0	8	9	4.9	5.9	9	1.6	4.6	7.6	11.7	2
107	2	35	12	4	5	7	17	18	2	1	3	*WHND	95		33	12	4	5	6	14	16	1	1	2	*WHND	1.6		5.2	2.7	1.0	1.6	1.1	2.2	3.2	2	3	.3
292	14	55	34	7	12	26	64	29	10	6	30	CKLW	212	7	34	29	7	10	17	45	26	8	4	21	CKLW	3.5	1.4	5.4	6.6	1.8	3.3	3.0	7.2	5.2	1.7	1.2	3.2
39	1	10	2	2	1	2	5	8	2	2	2	CKLW FM	37	1	10	1	2	1	2	5	8	2	1	2	CKLW FM	6	2	1.6	2	5	.3	.4	.8	1.6	.4	3	.3
TOTAL LISTENING IN METRO SURVEY AREA												6107	503	630	439	384	306	566	623	500	474	333	657														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

DETROIT
SPRING 1988

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
6184	1215	1111	202	35	26	1003	630	183	25	43	1678	WABX	5614	1017	1012	185	35	21	922	594	175	21	43	1570	WABX	15.8	38.3	27.6	7.1	1.5	1.1	32.8	15.9	6.3	9.2	2.2	33.2
1780	95	144	88	199	74	211	157	193	119	39	410	WCHB	1739	95	138	88	199	74	193	145	193	119	39	405	WCHB	4.9	3.6	3.8	3.4	8.7	4.0	6.9	3.9	6.9	4.9	2.0	8.6
3860	200	247	525	443	247	189	353	418	374	184	251	WCXI	3194	143	191	432	370	217	131	297	358	316	150	213	WCXI	9.0	5.4	5.2	16.5	16.1	11.7	4.7	8.0	12.9	13.1	7.5	4.5
3898	69	337	397	325	235	251	373	611	475	266	243	WCZY	3622	69	302	364	308	224	222	335	573	461	251	226	WCZY	10.2	2.6	8.2	13.9	13.4	12.1	7.9	9.0	20.6	19.1	12.6	4.8
4950	438	601	392	92	61	640	578	320	117	103	1559	WDRQ	4658	369	581	370	88	61	640	537	301	110	103	1449	WDRQ	13.1	13.9	15.9	14.1	3.8	3.3	22.8	14.4	10.8	4.6	5.2	30.6
2872	363	297	208	64	114	390	295	237	107	71	642	WGPR	2773	354	279	196	64	114	355	289	227	105	71	635	WGPR	7.8	13.3	7.6	7.5	2.8	6.2	12.6	7.8	8.2	4.3	3.6	13.4
3414	316	404	213	274	151	538	266	291	186	150	481	WJLB	3305	316	384	213	274	151	486	254	291	183	150	459	WJLB	9.3	11.9	10.5	8.1	11.9	8.1	17.3	6.8	10.5	7.6	7.5	9.7
14144	623	1352	1238	1577	1411	508	671	806	1203	1212	624	WJR	9924	420	878	827	1144	1038	294	401	594	829	873	496	WJR	27.9	15.8	24.0	31.6	49.8	56.0	10.5	10.8	21.4	34.3	43.9	10.5
5025	10	184	266	525	644	195	207	380	703	637	99	WJR FM	4398	10	153	249	418	570	145	168	364	640	571	60	WJR FM	12.4	4.4	4.2	9.5	18.2	30.8	5.2	4.5	13.1	26.5	28.7	1.3
2732	205	598	265	177	127	341	343	226	141	57	199	WJZZ	2482	174	542	258	173	122	253	302	222	139	57	194	WJZZ	7.0	6.5	14.8	9.9	7.5	6.6	9.0	8.1	8.0	5.8	2.9	4.1
3139	454	424	273	41	99	483	399	251	139	22	538	WLBS	3086	454	418	273	41	99	448	393	251	139	22	532	WLBS	8.7	17.1	11.4	10.4	1.8	5.3	15.9	10.5	9.0	5.8	1.1	11.2
7934	1692	1085	141	52	21	1277	630	165	56	36	2764	WLLZ	6960	1449	902	132	48	21	1122	575	132	56	36	2472	WLLZ	19.6	54.5	24.6	5.0	2.1	1.1	39.9	15.4	4.7	2.3	1.8	52.2
5172	316	819	346	105	40	999	841	390	216	63	941	WMJC	4744	308	731	300	94	40	950	747	355	216	55	860	WMJC	13.4	11.6	20.0	11.5	4.1	2.2	33.8	20.0	12.8	8.9	2.8	18.2
710	59	19	51	35	28	114	83	40	138	22	82	WMUZ	666	59	19	46	35	28	97	78	40	138	18	75	WMUZ	1.9	2.2	5.1	1.8	1.5	1.5	3.4	2.1	1.4	5.7	9.1	1.6
698	19	60	22	77	107	30	25	41	80	68	6	WMZK	678	19	60	22	77	107	30	25	41	77	63	6	WMZK	1.9	7.1	1.6	8.3	3.3	5.8	1.1	7.1	1.5	3.2	3.2	1.1
1376	101	223	69	62	41	215	178	115	54	5	248	WNIC	1269	101	192	69	62	41	198	172	111	54	229	WNIC	3.6	3.8	5.2	2.6	2.7	2.2	7.0	4.6	4.0	2.2	4.8		
5906	614	950	298	190	77	1259	973	332	238	24	845	WNIC FM	5406	554	842	282	186	77	1111	870	316	234	24	811	WNIC FM	15.2	20.8	23.0	10.8	8.1	4.2	39.5	23.3	11.4	9.7	1.2	17.1
3051	222	432	425	196	83	363	468	367	143	93	167	WOMC	2884	192	419	414	192	83	316	432	346	143	88	167	WOMC	8.1	7.2	11.4	15.8	8.4	4.5	11.2	11.6	12.4	5.9	4.4	3.5
1449	64	130	175	134	146	84	199	100	144	107	12	WQRS	1309	64	105	171	120	130	60	170	100	133	102	12	WQRS	3.7	2.4	2.9	6.5	5.2	7.0	2.1	4.6	3.6	5.5	5.1	3.3
6781	1332	295	275	52	25	1125	712	171	44	46	1645	WRIF	5679	1050	1057	244	48	25	937	591	156	35	46	1452	WRIF	16.0	39.5	28.9	9.3	2.1	1.3	33.3	15.8	5.6	1.4	2.3	30.7
3253	250	683	276	127	29	507	659	246	42	45	371	WTWR	3078	221	641	265	117	23	477	639	243	42	45	347	WTWR	8.7	8.3	17.5	10.1	5.1	1.2	17.0	17.1	8.7	1.7	2.3	7.3
6487	187	560	388	686	845	94	226	344	615	550	135	WWJ	5825	143	452	293	631	773	77	190	300	590	493	124	WWJ	16.4	5.4	12.3	11.2	27.4	41.7	2.7	5.1	10.8	24.4	24.8	2.6
3325	26	149	136	351	357	129	176	288	447	374	92	WWJ FM	3166	18	139	126	333	336	129	170	279	422	364	92	WWJ FM	8.9	7.3	3.8	4.8	14.5	18.1	4.6	4.6	10.0	17.5	18.3	1.9
4524	428	436	650	332	236	406	402	372	379	177	340	WWWV	3621	286	326	567	297	210	293	284	320	329	145	259	WWWV	10.2	10.8	8.9	21.7	12.9	11.3	10.4	7.6	11.5	13.6	7.3	5.5
4025	106	216	177	420	375	222	250	458	392	421	127	WXYZ	3874	106	216	166	410	351	205	250	436	387	413	121	WXYZ	10.9	4.0	5.9	6.3	17.8	18.9	7.3	6.7	15.7	16.0	20.8	2.6
1830	129	382	367	43	15	152	394	186	21	19	98	*WHND	1556	56	307	357	32	15	126	348	170	16	19	91	*WHNO	4.4	2.1	8.4	13.6	1.4	8	4.5	9.3	6.1	7	1.0	1.9
7778	558	1264	758	270	239	853	1422	600	279	104	1228	CKLW	5689	288	886	647	235	211	568	1069	484	220	81	845	CKLW	16.0	10.8	24.2	24.7	10.2	11.4	20.2	28.7	17.4	9.1	4.1	17.8
1548	67	232	166	62	63	178	194	194	73	29	182	CKLW FM	1394	67	216	155	55	58	150	159	179	73	19	161	CKLW FM	3.9	2.5	5.9	5.9	2.4	3.1	5.3	4.3	6.4	3.0	1.0	3.4
TOTAL LISTENING IN METRO SURVEY AREA													34398	2564	3570	2588	2251	1784	2763	3662	2744	2322	1903	4604	96.9	96.5	97.5	98.9	97.9	96.3	98.3	98.2	98.7	96.1	95.7	97.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

DULUTH-SUPERIOR
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
71	2	1	8	6	6		2	4	10	12		*KDAL	50	2	1	2	6	4		1	3	8	6		*KDAL	12.2	5.7	2.7	10.5	27.3	17.4		3.1	11.1	32.0	16.2	
-1												*KQDS	-1												*KQDS	5.1	17.1	8.1								18.9	
24	6	4					6				8	KQDS FM	21	6	3					5				7	KQDS FM	5.1	17.1	8.1			12.5					18.9	
24	6	4					6				8	TOTAL	21	6	3					5				7	TOTAL	5.1	17.1	8.1			12.5					18.9	
37	2	3	2			11	3	1			14	KZIO	32	2	3	2			11	2	1			10	KZIO	7.8	5.7	8.1	10.5		27.5	6.3	3.7			27.0	
9	1	1				1	1	1			2	*WAKX	8	1	1				1	1	1			2	*WAKX	1.9	2.9	2.7			2.5	3.1	3.7			5.4	
46	5	8	2	1		7	4	1	3		13	WAKX FM	28	4	4	1			5	3	1	1		8	WAKX FM	6.8	11.4	10.8	5.3		12.5	9.4	3.7	4.0		21.6	
90	4	8	10	6	5	1	8	9	9	8	4	WDSM	58	4	5	5	5	3	1	4	6	6	7	2	WDSM	14.1	11.4	13.5	26.3	22.7	13.0	2.5	12.5	22.2	24.0	18.9	5.4
41	4	5	4	1		8	6	1	1	1	7	WEBC	28	3	4	3	1		6	4	1	1	1	2	WEBC	6.8	8.6	10.8	15.8	4.5	15.0	12.5	3.7	4.0	2.7	5.4	
10		1			1		1	1		1		WEVE	10		1		1			1	1		1		WEVE	2.4		2.7			4.3		3.1	3.7		2.7	
23	5	5				4	4	1	1		3	WEVE FM	23		5				4	4	1	1		3	WEVE FM	5.6		13.5			10.0	12.5	3.7	4.0		8.1	
33	6	6				1	4	5	2	1	3	TOTAL	33		6				1	4	5	2	1	3	TOTAL	8.0		16.2			4.3	10.0	15.6	7.4	4.0	2.7	
35	1		3	2	3	1	2	8	4	4	1	WGGR	28	1		2	2	3	1	1	3	4	4	1	WGGR	6.8	2.9		10.5	9.1	13.0	2.5	3.1	11.1	16.0	10.8	2.7
8		1									2	WHLB	8		1								2	WHLB	1.9		2.7			8.7					5.4		
51	3	4	2	3	4	2	4	6	5	11	2	*WKKQ	33	2	1	1	3	4	1	2	3	1	10	*WKKQ	8.0	5.7	2.7	5.3	13.6	17.4	2.5	6.3	11.1	4.0	27.0		
57	8	4	2	3	4	4	8	3	2	7	2	WKKQ FM	37	4	3	1	3	2	3	7	3	1	2	2	WKKQ FM	9.0	11.4	8.1	5.3	13.6	8.7	7.5	21.9	11.1	4.0	5.4	
108	11	8	4	6	8	6	12	9	7	18	2	TOTAL	70	6	4	2	6	6	4	9	6	2	12	TOTAL	17.0	17.1	10.8	10.6	27.2	26.1	10.0	28.2	22.2	8.0	32.4		
6		1				2				1		WMFG	6		1			2				1			WMFG	1.5		2.7			8.7				4.0		
6	2	2				1				1		WMFG FM	6	2	2			1				1			WMFG FM	1.5	5.7	5.4			2.5				4.0		
12	2	3				2				1		TOTAL	12	2	3			2		1		1			TOTAL	3.0	5.7	8.1			8.7	2.5			4.0		
14				1			1	1		1	1	*WWJC	8			1					1		1		*WWJC	1.9			4.5				3.7			2.7	
11					1		2			2		WCCO	2				1								WCCO	5				4.3							

TOTAL LISTENING IN METRO SURVEY AREA 411 35 37 19 22 23 40 32 27 25 37 37

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

DULUTH-SUPERIOR
SPRING 1991

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
871	26	18	85	82	85	22	31	72	87	94	36	*KDAL	633	26	4	52	70	62	22	14	52	74	76	17	*KDAL	28.4	14.6	2.2	37.7	50.0	43.7	12.5	7.7	35.6	51.4	49.7	5.7
70	13	9		8		12	7		2		19	*KQDS	55	13		8		12	7		2		13	*KQDS	2.5	7.3			5.7		6.8	3.9		1.4		4.3	
292	67	37		3		71	14	3	2	4	84	KQOS FM	243	57	28	3		65	7	3	2	4	67	KQOS FM	10.9	32.0	15.5		2.1		36.9	3.9	2.1	1.4	2.6	22.3	
310	74	37		11		71	17	3	2	4	84	TOTAL	261	64	28	11		65	10	3	2	4	67	TOTAL	11.7	36.0	15.5		7.9		36.9	5.5	2.1	1.4	2.6	22.3	
490	38	31	27	13		91	58	18	8		199	KZIO	412	38	31	19	8	87	37	18	8		159	KZIO	18.5	21.3	17.1	13.8	5.7		49.4	20.4	12.3	5.6		53.0	
269	25	23	15	6	8	34	31	9	6	19	59	*WAKX	237	25	23	15	6	34	31	9	6	19	54	*WAKX	10.6	14.0	12.7	10.9	4.3	5.6	19.3	17.1	6.2	4.2	12.4	18.0	
653	83	55	40	13		94	56	24	26	8	225	WAKX FM	481	64	35	19	6	77	44	24	16	8	173	WAKX FM	21.6	36.0	19.3	13.8	4.3		43.8	24.3	16.4	11.1	5.2	57.7	
940	51	76	77	83	61	33	104	74	79	87	73	WOSM	641	51	43	48	66	42	28	51	66	50	65	35	WOSM	28.7	28.7	23.8	34.8	47.1	29.6	15.9	28.2	45.2	34.7	42.5	11.7
1002	117	104	52	22	21	144	128	32	29	43	216	WEBC	638	83	70	22	22	21	105	78	24	24	38	107	WEBC	28.6	46.6	38.7	15.9	15.7	14.8	59.7	43.1	16.4	16.7	24.8	35.7
238		24	8	6	13	19	27	15	13	31	36	WEVE	238		24	8	6	13	19	27	15	13	31	36	WEVE	10.7		13.3	5.8	4.3	9.2	10.8	14.9	10.3	9.0	20.3	12.0
344	19	55	11	7	13	40	27	28	13	19	59	WEVE FM	331	19	55	11	7	13	40	27	21	13	19	53	WEVE FM	14.8	10.7	30.4	8.0	5.0	9.2	22.7	14.9	14.4	9.0	12.4	17.7
449	19	63	19	13	21	40	51	32	16	31	68	TOTAL	435	19	63	19	13	21	40	51	24	16	31	62	TOTAL	19.5	10.7	34.8	13.8	9.3	14.8	22.7	28.2	16.4	11.1	20.3	20.7
439	6	23	49	36	33	9	33	46	57	31	12	WGGR	348	6	8	15	31	33	9	14	33	52	31	12	WGGR	15.6	3.4	4.4	10.9	22.1	23.2	5.1	7.7	22.6	36.1	20.3	4.0
197		16	11	6	25	18	14	6	11	31	15	WHLB	197		16	11	6	25	18	14	6	11	31	15	WHLB	8.8		8.8	8.0	4.3	17.6	10.2	7.7	4.1	7.6	20.3	5.0
573	30	61	53	22	46	37	74	50	29	73	21	*WKKQ	324	13	32	19	22	33	22	41	21	14	46	9	*WKKQ	14.5	7.3	17.7	13.8	15.7	23.2	12.5	22.7	14.4	9.7	30.1	3.0
693	65	71	39	32	31	49	73	38	29	91	98	WKKQ FM	400	32	51	22	23	25	28	48	30	19	46	24	WKKQ FM	17.9	18.0	28.2	15.9	16.4	17.6	15.9	26.5	20.5	13.2	30.1	8.0
909	71	96	76	39	61	63	94	78	36	102	102	TOTAL	527	38	67	34	30	42	37	62	43	21	58	28	TOTAL	23.6	21.3	37.0	24.6	21.4	29.6	21.0	34.3	29.5	14.6	37.9	9.3
122		16	12	6	15	6	7		5	12	5	WMFG	100		16	4	6	8	6			5	12	5	WMFG	4.5		8.8	2.9	4.3	5.6	3.4			3.5	7.8	1.7
87	19	8		4	6	3	9		3	9		WMFG FM	78	19	8		4	6	4		6	3			WMFG FM	3.5	10.7	4.4		2.8	3.4			2.1			
178	19	20	12	6	19	9	7		8	20	5	TOTAL	148	19	20	4	6	12	9		8	12	5		TOTAL	6.6	10.7	11.0	2.9	4.3	8.5	5.1		5.6	7.8	1.7	
118		4	8	7	12		7	6	14	11	12	*WWJC	88		4	8	7	12			6	14	11	4	*WWJC	3.9		2.2	5.8	5.0	8.5			4.1	9.7	7.2	1.3
230		12		9	8	3	20	13	8	32	5	WCCO	61				8	3	3		8	4	5	WCCO	2.7					5.6	1.7	1.7		5.6	2.6	1.7	

TOTAL LISTENING IN METRO SURVEY AREA												2158	172	181	130	133	137	173	177	139	138	153	289	96.8	96.6	99.9	94.2	95.0	96.5	98.3	97.8	95.2	95.8	99.9	96.3
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Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

EL PASO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
46		1	1	2	6	2	4	8	6	14		*KAMA	45		1	1	2	6	2	4	8	5	14		*KAMA	7.6		1.9	2.3	9.1	24.0	3.4	5.1	14.5	25.0	41.2	
7	1		1			1	2	1				KAMA FM	7	1		1		1	2	1					KAMA FM	1.2	1.3		2.3		1.7	2.6	1.8				
22	3	6		1	2	3	3	1	1		2	KELP	19	3	3		1	2	3	3	1	1		2	KELP	3.2	3.9	5.8		4.5	8.0	5.2	3.8	1.8	5.0		
30	3	4	2		2	9	4	2			4	KFIM	25	1	4	2		2	8	3	2			3	KFIM	4.2	1.3	7.7	4.5		8.0	13.8	3.8	3.6			
67	4	7	13	4	2	1	15	9	2	3	3	KHEY	42	2	5	6	4	2	1	7	5	2	3	1	KHEY	7.0	2.6	9.6	13.6	18.2	8.0	1.7	9.0	9.1	10.0		
56	8	7	8		2	4	10	4		2	6	KHEY FM	39	4	2	7		2	3	9	4		2	3	KHEY FM	6.5	5.2	3.8	15.9		8.0	5.2	11.5	7.3			
34	7	3		1		4	5	1		1	12	KINT	32	7	3		1		4	5	1		1	10	KINT	5.4	9.1	5.8		4.5		6.9	6.4	1.8			
15				1	3	2	1	4		2		*KISO	15				1	3	2	1	4		2		*KISO	2.5				4.5	12.0	3.4	1.3	7.3			
5						1	1		1		2	KKOL	5				1	1	1					2	KKOL	.8						1.7	1.3		5.0		
102	49	10	1			8	3	1	1	1	28	KLAQ	84	36	10	1		6	3	1	1	1	1	25	KLAQ	14.1	46.8	19.2	2.3			10.3	3.8	1.8	5.0		
72	26	7	6	3	1	7	4	9	3		6	KLOZ	53	11	6	6	3	1	7	4	8	1	6	6	KLOZ	8.9	14.3	11.5	13.6	13.6	4.0	12.1	5.1	14.5	5.0		
10			4	1	1			1	1	1		KPAS	10			4	1	1			1	1	1		KPAS	1.7				9.1	4.5	4.0		1.8	5.0		
57	2	3	4	4		4	6	2	1	1	28	KROD	35	2	3	4		2	5	1	1	1	1	14	KROD	5.9	2.6	5.8	9.1			3.4	6.4	1.8	5.0		
37	4	2	2			7	6	1	1	1	13	KSET	36	4	1	2		7	6	1	1	1	1	13	KSET	6.0	5.2	1.9	4.5			12.1	7.7	1.8	5.0		
38	3	4	4		1	7	4	4			11	KSET FM	35	3	4	4		1	5	3	4		11	KSET FM	5.9	3.9	7.7	9.1		4.0	8.6	3.8	7.3				
25		1	3	2	2		2	1		2		*KTSM	23		1	2	1	2		2	1		2		*KTSM	3.9		1.9	4.5	4.5	8.0		2.6	1.8			
36		1	1	4	5	1	4	5	3	7		*KTSM FM	20		1	1	3	2	1	4	2	1	4		*KTSM FM	3.4		1.9	2.3	13.6	8.0	1.7	5.1	3.6	5.0		
2							1	1				XCJC	2							1	1				XCJC	.3							1.3	1.8			
2						1	1					*XEFV	2					1	1						*XEFV	.3						1.7	1.3				
8	2					1		1		1		XEJ	8	2				1		1		1			XEJ	1.3	2.6					1.7		1.8	2.9		
2									1		1	XEP	2								1			1		XEP	3								5.0		
21		1		1	1	1	4	6	1			XROK	14		1		1	1		2	2	1			XROK	2.3		1.9		4.5	4.0		2.6	3.6	5.0		
13			1	1		1	5	3	1	1		XZOL	13			1	1		1	5	3	1	1		XZOL	2.2			2.3	4.5		1.7	6.4	5.5	5.0		
TOTAL LISTENING IN METRO SURVEY AREA												596	77	52	44	22	25	58	78	55	20	34	93														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

EL PASO
SPRING 198

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
400	14	17	24	28	30	23	40	57	50	47	8	*KAMA	390	14	17	24	28	30	23	40	51	46	47	8	*KAMA	10.6	3.6	4.6	8.7	14.1	21.4	6.6	9.8	16.4	22.0	28.7	1.5										
118	14	11	12			15	30	17	8	5		KAMA FM	118	14	11	12			15	30	17	8	5		KAMA FM	3.2	3.6	3.0	4.4			4.3	7.4	5.5	3.8	3.0											
437	48	47	18	13	19	85	72	39	25	5	60	KELP	410	48	35	18	13	19	70	72	39	25	5	60	KELP	11.2	12.4	9.4	6.5	6.6	13.6	20.2	17.6	12.5	12.0	3.0	10.9										
580	94	55	59	7	19	100	72	24	11	13	126	KFIM	461	67	55	48	7	19	77	51	24	11	13	89	KFIM	12.5	17.3	14.8	17.5	3.5	13.6	22.3	12.5	7.7	5.3	7.9	16.2										
900	97	83	114	51	36	42	124	107	41	61	66	KHEY	586	53	54	82	51	36	32	75	62	30	46	33	KHEY	15.9	13.7	14.5	29.8	25.8	25.7	9.2	18.4	19.9	14.4	28.0	6.0										
728	144	86	54	22	42	65	93	52	21	32	93	KHEY FM	438	73	28	44	14	26	42	58	52	10	32	44	KHEY FM	11.9	18.9	7.5	16.0	7.1	18.6	12.1	14.2	16.7	4.8	19.5	8.0										
746	169	66		15	11	82	58	29	23	14	279	KINT	638	125	56		15	11	82	58	29	23	14	225	KINT	17.4	32.3	15.1		7.6	7.9	23.7	14.2	9.3	11.0	8.5	41.1										
155			18	9	17	6	11	29	2	23		*KISO	148			18	9	17	6	11	29	2	16		*KISO	4.0			6.5	4.5	12.1	1.7	2.7	9.3	1.0	9.8											
62		5	6		4	9	20	4	2		12	KKOL	62		5	6		4	9	20	4	2		12	KKOL	1.7		1.3	2.2		2.9	2.6	4.9	1.3	1.0		2.2										
828	271	87	13	4		103	39	5	20	5	275	KLAQ	737	226	87	13	4		94	39	5	20	5	238	KLAQ	20.1	58.4	23.4	4.7	2.0		27.2	9.6	1.6	9.6	3.0	43.4										
776	165	70	75	45	26	92	65	84	27	24	93	KLOZ	623	111	42	65	45	10	82	65	73	17	17	86	KLOZ	17.0	28.7	11.3	23.6	22.7	7.1	23.7	15.9	23.5	8.1	10.4	15.7										
202		5	34	8	20	15	9	36	17	28	11	KPAS	173		5	34	8	20	15	9	29	17	16	1	KPAS	4.7		1.3	12.4	4.0	14.3	4.3	2.2	9.3	8.1	9.8	.2										
813	84	60	24	28	11	114	108	41	51	19	237	KROD	580	57	48	24	20	11	66	80	26	38	15	159	KROD	15.8	14.7	12.9	8.7	10.1	7.9	19.1	19.6	8.4	18.2	9.1	29.0										
465	56	36	18	11	11	76	70	12	25	12	132	KSET	438	56	24	18	11	11	61	70	12	25	12	132	KSET	11.9	14.5	6.5	6.5	5.6	7.9	17.6	17.2	3.9	12.0	7.3	24.1										
590	87	30	12	12	15	87	75	30	23	3	206	KSET FM	543	87	30	12	12	15	72	54	30	19	3	199	KSET FM	14.8	22.5	8.1	4.4	6.1	10.7	20.8	13.2	9.6	9.1	1.8	36.3										
384		50	72	35	44		20	16	25	40	11	*KTSM	325		50	51	19	29		20	16	25	33	11	*KTSM	8.8		13.4	18.5	9.6	20.7		4.9	5.1	12.0	20.1	2.0										
436		6	22	37	35	11	41	60	28	57	8	*KTSM FM	295		6	22	26	26	11	41	32	10	38	8	*KTSM FM	8.0		1.6	8.0	13.1	18.6	3.2	10.0	10.3	4.8	23.2	1.5										
59	7	6				4	20	8	8			XCJC	59	7	6				4	20	8	8			XCJC	1.6	1.8	1.6				1.2	4.9	2.6	3.8												
97				4	12	11	15	13	8	13		*XEFV	97				4	12	11	15	13	8	13		*XEFV	2.6				2.0	8.6	3.2	3.7	4.2	3.8	7.9											
164	25	6		8	4	19	15	13	15	10		XEJ	164	25	6		8	4	19	15	13	15	10		XEJ	4.5	6.5	1.6		4.0	2.9	5.5	3.7	4.2	7.2	6.1											
98	7	11			4	8	11	8	19		16	XEP	98	7	11			4	8	11	8	19		16	XEP	2.7	1.8	3.0			2.9	2.3	2.7	2.6	9.1		2.9										
322	7	21	17	20	11	15	68	51	26	15	16	XROK	230	7	11	6	20	11	8	40	29	20	15	8	XROK	6.3	1.8	3.0	2.2	10.1	7.9	2.3	9.8	9.3	9.6	9.1	1.5										
198		11	17	4	11	19	55	34	27	10	4	XZOL	198		11	17	4	11	19	55	34	27	10	4	XZOL	5.4		3.0	6.2	2.0	7.9	5.5	13.5	10.9	12.9	6.1	7										
TOTAL LISTENING IN METRO SURVEY AREA												3193	351	326	224	148	115	315	363	271	166	144	527													86.9	90.7	87.6	81.5	74.7	82.1	91.0	89.0	87.1	79.4	87.8	96.2

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																			
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %				
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64					
4							2					*WCTL	4							2						*WCTL	1.2														
-1												WEYZ	-1													WEYZ															
97	16	14	3		1	22	10	10	2	2	17	WCKK	79	12	13	2		1	16	9	8	2	2	14	WCKK	23.4	40.0	39.4	11.1		5.9	51.6	29.0	28.6	6.7	7.1	43.8				
1												*WHYP	1												*WHYP	.3												3.3			
2				1								*WHYP FM	2				1								*WHYP FM	.6				4.3							3.3				
3				1								TOTAL	3				1								TOTAL	9				4.3							6.6				
67	6	4	2	2	2	12	6	3	2	8	12	WJET	67	6	4	2	2	2	12	6	3	2	8	12	WJET	19.8	20.0	12.1	11.1	8.7	11.8	38.7	19.4	10.7	6.7	28.6	37.5				
33	2	3	4	3	1		3	3	3	3		*WLKK	33	2	3	4	3	1		3	3	3	3		*WLKK	9.8	6.7	9.1	22.2	13.0	5.9		9.7	10.7	10.0	10.7					
55	1	1	1	11	5		3	3	12	7	2	WLVU	55	1	1	1	11	5		3	3	12	7	2	WLVU	16.3	3.3	3.0	5.6	47.8	29.4		9.7	10.7	40.0	25.0	6.3				
37	3	2	4	2	2	2	6	2	5	3	1	WRIE	37	3	2	4	2	2	2	6	2	5	3	1	WRIE	10.9	10.0	6.1	22.2	8.7	11.8	6.5	19.4	7.1	16.7	10.7	3.1				
11	1	1	1	2	1		1	2	1	1		WSEG	10	1	1	1	2	1		1	1	1	1		WSEG	3.0	3.3	3.0	5.6	8.7	5.9		3.2	3.6	3.3	3.6					

2					1							WJR	2					1							WJR	.6					5.9										
25		1	2	3	3			4	5	4		*WREO	7		1	1	1	1			2	1			*WREO	2.1		3.0	5.6	4.3	5.9			7.1	3.3						
61	5	7	8	2	5	1	8	9	6	3	5	WZPR	7		2	2					2	1			WZPR	2.1		6.1	11.1					7.1	3.3						
TOTAL LISTENING IN METRO SURVEY AREA											338	30	33	18	23	17	31	31	28	30	28	32																			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
47	5	4	5			5	4	4			4	*WCTL	47	5	4	5			5	4	4			4	*WCTL	2.1	3.0	2.0	3.3			2.7	2.4	2.5		1.4											
109	11	8	6	14	14	5	4	8	8	6	8	WEYZ	103	11	8		14	14	5	4	8	8	6	8	WEYZ	4.5	6.5	3.9		9.3	10.7	2.7	1.9	4.9	5.0	4.2	2.7										
1277	167	141	66	33	25	202	152	137	45	25	272	WCKK	950	126	94	57	29	25	125	119	97	45	25	196	WCKK	41.6	75.0	45.9	37.7	19.3	19.1	67.6	56.4	59.1	28.1	17.6	66.4										
57	5	4	5	4	7			7	8			*WHYP	57	5	4	5	4	7			7		8		*WHYP	2.5	3.0	2.0	3.3	2.7	5.3			3.3		5.0											
83	5	4		14			11		20	9	8	*WHYP FM	83	5	4		14			11		20	9	8	*WHYP FM	3.6	3.0	2.0		9.3				5.2		12.5	6.3	2.7									
123	5	8	5	14	7		14		28	9	8	TOTAL	123	5	8	5	14	7		14		28	9	8	TOTAL	5.4	3.0	3.9	3.3	9.3	5.3			6.6		17.5	6.3	2.7									
892	79	57	42	46	28	109	81	50	49	63	183	WJET	880	79	57	42	46	28	109	81	50	49	63	171	WJET	38.6	47.0	27.8	27.8	30.7	21.4	58.9	38.4	30.5	30.6	44.4	58.0										
444	11	41	36	38	32	11	39	38	37	28	32	*WLKK	444	11	41	36	38	32	11	39	38	37	28	32	*WLKK	19.5	6.5	20.0	23.8	25.3	24.4	5.9	18.5	23.2	23.1	19.7	10.8										
741	26	41	26	84	82	22	42	50	108	85	44	WLVU	667	26	41	26	84	60	16	42	38	96	69	44	WLVU	29.2	15.5	20.0	17.2	56.0	45.8	8.6	19.9	23.2	60.0	48.6	14.9										
632	37	62	42	43	35	33	84	59	45	38	57	WRIE	626	37	62	36	43	35	33	84	59	45	38	57	WRIE	27.4	22.0	30.2	23.8	28.7	26.7	17.8	39.8	36.0	28.1	26.8	19.3										
192	21	4	16	27	7	5	18	16	24	9	33	WSEG	184	21	4	16	27	7	5	18	8	24	9	33	WSEG	8.1	12.5	2.0	10.6	18.0	5.3	2.7	8.5	4.9	15.0	6.3	11.2										
135		11	11	17	27			4	21	9	4	WJR	74		4	5	8	11			4	12	3	4	WJR	3.2		2.0	3.3	5.3	8.4			2.4	7.5	2.1	1.4										
334		8	11	29	51	16	4	18	62	44	13	*WREO	99		8	5	8	18		4	4	28	9		*WREO	4.3		3.9	3.3	5.3	13.7		1.9	2.4	17.5	6.3											
478	46	41	50	10	47	27	38	61	45	29	56	WZPR	91	11	16	16		4			4	12		20	WZPR	4.0	6.5	7.8	10.6		3.1			2.4	7.5		6.8										
TOTAL LISTENING IN METRO SURVEY AREA												2148	163	193	140	150	117	174	207	164	156	132	287													94.2	97.0	94.1	92.7	99.9	89.3	94.1	98.1	99.9	97.5	93.0	97.3

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
3		1				1	1					KASH	3	1				1	1					KASH	.8		2.0				2.4	2.0					
17	5	2	1	1		3	2	1			2	KBDF	15	4	2	1	1		2	2	1		2	KBDF	4.1	16.0	4.1	3.6	6.3		4.8	4.0	3.4		8.7		
15	1	2		1	2		3			2		KBMC	14		2		1	2		3			2	KBMC	3.8		4.1		6.3	10.5		6.0			8.3		
31		5	3	4	1	1	3	5	6	1		KEED	29		5	3	4	1	1	3	3	6	1	KEED	7.9		10.2	10.7	25.0	5.3	2.4	6.0	10.3	37.5	4.2		
13	1	1			1	3	1	2		2		*KORE	12	1	1			1	3	1	1		2	*KORE	3.3	4.0	2.0		5.3	7.1	2.0	3.4			8.3		
51	2	13	4	1	4	5	8	1	4	1	2	KPNW	28	1	4	3	1	2	4	5	1		1	KPNW	7.6	4.0	8.2	10.7	6.3	10.5	9.5	10.0	3.4		4.2	4.3	
71	3	2	8	7	6	6	6	3	7	7		KPNW FM	52	3	2	5	3	6	6	5	3	6	5	KPNW FM	14.1	12.0	4.1	17.9	18.8	31.6	14.3	10.0	10.3	37.5	20.8		
23	2	1	2	4			2	3	1	3		*KQDQ	23		2	1	2	4		2	3	1	3	*KQDQ	6.3		4.1	3.6	12.5	21.1		4.0	10.3	6.3	12.5		
53	4	6	4			11	12	3		13		KSND	51	4	6	3			10	12	3		13	KSND	13.9	16.0	12.2	10.7			23.8	24.0	10.3		56.5		
37		3	4	3	2	1	2	6	2	3	1	KUGN	36		3	3	3	2	1	2	6	2	3	KUGN	9.8		6.1	10.7	18.8	10.5	2.4	4.0	20.7	12.5	12.5	4.3	
25		4	3	1		1	4	5	1	1	1	KUGN FM	22		4	2	1		1	4	4		1	KUGN FM	6.0		8.2	7.1	6.3		2.4	8.0	13.8		4.2	4.3	
38	11	11	2			7	5				2	KZEL	28	8	6	2			7	3			2	KZEL	7.6	32.0	12.2	7.1			16.7	6.0			8.7		
12	1	1	1	1	1	2	1	2		2		*KRKT	1							1				*KRKT	.3								3.4		4.2		
13	2	1	2			1	1	2	2	2		KRKT FM	2						1				1	KRKT FM	.5					2.4					4.2		
25	1	3	2	3	1	3	2	4	2	4		TOTAL	3						1		1		1	TOTAL	.8				2.4			3.4		4.2			
8						2				3		KWIL	2											KWIL	.5												
TOTAL LISTENING IN METRO SURVEY AREA												368	25	49	28	16	19	42	50	29	16	24	23														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
154	29	27	10	4	7	23	21	6		3	9	KASH	149	29	22	10	4	7	23	21	6		3	9	KASH	6.5	12.7	8.3	6.4	3.2	6.0	10.5	8.3	3.7	2.6	3.4											
392	52	56	13	9		100	38	28	12	8	67	KBDF	344	38	56	13	9		83	35	25	12	8	56	KBDF	15.0	16.6	21.1	8.3	7.3		37.9	13.8	15.5	9.2	7.0	21.1										
113	26	4	7	4	14	8	10	9	5	8		KBMC	103	19	4	7	4	14	8	7	9	5	8	KBMC	4.5	8.3	1.5	4.5	3.2	12.1	3.7	2.8	5.6	3.8	7.0												
437		55	36	60	25	30	28	55	50	22	27	KEED	390		41	36	49	25	30	28	43	45	22	22	KEED	17.0		15.4	22.9	39.5	21.6	13.7	11.0	26.7	34.4	19.1	8.3										
191	29	11	3	9	22	23	14	16	14	16	19	*KORE	187	29	11	3	9	22	23	14	12	14	16	19	*KORE	8.2	12.7	4.1	1.9	7.3	19.0	10.5	5.5	7.5	10.7	13.9	7.2										
837	72	144	62	23	63	61	122	36	81	34	59	KPNW	438	19	45	46	18	40	38	52	25	28	25	36	KPNW	19.1	8.3	16.9	29.3	14.5	34.5	17.4	20.5	15.5	21.4	21.7	13.6										
709	32	63	51	58	53	60	101	47	66	50	4	KPNW FM	537	19	49	43	40	51	60	62	43	48	46	4	KPNW FM	23.4	8.3	18.4	27.4	32.3	44.0	27.4	24.4	26.7	36.6	40.0	1.5										
167		15	3	18	22		10	12	19	22	6	*KQDQ	164		15	3	18	22		10	12	19	19	6	*KQDQ	7.1		5.6	1.9	14.5	19.0		3.9	7.5	14.5	16.5	2.3										
644	87	75	33	5	4	119	94	28	12	3	181	KSND	592	67	75	29	5	4	113	94	28	12	3	159	KSND	25.8	29.3	28.2	18.5	4.0	3.4	51.6	37.0	17.4	9.2	2.6	60.0										
658	29	91	67	62	52	23	76	57	37	48	44	KUGN	605	29	86	56	54	47	23	73	49	37	38	44	KUGN	26.4	12.7	32.3	35.7	43.5	40.5	10.5	28.7	30.4	28.2	33.0	16.6										
381	23	37	39	31	10	28	50	44	28	28	26	KUGN FM	307	10	37	23	31	7	23	31	40	26	25	21	KUGN FM	13.4	4.4	13.9	14.6	25.0	6.0	10.5	12.2	24.8	19.8	21.7	7.9										
526	131	123	17		8	76	81	9		10	61	KZEL	404	105	86	13			76	59	9			56	KZEL	17.6	45.9	32.3	8.3			34.7	23.2	5.6		21.1											
170	7	18	19	13	15	11	19	22	16	19	11	*KRKT	10		4								3	*KRKT	4		1.5			3.4	3.7	1.2	1.9		2.6	1.1											
265	7	35	30	31	18	19	19	40	17	21	24	KRKT FM	46		7	7		4	8	3	9		5	3	KRKT FM	2.0		2.6	4.5		3.4	3.7	1.2	5.6		4.3	1.1										
350	13	45	41	36	25	24	28	51	25	34	24	TOTAL	49		7	7		4	8	3	9		8	3	TOTAL	2.1		2.6	4.5		3.4	3.7	1.2	5.6		7.0	1.1										
166		9	4	8	16	13	19	18	11	28	9	KWIL	65				11	8	7	3	9	5	4	KWIL	2.8					9.5	3.7	2.8	1.9	6.9	4.3	1.5											
TOTAL LISTENING IN METRO SURVEY AREA												2156	210	254	147	111	116	219	250	151	126	109	240													94.0	91.7	95.5	93.6	89.5	99.9	99.9	98.4	93.8	96.2	94.8	90.6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN															
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
41					10			4		7	4	*WBNL	39						10					5	4	*WBNL	1 5					6 8				2 2			2 9	1 3							
50			3		10				4	5		*WBNL FM	39						10				4	4	5		*WBNL FM	1 5				1 8			6 8			2 4	2 9								
79			3		20			4	4	10	4	TOTAL	66					3				3	3	8	4	TOTAL	2 6				1 8			13 5			2 2	2 4	4 7	1 3							
1372	139	154	52	46	46	190	106	105	65	62	282	WGBF	1079	97	108	52	46	33	126	100	92	62	46	215	WGBF	42 3	55.4	45.0	31.1	30.7	22 3	67 4	40 7	50 5	37 8	26 9	67 8										
311	94	45	7			26	29	12		2	93	WHKC	274	70	37	7			24	29	12		2	90	WHKC	10 7	40.0	15.4	4.2			12 8	11 8	6 6			1 2	28 4									
208	4	4	18	17	6		12	18	8	30	12	*WIKY	199	4	4	18	14	6		12	18	8	24	12	*WIKY	7 8	2.3	1 7	10 8	9 3	4 1		4 9	9 9	4 9	14 0	3 8										
995	21	31	85	76	102	17	67	88	113	112	29	WIKY FM	689	4	22	65	46	70	17	56	69	67	71	29	WIKY FM	27 0	2 3	9 2	38 9	30 7	47 3	9 1	22 8	37 9	40 9	41 5	9 1										
1527	191	188	103	38	21	235	165	78	36	22	425	WKDQ	842	110	121	50	10	21	107	103	57	9	19	213	WKDQ	33 0	62.9	50.4	29.9	6 7	14 2	57 2	41 9	31 3	5 5	11 1	67 2										
473	20	54	67	29	41	18	60	34	19	55	27	WKKR	410	20	39	55	29	32	18	51	34	17	42	24	WKKR	16 1	11 4	16 3	32 9	19 3	21 6	9 6	20 7	18 7	10 4	24 6	7 6										
113	5	13	3		3	4	10	11	10	14		*WRAY	100	5	13	3		3	4	10	11	10	14		*WRAY	3 9	2 9	5 4	1 8		2 0	2 1	4 1	6 0	6 1	8 2											
263	32	24	7	16	14	16	22	11	5	28	15	WRAY FM	170	5	21	7	5	14	8	20	11	5	20	15	WRAY FM	6 7	2 9	8 8	4 2	3 3	9 5	4 3	8 1	6 0	3 0	11 7	4 7										
319	32	33	10	16	17	20	29	22	15	30	15	TOTAL	224	5	30	10	5	17	12	26	22	15	22	15	TOTAL	8 8	2 9	12 5	6 0	3 3	11 5	6 4	10 6	12 1	9 1	12 9	4 7										
503	4	37	51	49	50	7	22	31	51	51	17	WROZ	483	4	37	48	41	50	7	22	31	51	49	17	WROZ	18 9	2 3	15 4	28 7	27 3	33 8	3 7	8 9	17 0	31 1	28 7	5 4										
257	15	18	8	6	12	4	40	7	16	43	6	*WSON	193	15	18	8	6	12	4	25	7	16	30	6	*WSON	7 6	8 6	7 5	4 8	4 0	8 1	2 1	10 2	3 8	9 8	17 5	1 9										
147	17	10	10	26	14		3	19	10	12		WVHI	86	4			15	14							WVHI	3 4	2 3			10 0	9 5		1 2	4 4	2 4	7 0											
771	41	121	99	60	19	35	98	105	59	34	59	WBKR	269	15	45	48	32	8	7	35	30	19	10	10	WBKR	10 5	8 6	18 8	28 7	21 3	5 4	3 7	14 2	16 5	11 6	5 8	3 2										
187	15	25	4	11	18	10	37	4	23	8	3	*WRUL	41		9	4								3	*WRUL	1 6		3 8	2 4				4 1	2 2		1 8											
401	35	49	58	19	21	28	48	33	40	20	18	WSTO	106			24	14	6	5	6	22	13	9		WSTO	4 2			14 4	9 3	4 1	2 7	2 4	12 1	7 9	5 3											
TOTAL LISTENING IN METRO SURVEY AREA												2402	171	222	163	137	131	175	243	177	156	161	312													94.1	97.7	92.5	97.6	91.3	88.5	93.6	98.8	97.3	95.1	94.2	98.4

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
121	4	14	12	14	10	5	10	4	11	8	1	KFGO	39	2	5	4	4	2	1	4	3	4	2		KFGO	21.1	6.7	22.7	36.4	40.0	33.3	4.3	25.0	18.8	50.0	25.0			
41	9	7	2			7	7	2			7	KQWB	32	8	6	1				6	5	2		4	KQWB	17.3	26.7	27.3	9.1			26.1	31.3	12.5			36.4		
42	12	2				9	2	1		1	15	KQWB FM	28	9	1					7	2	1		7	KQWB FM	15.1	30.0	4.5				30.4	12.5	6.3			12.5	63.6	
16	6	4				3	1	1			1	KVOX	14	5	4				3	1	1				KVOX	7.6	16.7	18.2				13.0	6.3	6.3					
21	2	2	3	3	1	4	1	2	2	1		KVOX FM	20	2	2	3	3	1	4	1	2	2			KVOX FM	10.8	6.7	9.1	27.3	30.0	16.7	17.4	6.3	12.5	25.0				
53	3	2	2	7	4	2	2	3	6	5	2	WDAY	21	2	2	1	1	2		1	2		3		WDAY	11.4	6.7	9.1	9.1	10.0	33.3		6.3	12.5			37.5		
25		2	2	3	3	1	3	2	3	2		WDAY FM	16		1	1	2	1	1	2	2	2	1			WDAY FM	8.6		4.5	9.1	20.0	16.7	4.3	12.5	12.5	25.0	12.5		
44	7	11	6		1	2	5	3		1	8	KFYR	1						1						KFYR	.5						4.3							
TOTAL LISTENING IN METRO SURVEY AREA											185	30	22	11	10	6	23	16	16	8	8	11																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

TOT. PERS. 12+	CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											STATION CALL LETTERS	TOT. PERS. 12+	CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS											STATION CALL LETTERS	TOT. PERS. 12+ %	CUME RATINGS-METRO SURVEY AREA										TNS. 12-17 %
	MEN					WOMEN					TNS. 12-17			MEN					WOMEN					TNS. 12-17			MEN					WOMEN					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
1297	43	101	104	124	110	45	86	57	95	109	67	KFGO	418	27	50	38	39	22	10	35	40	32	21	24	KFGO	36.2	18.6	45.0	51.4	66.1	40.7	7.2	33.0	54.1	55.2	36.2	17.6
640	130	83	16	7	11	131	94	26	5	14	123	KQWB	432	91	50	13	7	6	99	56	21	5	6	78	KQWB	37.4	62.8	45.0	17.6	11.9	11.1	71.2	52.8	28.4	8.6	10.3	57.4
527	127	52	8	1	3	126	35	18	14	16	127	KQWB FM	345	99	25	8	1	3	82	28	8	7	9	75	KQWB FM	29.9	68.3	22.5	10.8	1.7	5.6	59.0	26.4	10.8	12.1	15.5	55.1
340	71	48	6	1	4	76	37	13	6	9	31	KVOX	285	54	45	3	1	4	76	37	10	2	4	19	KVOX	24.7	37.2	40.5	4.1	1.7	7.4	54.7	34.9	13.5	3.4	6.9	14.0
229	9	23	23	31	7	20	21	17	24	24	17	KVOX FM	183	9	23	23	17	7	20	21	17	18	7	8	KVOX FM	15.9	6.2	20.7	31.1	28.8	13.0	14.4	19.8	23.0	31.0	12.1	5.9
840	43	66	41	51	83	28	41	49	49	85	68	WDAY	330	32	30	26	12	26	20	26	23	16	27	18	WDAY	28.6	22.1	27.0	35.1	20.3	48.1	14.4	24.5	31.1	27.6	46.6	13.2
426	8	21	22	28	47	38	45	35	30	44	20	WDAY FM	215	5	7	18	14	17	16	19	25	14	17	8	WDAY FM	18.6	3.4	6.3	24.3	23.7	31.5	11.5	17.9	33.8	24.1	29.3	5.9
604	88	72	30	22	29	54	54	25	32	23	133	KFYR	53	14	5		3	3	10	4	2		3	KFYR	4.6	9.7	4.5		5.1	5.6	7.2	3.8	2.7		5.2		
TOTAL LISTENING IN METRO SURVEY AREA													1080	140	108	66	55	49	135	100	72	56	52	125	93.6	96.6	97.3	89.2	93.2	90.7	97.1	94.3	97.3	96.6	89.7	91.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
23	1	1	3	2		3	3	3	2		1	WFAI	23	1	1	3	2		3	3	3	2		1	WFAI	8.4	2.8	7.1	30.0	28.6		7.9	18.8	27.3	28.6	3.7	
24	8	3				2	6	1			4	WFBS	23	8	3				2	6	1			3	WFBS	8.4	10.5	8.3				8.7	15.8	6.3		11.1	
23	5	1	2	1	1	3	4	1	1		4	WFLB	22	4	1	2	1	1	3	4	1	1		4	WFLB	8.0	5.3	2.8	14.3	10.0	14.3	13.0	10.5	6.3	9.1		14.8
36		6	4	4	2	1	5	3	3	2		WFNC	29		6	4	4	1	1	3	3	2	1		WFNC	10.5		16.7	28.6	40.0	14.3	4.3	7.9	18.8	18.2	14.3	
15					1	3	2	3	2	1	3	*WIDU	15				1	3	2	3	2	1	3	*WIDU	5.5				14.3	13.0	5.3	18.8	18.2	14.3	11.1		
137	37	19	12	2	1	14	21	8	1		20	WQSM	71	27	11	2			8	11	2	1		9	WQSM	25.8	35.5	30.6	14.3		34.8	28.9	12.5	9.1		33.3	
-----												-----												-----													
61	29	8	1	1		13	1				8	WQDR	36	25	5				2	1				3	WQDR	13.1	32.9	13.9				8.7	2.6			11.1	
5	1					1	1				1	WQTI	2	1											WQTI	.7	1.3										
92	13	16	7	2	1	14	12	5	2	1	17	WRAL	26	7	4	3			2	4	3			3	WRAL	9.5	9.2	11.1	21.4			8.7	10.5	18.8		11.1	
28	2	1	1	2	1	3	4	3	4	3		WSTS	7	2			1	1	1	1			1		WSTS	2.5	2.6			10.0	14.3	4.3	2.6			14.3	
19		2		2	1	5	3		2	1		WYYD	9		2		1	1		2			1		WYYO	3.3		5.6		10.0	14.3		5.3		18.2	14.3	
TOTAL LISTENING IN METRO SURVEY AREA												275	76	36	14	10	7	23	38	16	11	7	27														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
364	32	24	45	29	24	34	43	33	29	18	WFAI	364	32	24	45	29	24	34	43	33	29	18	WFAI	19.2		13.9	18.5	58.4	56.9	13.0	15.0	32.3	41.8	50.0	8.0		
292	88	46	8		23	45	5	2	3	70	WFBS	254	76	29	8		23	45	5	2	3	61	WFBS	13.4	18.8	12.6	6.2		12.4	19.9	3.8	2.5	5.2	27.2			
436	100	47	20	16	12	32	39	34	16	18	82	WFLB	406	78	47	20	16	12	32	39	34	16	10	82	WFLB	21.4	19.3	20.4	15.4	20.8	23.5	17.3	17.3	25.6	20.3	17.2	36.6
617	20	88	57	32	59	18	69	52	48	51	11	WFNC	392	20	51	57	32	14	18	32	47	31	18	11	WFNC	20.6	4.9	22.2	43.8	41.6	27.5	9.7	14.2	35.3	39.2	31.0	4.9
237		11	5	4	7	53	31	28	15	16	54	WIDU	237		11	5	4	7	53	31	28	15	16	54	WIDU	12.5		4.8	3.8	5.2	13.7	28.6	13.7	21.1	19.0	27.6	24.1
1942	416	236	135	59	35	185	296	106	49	13	380	WQSM	869	266	114	34	17	11	100	138	38	19	4	117	WQSM	45.8	65.7	49.6	26.2	22.1	21.6	54.1	61.1	28.6	24.1	6.9	52.2
-----												-----												-----													
752	29C	95	36	26	17	104	35	2	23	4	115	WQDR	423	216	46	8	7	8	57	21	2	5	4	44	WQDR	22.3	53.3	20.0	6.2	9.1	15.7	30.8	9.3	1.5	6.3	6.9	19.6
169	2C	19	11	18	4	9	32	7	10	8	11	WQTI	60	20	5	3	3			8	2	7	1	4	WQTI	3.2	4.9	2.2	2.3	3.9			3.5	1.5	8.9	1.7	1.8
1244	160	148	75	45	34	167	149	70	39	26	284	WRAL	408	78	61	30	7	12	50	55	33	10	5	61	WRAL	21.5	19.3	26.5	23.1	9.1	23.5	27.0	24.3	24.8	12.7	8.6	27.2
486	50	39	47	45	19	46	46	48	37	36	20	WSTS	129	16	5	8	13	8	15	16	10	8	15	3	WSTS	6.8	4.0	2.2	6.2	16.9	15.7	8.1	7.1	7.5	10.1	25.9	1.3
282		1E	14	29	18	28	28	11	37	24	5	WYYD	150		15	14	18	14		19	11	26	12	5	WYYD	7.9		6.5	10.8	23.4	27.5		8.4	8.3	32.9	20.7	2.2
TOTAL LISTENING IN METRO SURVEY AREA												180B	385	220	118	70	51	174	222	122	75	56	219		95.2	95.1	95.7	90.8	90.9	99.9	94.1	98.2	91.7	94.9	96.6	97.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

FLINT
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
70	6	6	4	4		9	10	5	2		21	WDZZ	70	6	6	4	4		9	10	5	2		21	WDZZ	10.3	10.9	8.1	7.3	11.8		15.8	11.9	9.4	4.7		25.0	
49	2	3	2	1	4	4	8	4	3	4	4	WFDF	44	1	2	2	1	4	4	7	4	3	4	3	WFDF	6.5	1.8	2.7	3.6	2.9	11.8	7.0	8.3	7.5	7.0	11.8	3.6	
13			2	1	1		1	2	3	1		*WFLT	13			2	1	1		1	2	3	1		*WFLT	1.9			3.6	2.9	2.9		1.2	3.8	7.0	2.9		
79	4	4	7	8	6	5	9	6	12	4		WGMZ	75	4	4	7	6	6	5	9	6	11	3		WGMZ	11.1	7.3	5.4	12.7	17.6	17.6	8.8	10.7	11.3	25.6	8.8		
46		4	4	7	3		4	5	5	10	1	WKMF	46		4	4	7	3		4	5	5	10	1	WKMF	6.8		5.4	7.3	20.6	8.8		4.8	9.4	11.6	29.4	1.2	
5		1		1			1		1	1		*WLQB	5		1		1			1		1	1		*WLQB	.7		1.4		2.9			1.2		2.3	2.9		
9			1				1		1	2		*WOAP	8			1				1		1	1		*WOAP	1.2			1.8			1.8		1.9	2.3	2.9		
34	4	4	2			7	3	3			11	WTAC	23	3	1	2			5	2	3			7	WTAC	3.4	5.5	1.4	3.6			8.8	2.4	5.7			8.3	
55	7	7	3		1	8	17	2	2		6	WTRX	53	7	7	3		1	8	16	2	2		6	WTRX	7.8	12.7	9.5	5.5		2.9	14.0	19.0	3.8	4.7		7.1	
77	16	14	2			9	10	2	1		23	WWCK	71	14	13	2			7	10	2	1		22	WWCK	10.5	25.5	17.6	3.6			12.3	11.9	3.8	2.3		26.2	
13	2		1	1			2	3	2	2		WCXI	7	2						2	1		2		WCXI	1.0	3.6						2.4	1.9		5.9		
54	8	7	3			11	12	3	1		9	WFMK	51	7	6	3			10	12	3	1		9	WFMK	7.5	12.7	8.1	5.5			17.5	14.3	5.7	2.3		10.7	
103	1	4	9	4	6	11	6	20	8	14	3	WGER	20	1	3	5	2	2		1	1	2	1		WGER	2.9	1.8	4.1	9.1	5.9	5.9		1.2	1.9	4.7	2.9		
103	23	23	3			16	6	2			30	WHNN	13	1	3	2			2	1				4	WHNN	1.9	1.8	4.1	3.6			3.5	1.2				4.8	
64	4	8	3	1		12	12	1			22	WIOG	4			2								2	WIOG	.6			3.6								2.4	
11			2	2	1		1	5				WITL FM	11			2	2	1		1	5				WITL FM	1.6			3.6	5.9	2.9		1.2	9.4				
86	1	3	7	4	7	1	2	4	6	11		WJR	54		2	6	4	6	1		4	3	6		WJR	8.0		2.7	10.9	11.8	17.6	1.8		7.5	7.0	17.6		
85	4	14	11	9	3	4	9	13	5	3	7	WKCQ	23	2	4	3	1	1	1	2	5	2		2	WKCQ	3.4	3.6	5.4	5.5	2.9	2.9	1.8	2.4	9.4	4.7		2.4	
7	1	3									3	WLLZ	6	1	3									2	WLLZ	.9	1.8	4.1									2.4	
10	6	1				2	1					WNIC FM	5	1	1				2	1					WNIC FM	.7	1.8	1.4				3.5	1.2					
3		3										WRIF	3		3											WRIF	4		4.1									
9	2			2	1							WWJ	6	1		2										WWJ	.9	1.8			5.9							
33	4	4	2	3		5	4	3	2		5	WWWS	3	1	1							1				WWWS	.4	1.8	1.4						2.3			
TOTAL LISTENING IN METRO SURVEY AREA												678	55	74	55	34	34	57	84	53	43	34	84															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

FLINT
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
649	34	100	29	31	5	55	68	48	25	6	193	WDZZ	620	49	84	29	31	5	55	68	48	25	6	185	WDZZ	14.8	14.7	17.9	8.7	12.9	2.6	15.7	14.3	14.3	10.2	2.9	31.2										
982	36	113	91	47	33	91	141	49	70	30	91	WFDF	799	51	84	59	43	30	84	109	44	52	26	63	WFDF	19.1	15.3	17.9	17.6	17.9	15.6	24.0	22.9	13.1	21.1	13.6	10.6										
192		13	22	10	15	4	23	20	26	16	6	*WFLT	192		13	22	10	15	4	23	20	26	16	6	*WFLT	4.6		2.8	6.6	4.2	7.8	1.1	4.8	6.0	10.6	7.8	1.0										
919	37	64	89	74	90	53	98	85	89	85	32	WGMZ	772	37	64	67	53	76	42	98	69	69	59	32	WGMZ	18.5	11.1	13.7	20.0	22.1	39.6	12.0	20.6	20.5	28.0	28.6	5.4										
571	7	51	62	53	32	22	65	82	48	49	44	WKMF	559	7	48	59	53	32	22	65	82	46	49	44	WKMF	13.4	2.1	10.3	17.6	22.1	16.7	6.3	13.7	24.4	18.7	23.8	7.4										
131	9	22		11	5	4	25	7	16	9	13	*WLQB	131	9	22		11	5	4	25	7	16	9	13	*WLQB	3.1	2.7	4.7		4.6	2.6	1.1	5.3	2.1	6.5	4.4	2.2										
202			14	15	16	17	6	33	13	27	10	*WOAP	186			14	15	9	17	6	33	11	20	10	*WOAP	4.4			4.2	6.3	4.7	4.9	1.3	9.8	4.5	9.7	1.7										
1023	128	164	59	8	10	178	66	56	17	11	297	WTAC	654	78	68	59	8	7	108	28	51	15	11	199	WTAC	15.6	23.4	14.5	17.6	3.3	3.6	30.9	5.9	15.2	6.1	5.3	33.6										
909	81	105	49	19	31	84	158	64	48	32	162	WTRX	813	81	100	46	19	28	84	137	64	47	11	149	WTRX	19.4	24.3	21.4	13.7	7.9	14.6	24.0	28.8	19.0	19.1	5.3	25.1										
1231	267	211	59	12		160	110	65	28		319	WWCK	997	182	185	59	12		102	105	48	28		276	WWCK	23.8	54.7	39.5	17.6	5.0		29.1	22.1	14.3	11.4		46.5										
180	15	6	20	13	7		12	35	17	20	20	WCXI	92	15	6		4	5		12	21	6	11	12	WCXI	2.2	4.5	1.3		1.7	2.6		2.5	6.3	2.4	5.3	2.0										
780	102	104	67	18	9	137	129	43	23	3	134	WFMK	710	94	84	64	18	9	112	122	43	23		130	WFMK	17.0	28.2	17.9	19.1	7.5	4.7	32.0	25.6	12.8	9.3		21.9										
1249	26	57	149	117	84	79	93	161	106	121	50	WGER	406	15	30	51	48	38	12	41	26	45	43	6	WGER	9.7	4.5	6.4	15.2	20.0	19.8	3.4	8.6	7.7	18.3	20.9	1.0										
1475	254	246	47	11		282	153	55	14		396	WHNN	309	50	71	14			77	18	13	4		62	WHNN	7.4	15.0	15.2	4.2			22.0	3.8	3.9	1.6		10.5										
1089	120	125	53	14	6	200	145	52	17	9	325	WIOG	119	7		21	4		23		24	6	5	29	WIOG	2.8	2.1		6.3	1.7		6.6		7.1	2.4	2.4	4.9										
206	14	11	14	33	9	34	11	58			10	WITL FM	194	14	11	14	33	9	34	11	58			10	WITL FM	4.6	4.2	2.4	4.2	13.8	4.7	9.7	2.3	17.3		1.7											
1227	43	100	107	89	132	50	81	59	100	99	33	WJR	752	22	61	88	73	67	29	41	48	60	67	28	WJR	18.0	6.6	13.0	26.3	30.4	34.9	8.3	8.6	14.3	24.4	32.5	4.7										
1317	80	173	200	113	35	99	125	192	102	42	106	WKCO	329	37	36	52	25	9	30	35	47	30	5	23	WKCO	7.9	11.1	7.7	15.5	10.4	4.7	8.6	7.4	14.0	12.2	2.4	3.9										
269	70	59				12	24	13			91	WLLZ	212	37	59				12	24	13			67	WLLZ	5.1	11.1	12.6				3.4	5.0	3.9			11.3										
175	66	36	7			12	24	4	6		20	WNIC FM	96	7	24	7			12	24	4	6		12	WNIC FM	2.3	2.1	5.1	2.1			3.4	5.0	1.2	2.4		2.0										
167	45	53				6	29				34	WRIF	101	7	42				6	12				34	WRIF	2.4	2.1	9.0				1.7	2.5				5.7										
266	47	16	15	21	31	16	6	4	12	17	5	WWJ	157	22	16	15	18	9		6	4	11	5	5	WWJ	3.8	6.6	3.4	4.5	7.5	4.7		1.3	1.2	4.5	2.4	.8										
366	44	34	20	16	5	54	49	25	16	5	88	WWWS	101	13	14		3		10	21	5	9		26	WWWS	2.4	3.9	3.0		1.3		2.9	4.4	1.5	3.7		4.4										
TOTAL LISTENING IN METRO SURVEY AREA												4022	333	449	308	218	178	328	476	327	236	190	582	TOTAL LISTENING IN METRO SURVEY AREA												96.1	99.9	95.9	91.9	90.8	92.7	93.7	99.9	97.3	95.9	92.2	98.1

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

FT. LAUDERDALE-HOLLYWOOD
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
162	14	44	11	4		18	35	11	7	3	8	WAXY	86	6	17	5	2		15	16	6	5	3	5	WAXY	5.2	5.4	11.4	6.0	2.1		14.4	11.7	6.7	4.2	1.9	4.6	
101	18	4	8			12	8	3			48	WCKO	51	9	4	3			3	7	1			24	WCKO	3.1	8.0	2.7	3.6			2.9	5.1	1.1			22.2	
12			2			1	1	2			3	*WEXY	10			2			1	1	2		1	1	*WEXY	.6			2.4			1.0	.7	2.2		.6	.9	
87		2	1	1	9			2	8	30		WFTL	87		2	1	1	9		2	8	30		WFTL	5.2		1.3	1.2	1.1	7.8			2.2	6.7	18.6			
307	30	38	10	8	5	53	57	21	7	7	69	WHYI	121	4	20	3	6	4	17	24	13	3	3	24	WHYI	7.3	3.6	13.4	3.6	6.4	3.4	16.3	17.5	14.6	2.5	1.9	22.2	
82			2	7	19	1	2			22	16	WLQY	75			2	7	16	1	2		20	14		WLQY	4.5			2.4	7.4	13.8	1.0	1.5		16.7	8.7		
13				1	4			1	1	4		WPIP	10								1	1	3		WPIP	.6					3.4		1.1	.8	1.9			
109	19	14	4	5	1	16	11	4	5	2	23	WRBD	94	17	14	4	4	1	13	9	3	5	2	18	WRBD	5.7	15.2	9.4	4.8	4.3	.9	12.5	6.6	3.4	4.2	1.2	16.7	
189	65	49				33	15	5			22	WSHE	97	44	24				12	6	4			7	WSHE	5.8	39.3	16.1				11.5	4.4	4.5			6.5	
8			2			1	1	2	1	1		WSRF	8			2			1	1	2	1	1		WSRF	.5			2.4			1.0	7	2.2	.8	.6		
66			8	3		1	9	9	8	5		WWJF	32			3	3		1	6	3	3	4		WWJF	1.9			3.6	3.2		1.0	4.4	3.4	2.5	2.5		
126	13	19	9	6	1	18	25	12	5	1	14	WAIA	74	7	11	9	5	1	6	14	10	3	1	5	WAIA	4.4	6.3	7.4	10.8	5.3	.9	5.8	10.2	11.2	2.5	6	4.6	
128	1	1	2	7	14	6	1	6	6	23		WEAT FM	5			1							2		WEAT FM	.3			1.2							1.2		
86	9	14	10	7	3	5	14	7	2	3	6	WGBS	21		4	1	3		1	4	2		1		WGBS	1.3		2.7	1.2	3.2		1.0	2.9	2.2		.6		
195		4	8	12	17		3	6	7	23		WINZ	90		2	3	7	9		1	5	3	7		WINZ	5.4		1.3	3.6	7.4	7.8		.7	5.6	2.5	4.3		
217	28	20	8		1	29	29	15	2	2	74	WINZ FM	48	3	9	1			4	8	3		14	14	WINZ FM	2.9	2.7	6.0	1.2			3.8	5.8	3.4		.6	13.0	
166	6	4	21	19	21	3	4	6	19	11	2	WIOD	81	6	1	6	12	6	2		2	11	7	1	WIOD	4.9	5.4	7	7.2	12.8	5.2	1.9		2.2	9.2	4.3	.9	
62	1	14	12	8	3	2	5	3	3	7	2	WIRK FM	10	1	4	2						1	2		WIRK FM	.6	.9	2.7	2.4				.7		1.7			
45		1	2		14			1	5	11		WKAT	9					3				3	1		WKAT	.5					2.6			2.5	.6			
174	5	4	4	7	29	3	8	7	12	31		WKQS	120	1	2	3	6	24	2	4	5	6	21		WKQS	7.2	.9	1.3	3.6	6.4	20.7	1.9	2.9	5.6	5.0	13.0		
225	2	5	5	21	26	3	7	7	33	25	1	WLYF	128	2	4	1	11	11	1	6	2	20	12		WLYF	7.7	1.8	2.7	1.2	11.7	9.5	1.0	4.4	2.2	16.7	7.5		
279		4	6	12	15		6	4	4	22	2	WNWS	97		1	3	12	9			3	2	10	2	2	WNWS	5.8		.7	3.6	12.8	7.8			3.4	1.7	6.2	1.9
142	4	16	24	20	9	8	9	12	15	7	7	WQAM	62	2	9	15	1	1	5	5	7	8	3	3	WQAM	3.7	1.8	6.0	18.1	1.1	.9	4.8	3.6	7.9	6.7	1.9	2.8	
79		6	5	9	7		4	1	5	11		WTMI	34		2		2	4			2		1	9		WTMI	2.0		1.3		2.1	3.4		1.5		.8	5.6	
101	1		7	11	14	1	2	7	17	14		WVCG	21				3	4			2	1	1	4		WVCG	1.3			3.2	3.4		1.5	1.1	.8	2.5		
137	16	41	4		1	34	26	3	1		3	WWWL	60	6	16	1			16	14	1	1		1	1	WWWL	3.6	5.4	10.7	1.2			15.4	10.2	1.1	.8	.9	
123		3	6	6	11	1		4	17	32	1	WYOR	38				1	5	1			7	11		WYOR	2.3				1.1	4.3	1.0			5.8	6.8		
TOTAL LISTENING IN METRO SURVEY AREA												1663	112	149	83	94	116	104	137	89	120	161	108															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

FT. LAUDERDALE-HOLLYWOOD
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
2338	267	522	209	52	9	235	462	157	88	88	206	WAXY	1073	113	175	95	33			119	231	78	54	64	79	WAXY	12.1	23.8	25.1	18.4	5.8		23.8	31.6	13.8	9.6	8.3	9.6
1834	387	138	46		10	313	98	95	27	13	676	WCKO	868	162	92	21			104	70	47	12	8	332	WCKO	9.8	34.2	13.2	4.1			20.8	9.6	8.3	2.1	1.0	40.2	
157		8	13	12		19	18	28		19	19	*WEXY	143		8	13	12			19	18	28		5	19	*WEXY	1.6		1.1	2.5	2.5		3.8	2.5	5.0		.7	2.3
709		41	38	43	59			65	88	155	27	WFTL	680		41	38	43	59				53	82	155	27	WFTL	7.6		5.9	7.4	3.9	10.7		9.4	14.6	20.2	3.3	
4682	418	619	185	114	46	638	755	347	124	101	1241	WHYI	1747	93	217	107	56	19	193	316	169	65	57	429	WHYI	19.6	19.6	31.1	20.7	11.6	3.4	38.7	43.2	30.0	11.6	7.4	52.0	
894		14	42	76	146	10	41	10	132	169	11	WLQY	802			42	76	122	10	26	10	112	150	11	WLQY	9.0			8.1	15.7	22.1	2.0	3.6	1.8	20.0	19.5	1.3	
331		38	10	16	45	10	8	43	26	62		WPIP	196		14			35	10		37	23	38		WPIP	2.2		2.0			6.3	2.0		6.6	4.1	4.9		
802	104	55	28	51	17	124	57	64	35	22	216	WRBO	601	71	55	28	40	17	96	52	38	24	11	150	WRBO	6.8	15.0	7.9	5.4	9.3	3.1	19.2	7.1	6.7	4.3	1.4	18.2	
2185	527	437	27		18	352	179	103	13	18	506	WSHE	949	269	184	27			127	88	49		8	197	WSHE	10.7	56.8	26.4	5.2			25.5	12.0	8.7		1.0	23.9	
221		54	21			21	26	29	21	16	10	WSRF	215		54	21			21	26	29	21	16	10	WSRF	2.4		7.7	4.1			4.2	3.6	5.1	3.7	2.1	1.2	
844		31	91	91	19	28	99	167	87	73		WWJF	496		14	32	79	9	21	77	69	41	48		WWJF	5.6		2.0	6.2	15.4	1.6	4.2	10.5	12.2	7.3	6.2		
2134	140	307	209	103	19	241	373	179	112	40	292	WAIA	1088	52	130	132	79	9	98	209	114	47	16	112	WAIA	12.2	11.0	18.7	25.5	15.4	1.6	19.6	28.6	20.2	8.4	2.1	13.6	
1482	37	51	58	106	128	57	36	75	66	208	13	WEAT FM	203	14	14	11	24		21				32		WEAT FM	2.3	3.0	2.0	2.1	5.0		4.2				4.2		
1836	101	214	197	70	56	171	247	146	57	117	159	WGBS	642	14	81	69	33	9	49	86	64	35	45	29	WGBS	7.2	3.0	11.6	13.3	6.8	1.6	9.8	11.8	11.3	6.2	5.9	3.5	
3249	22	154	133	241	268	5	137	108	169	365	19	WINZ	1482		63	84	135	146		44	49	73	148		WINZ	16.7		9.0	16.2	23.0	26.4		6.0	8.7	13.0	19.2		
3705	480	368	127	27	36	473	511	264	70	75	1077	WINZ FM	996	29	117	50	12	17	94	186	67	30	46	281	WINZ FM	11.2	6.1	16.8	9.7	2.5	3.1	18.8	25.4	11.9	5.3	6.0	34.1	
2484	40	176	302	207	199	85	102	97	183	240	99	WIOO	1143	40	51	92	121	73	39	44	29	84	150	40	WIOO	12.8	8.4	7.3	17.8	25.1	13.2	7.8	6.0	5.1	15.0	19.5	4.8	
785	60	87	81	78	43	49	91	73	66	42	63	WIRK FM	116	14	14	32			16	10	12		10	WIRK FM	1.3	3.0	2.0	6.2				2.2	1.8	2.1		1.2		
754		19	72	12	115		15	51	50	114		WKAT	198			21	12	37			20	18	40		WKAT	2.2			4.1	2.5	6.7			3.5	3.2	5.2		
2167	37	63	91	155	189	48	73	68	238	364	42	WKQS	1383	14	38	59	100	155	29	60	39	130	236		WKQS	15.5	3.0	5.5	11.4	20.7	28.0	5.8	8.2	6.9	23.2	30.7		
2941	14	67	151	209	305	72	114	143	279	355	47	WLYF	1473	14	41	40	97	150	41	95	39	132	182		WLYF	16.6	3.0	5.9	7.7	20.1	27.1	8.2	13.0	6.9	23.5	23.7		
2621		131	178	96	207	18	99	87	151	304	31	WNWS	1187		27	92	90	127	10		65	67	172	11	WNWS	13.3		3.9	17.8	18.6	23.0	2.0		11.5	11.9	22.4	1.3	
2250	119	240	337	230	103	122	208	203	162	104	203	WQAM	831	29	86	124	67	26	37	93	86	76	48	74	WQAM	9.3	6.1	12.3	24.0	13.9	4.7	7.4	12.7	15.2	13.5	6.2	9.0	
1187		89	40	125	75	17	68	37	88	134	7	WTMI	502		41	11	48	28		26		35	88		WTMI	5.6		5.9	2.1	9.9	5.1		3.6		6.2	11.4		
1463	28	34	74	208	121	23	35	125	130	127	8	WVCG	413		14		45	45		26	29	18	52		WVCG	4.6		2.0		9.3	8.1		3.6	5.1	3.2	6.8		
1852	218	382	94	56	28	372	360	85	47	16	134	WWWL	722	84	168	27	24	9	133	151	27	21	16	42	WWWL	8.1	17.7	24.1	5.2	5.0	1.6	26.7	20.7	4.8	3.7	2.1	5.1	
1414	20	51	49	97	147	51	9	83	149	239	17	WYOR	466		14	8	24	65	21	9	27	56	88		WYOR	5.2		2.0	1.5	5.0	11.8	4.2	1.2	4.8	10.0	11.4		
TOTAL LISTENING IN METRO SURVEY AREA													8614	456	697	517	471	528	499	730	564	534	734	819	96.8	96.2	99.9	99.9	97.5	95.5	99.9	99.9	99.9	99.9	95.2	95.4	99.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
44		3	7		4		4	6	6	3	4	WADM	31			7			6	3	3	4	WADM	1 0			3 3				2 7	1 6	1 7	1 0													
26		3			4		4	3			8	WADM FM	26		3			4	3			8	WADM FM	. 8			9			2 6	1 2	1 4		2 0													
66		3	7		4		4	9	6	3	8	TOTAL	53		3	7		4	9	3	3	8	TOTAL	1 7		9 3 3		2 6	1 2	4 1	1 6	1 7	2 0														
803	5	57	60	35	77	27	86	82	76	72	36	WEZV	647	5	57	42	35	53	27	81	68	68	47	21	WEZV	21 1	2 0	17 9	19 7	19 6	34 9	10 7	25 2	30 9	35 8	27 2	5 1										
104		6	4	8	4		11	8	7	16	11	WFCV	74			4	4	4		11	8	7	16	11	WFCV	2 4			1 9	2 2	2 6		3 4	3 6	3 7	9 2	2 7										
295	5	38	18	16	22	10	16	4	29	36	15	WGL	283	5	38	18	16	22	10	16	4	29	36	15	WGL	9 2	2 0	11 9	8 5	8 9	14 5	4 0	5 0	1 8	15 3	20 8	3 7										
166		5	9	21	25		19	11	13	15	5	WIFF	137		5	9	12	16		19	11	13	15	5	WIFF	4 5		1 6	4 2	6 7	10 5		5 9	5 0	6 8	8 7	1 2										
282	2 7	65		8	9	48	53	16	5	4	36	WLYV	268	27	65		8	9	34	53	16	5	4	36	WLYV	8 7	11 0	20 4		4 5	5 9	13 4	16 5	7 3	2 6	2 3	8 8										
1682	18 1	208	57	41	13	295	206	94	36	30	478	WMEE	1052	126	134	40	36	13	143	135	47	29	16	305	WMEE	34 2	51 4	42 0	18 8	20 1	8 6	56 5	42 1	21 4	15 3	9 2	74 4										
4530	200	481	343	274	342	272	482	344	305	240	501	WOWO	1680	88	182	137	119	103	70	202	109	111	123	196	WOWO	54 7	35 9	57 1	64 3	66 5	67 8	27 7	62 9	49 5	58 4	71 1	47 8										
1583	195	141	29	21	31	322	168	80	47		484	WPTH	807	91	96	23	13	7	138	114	40	28		234	WPTH	26 3	37 1	30 1	10 8	7 3	4 6	54 5	35 5	18 2	14 7		57 1										
1289	88	95	102	106	57	89	195	97	113	45	141	WQHK	812	54	69	66	77	53	40	94	70	87	39	88	WQHK	26 4	22 0	21 6	31 0	43 0	34 9	15 8	29 3	31 8	45 8	22 5	21 5										
588	161	73		13	9	120	32	12	4	8	145	WXKE	510	142	61		13	9	100	32	12	4	8	118	WXKE	16 6	58 0	19 1		7 3	5 9	39 5	10 0	5 5	2 1	4 6	28 8										
502	73	84	11	8		74	84	9	4		115	CKLW	52	14	11				5	11				5	CKLW	1 7	5 7	3 4				2 0	3 4				1 2										
454		49	60	50	51		20	11	36	33	9	WJR	87			13	18	9			4	8	8		WJR	2 8			6 1	10 1	5 9		1 8	4 2	4 6												
422		23	32	58	51	18	5	33	51	39	10	WKSJ	238		9	19	40	24	4	5	15	27	18	10	WKSJ	7 7		2 8	8 9	22 3	15 8	1 6	1 6	6 8	14 2	10 4	2 4										
TOTAL LISTENING IN METRO SURVEY AREA												2936	221	314	204	171	145	248	316	209	181	170	410													95.6	90 2	98 4	95 8	95 5	95 4	98.0	98 4	95 0	95 3	98 3	99 9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

FRESNO
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
39		11	11	2	1	1	5	3		2	2	KARM	27		5	7	2	1	1	3	3		2	2	KARM	3.6		5.9	12.3	6.7	3.3	1.2	4.0	5.4		3.8	2.7
7		1					1			2		*KBIF	6		1					1		1			*KBIF	8		1.2					1.3		2.7		
42	5	3	2			8	10	4	3		5	KFIG	41	5	3	2			8	10	4	2		5	KFIG	5.5	6.3	3.5	3.5		9.4	13.3	7.1	5.4		6.8	
63	6	6	17	3	3	3	16	2	2	3		KFRE	9		1	3				3	1		1		KFRE	1.2		1.2	5.3			4.0	1.8		1.9		
38	9	6	1	2	1	1	2	4	3	4	3	KFRY	22	7	3		1	1	1	2	2	1	2	1	KFRY	2.9	8.8	3.5		3.3	3.3	1.2	2.7	3.6	2.7	3.8	1.4
195	30	35	10			35	35	6	6	1	37	KFYE	55	7	8	4			9	12	4		1	10	KFYE	7.4	8.8	9.4	7.0		10.6	16.0	7.1		1.9	13.5	
43	8	3	7	2			2	4	3	4	1	*KGST	36	7	3	6				2	1	3	4	1	*KGST	4.8	8.8	3.5	10.5			2.7	1.8	8.1	7.5	1.4	
9		1						2			3	*KIRV	9		1							2		3	*KIRV	1.2		1.2					3.6		5.7		
62	21	11	1			7	11				11	KKDJ	34	16	4				5	2			7	7	KKDJ	4.6	20.0	4.7				5.9	2.7			9.5	
100	1	4	3	11	7	2	5	4	19	16	1	KKNU	85		4	3	10	6	2	5	4	11	15	1	KKNU	11.4		4.7	5.3	33.3	20.0	2.4	6.7	7.1	29.7	28.3	1.4
19	8	4		1		1	1		1		3	*KLIP	17	8	2		1		1	1		1		3	*KLIP	2.3	10.0	2.4		3.3		1.2	1.3		2.7	4.1	
40	2	4	13	1	1		7	4	3	2	1	KMAK	38	2	3	13	1	1		7	4	3	2	1	KMAK	5.1	2.5	3.5	22.8	3.3	3.3		9.3	7.1	8.1	3.8	1.4
131	2	5	8	16	24	1	3	7	8	19	3	KMJ	66	1	2	6	9	10	1	2	2	5	8	1	KMJ	8.8	1.3	2.4	10.5	30.0	33.3	1.2	2.7	3.6	13.5	15.1	1.4
11	1	1		1	1		1	2		2	1	KNAX	11	1	1		1	1		1	2		2	1	KNAX	1.5	1.3	1.2		3.3	3.3		1.3	3.6		3.8	1.4
7		1				2		1		1	1	KTED	6		1				1		1		1	1	KTED	.8		1.2			1.2		1.8		1.9	1.4	
56	1	4	1	7	3	2	3	14	6	1	7	*KXEX	35		4		1	3	1	3	10	3	1	2	*KXEX	4.7		4.7		3.3	10.0	1.2	4.0	17.9	8.1	1.9	2.7
14			1		3			4		3		*KXQR	12					3				3		3	*KXQR	1.6				10.0			5.4		5.7		
31	9	5	2			3	4	3	1		4	KYNO	21	2	4	2			3	3	3		4	4	KYNO	2.8	2.5	4.7	3.5			3.5	4.0	5.4		5.4	
86	8	11	1	1		31	9	3	2	1	19	KYNO FM	82	7	11	1	1		31	8	3	2	1	17	KYNO FM	11.0	8.8	12.9	1.8	3.3		36.5	10.7	5.4	5.4	1.9	23.0
60	18	10	2			11	1		1		17	KBOS	32	8	4	2			7			1		10	KBOS	4.3	10.0	4.7	3.5			8.2			2.7	13.5	
14		1	1	4	3					2		KCBS	4		1	1		1					1		1	KCBS	.5		1.2	1.8		3.3				1.9	
23			1	11	3			2		3		KGO	3			1							1		1	KGO	.4			1.8					1.9		
38	6	10	1	1		5	9	1	2		3	KIOY	23	2	8	1			3	5	1	1		2	KIOY	3.1	2.5	9.4	1.8			3.5	6.7	1.8	2.7		2.7
29		2	2	16		1	1		1	5		KJUG	3		1	2										KJUG	.4		1.2	3.5							
14	1		2	1	6			2		2		KLTA	5	1		1	1				2				KLTA	.7	1.3		1.8	3.3			3.6				
9		4		1			2					KNBR	4		2		1									KNBR	.5		2.4		3.3						
31	6	6	1	1	4	1	2	6	1	1	1	KNGS	4		1			1			1		1	1	KNGS	.5		1.2			3.3			1.8		1.4	
6				1					2	1		KRDU	3									1				KRDU	.4							2.7			
TOTAL LISTENING IN METRO SURVEY AREA												746	80	85	57	30	30	85	75	56	37	53	74														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON

Cume Listening Estimates

FRESNO
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
512	8	117	57	12	11	32	95	34	5	25	103	KARM	349	8	58	42	12	11	32	50	34	5	17	67	KARM	8.4	2.2	14.6	15	6	4	7	4	8	8.8	12	3	11	3	1.9	7	1	12	2			
144		4			19	4	10	14	20	9	5	*KBIF	90		4			6	4	10	7	12	9	5	*KBIF	2.2		1.0			2	6	1	1	2.5	2.3	4	5	3	8	9						
681	92	56	29	15	16	100	103	52	52	20	110	KFIG	570	74	56	29	15	6	83	103	52	29	4	93	KFIG	13.7	20.8	14.1	10	8	5	9	2	6	22.9	25	4	17	3	10	8	1	7	16	9		
1115	47	154	160	85	51	64	222	70	62	67	27	KFRE	372	10	30	63	23	11	29	69	45	22	13	27	KFRE	8.9	2.8	7.6	23	4	9	0	4	8	8.0	17	0	15	0	8.2	5	4	4	9			
489	89	63	27	51	11	21	23	43	42	39	43	KFRY	258	34	28	8	40	11	21	23	10	23	22	12	KFRY	6.2	9.6	7.1	3	0	15	7	4	8	5.8	5.7	3	3	8	6	9	2	2	2			
2294	354	250	155	66	6	315	293	159	101	14	563	KFYE	800	136	84	57	15		126	117	87	23	9	140	KFYE	19.2	38.2	21.2	21	2	5.9			34	8	28	8	29	0	8.6	3	8	25	5			
366	36	46	31	14	10	17	31	44	42	18	37	*KGST	275	18	46	18	3	10	17	31	25	30	18	19	*KGST	6.6	5	11.6	6.7	1.2	4.4	4	7	7.6	8.3	11	2	7.5	3	5							
65		4			6	4	10	7			9	*KIRV	53		4			6	4	10	7		9	*KIRV	1.3		1.0			2	6	1	1	2.5	2	3			3	8							
843	210	150	29	14		97	85	26	14		207	KKDJ	494	158	60	16	14		67	43	14	14		108	KKDJ	11.9	44.4	15.1	5	9	5.5			18	5	10	6	4	7	5	2		19	7			
1000	26	25	55	105	101	35	46	65	143	119	34	KKNU	736	8	25	55	95	76	17	46	53	87	82	34	KKNU	17.7	2.2	6.3	20	4	37	3	33	5	4	7	11	3	17	7	32	3	34	3	6	2	
117	16	33		5		16	15		11		21	*KLIP	104	16	20		5		16	15		11		21	*KLIP	2.5	4	5	5	0		2	0		4	4	3		4	1		3	8				
576	24	48	116	35	25	23	53	82	52	19	38	KMAK	521	24	35	116	35	25	23	53	82	52	19	38	KMAK	12.5	6	7	8.8	43.1	13.7	11	0	6	4	13.1	27	3	19.3	7	9	6	9				
1744	55	108	130	190	266	29	44	93	153	191	85	KMJ	917	37	47	78	101	126	29	20	48	86	90	26	KMJ	22.1	10.4	11	8	29.0	39.6	55	5	8.0	4.9	16.0	32	0	37	7	4	7					
315	24	18	6	14	11	19	33	20	23	13	50	KNAX	248	24	18	6	14	11	19	33	20		13	33	KNAX	6.0	6.7	4.5	2	2	5.5	4.8	5	2	8.1	6	7			5.4	6	0					
128	8	10				39	12	10	5	9	22	KTED	111	8	10				22	12	10	5	9	22	KTED	2.7	2.2	2.5						6	1	3.0	3	3	1	9	3.8	4	0				
312	18	32	17	18	9	28	22	41	38	8	61	*KXEX	213		32	4	7	9	10	22	29	30	8	42	*KXEX	5.1		8.1	1	5	2.7	4.0	2	8	5	4	9.7	11.2	3	3	7.7						
208		4	12		23	4	22	16	45	5	5	*KXQR	144		4		23		4	10	16	29	5	5	*KXQR	3.5		1.0			10.1			1	0	3	3	5	9	12	1		.9				
692	44	134	43		6	126	116	65	20	13	118	KYNO	564	26	92	43		6	91	102	54	12	13	118	KYNO	13.6	7	3	23	2	16.0		2	6	25	1	25	1	18.0	4.5	5	4	21.5				
1044	130	109	16	28		240	130	39	33	22	297	KYNO FM	868	83	95	16	17		223	103	39	33	13	246	KYNO FM	20.9	23	3	23.9	5	9	6.7		61.6	25	4	13	0	12.3	5.4	44.8						
783	241	87	31		6	82	25		28	8	264	KBOS	354	129	29	6		6	48	12		20		104	KBOS	8.5	36.2	7.3	2	2		2.6	13.3	3	0			7	4			18	9				
295		17	36	48	55	6	4	19	11	46		KCBS	118		17	29	9	11	6	4			22		KCBS	2.8		4	3	10	8	3	5	4	8	1	7	1	0				9.2				
226		13	35	32	19	6	8	17	7	30	17	KGO	67		13	12		6	6	8	5	7	4		KGO	1.6		3	3	4	5		2.6	1.7	2.0	1	7	2.6	1	7							
662	84	86	16	40	6	118	99	20	32	8	117	KIOY	401	30	70	16	19	6	66	69	20	12		80	KIOY	9.6	8.4	17	6	5	9	7.5	2.6	18.2	17	0	6.7	4.5					14.6				
358		53	24	75		55	21		37	46	20	KJUG	47		11	12			6				4	2	KJUG	1.1		2	8	4	5				1	5			1	7		.4					
239	8		40	27	23			76	31	17	17	KLTA	82	8		15	27				20	12			KLTA	2.0	2.2		5	6	10.6					6	7	4.5									
153	8	41	30	14	6		28	5				KNBR	75	8	17	6	14	6			12	5			KNBR	1.8	2.2	4	3	2	2	5	5	2.6		3.0	1	7									
503	73	18	33	22	86	43	35	53	41	40	5	KNGS	90	16	4	6		19	6	4	5		6	5	KNGS	2.2	4	5	1	0	2.2		8	4	1.7	1.0	1	7			2.5	9					
212			26	25		3	2	37	35	5	5	KROU	94			5	13		3	2	13	9	5	5	KROU	2.3					2.0	5.7			.7	7	4.8	3.8	9								
TOTAL LISTENING IN METRO SURVEY AREA												3887	348	377	262	224	209	357	399	286	244	221	501		93.5	97.8	95.0	97.4	67.8	92.1	98.6	98.3	95.3	90.7	92.5	91.3											

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

GRAND RAPIDS
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
46	2	8	2	3	5	2	2	2	4	3		WCUZ	45	2	7	2	3	5	2	2	2	4	3		WCUZ	53	2.6	7.5	3.2	8.1	14.3	2.7	2.2	3.3	7.1	5.9	
93	5	18	13	7	1	8	18	11	3	2	7	WCUZ FM	65	5	12	12	3	1	4	14	6	1	1	6	WCUZ FM	76	6.5	12.9	19.4	8.1	2.9	5.5	15.7	10.0	1.8	2.0	8.5
9	1	1	2		1				1	1		*WFUR	7	1	1			1				1	1		*WFUR	8	1.3	1.1			2.9				1.8	2.0	
43	2	2	2	1	2		3	3	6	6		WFUR FM	38	2	2	2	1	1		2	3	5	5	WFUR FM	4.5	2.6	2.2	3.2	2.7	2.9		2.2	5.0	8.9	9.8		
21			4	2				1	2	2		*WGHN	21			4	2				1	2	2	*WGHN	2.5			6.5	5.4			1.7	3.6	3.9			
24	1	2	2	2		7	2	3	1		4	*WGRD	21	1	2	2	2		7	2	1	1		3	*WGRD	2.5	1.3	2.2	3.2	5.4		9.6	2.2	1.7	1.8		4.2
157	15	18	3			26	13	9	4	1	67	WGRD FM	70	4	6	2			13	7	4	2		32	WGRD FM	8.2	5.2	6.5	3.2			17.8	7.9	6.7	3.6		45.1
21	5				1		1	1	1	2		*WHTC	15				1		1	1	1	1	1	*WHTC	1.8				2.9		1.1	1.7	1.8	2.0			
6										3		*WHTC FM	4										2	*WHTC FM	.5									3.9			
13		1		1	1		1		2	2	1	WJBL FM	8		1		1	1				2	1	1	WJBL FM	.9		1.1		2.7	2.9				3.6	2.0	1.4
111	14	17	5	3		17	36	7	3		8	*WJFM	54	3	9	3	2		8	20	4	2		3	*WJFM	6.3	3.9	9.7	4.8	5.4		11.0	22.5	6.7	3.6		4.2
7												*WJPW	7												*WJPW	.8											
211	75	43	2	1		36	14	1	1		38	WLAV	120	48	18	2	1		21	7	1	1		21	WLAV	14.1	62.3	19.4	3.2	2.7		28.8	7.9	1.7	1.8		29.6
13	2	1	4	1	1					1		*WMAX	9	1	1	2		1					1		*WMAX	1.1	1.3	1.1	3.2		2.9					2.0	
83	1	5	11	8	8		5	13	5	15	1	WOOD	71		4	7	6	7		5	11	5	14	1	WOOD	8.3		4.3	11.3	16.2	20.0		5.6	18.3	8.9	27.5	1.4
210	5	10	14	14	29	7	11	22	28	19	2	WOOD FM	109	2	5	7	5	10	3	6	13	14	9	WOOD FM	12.8	2.6	5.4	11.3	13.5	28.6	4.1	6.7	21.7	25.0	17.6		
28		2	2	6			1		4	3		WTWN	26		2	2	6			1		4	1		WTWN	3.1		2.2	3.2	16.2			1.1		7.1	2.0	
6			4			1	1					*WYGR	6			4				1	1				*WYGR	.7			6.5		1.4	1.1					
17	2	2		1		1	1	1	1	5	1	*WZNO	11		2		1		1	1	1	1	2		*WZNO	1.3		2.2		2.7		1.4	1.1	1.7	1.8	3.9	
48	5	11	1			7	18	1	1	1	3	WZZR	37	5	8				6	14		1	1	2	WZZR	4.3	6.5	8.6				8.2	15.7		1.8	2.0	2.8
56	1	3	5	4	4	1	3	3	5	8	1	*WKZO	4						1						*WKZO	5						1.4					
54		5	4	6	1	2	8	5	4	1	2	WMUS FM	6			1			1	1	1	2			WMUS FM	7			1.6			1.4	1.1	1.7	3.6		
20		1	1	2	1	1	1	1	2	1	1	WPLB FM	6				1		1		1	1			WPLB FM	7				2.7		1.4		1.7	1.8		
62	1	2	5	8	3	5	5	9	5	5	4	WQLR	4			1	1			1					WQLR	5			1.6	2.7			1.1				
52		1	4	7	8		1	7	7	5	2	WQWQ	14		1	1	1	4			2	2	1		WQWQ	1.6		1.1	1.6	2.7	11.4			3.3	3.6	2.0	
14			1	2	1					2		WBBM	6			1	1						1		WBBM	7		1.1	1.6							2.0	
17	5	2				2	2	1			4	WLS	3	1	1					1					WLS	.4	1.3	1.1					1.1				
31		2	5	4	1	1	5	4	2	2	2	WMAQ	5		1	1					1			1	WMAQ	.6		1.1	1.6					1.7			1.4
TOTAL LISTENING IN METRO SURVEY AREA													852	77	93	62	37	35	73	89	60	56	51	71													

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

GRAND RAPIDS
SPRING 198

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
693	52	107	55	66	46	61	69	51	37	35	17	WCUZ	658	52	89	46	66	46	55	69	49	37	35	17	WCUZ	13.4	13.0	17.8	13.5	24.3	19.0	12.6	13.5	13.8	12.7	13.1	2.5	
1216	76	221	115	53	23	142	214	125	30	29	157	WCUZ FM	781	53	142	87	24	23	82	156	81	14	17	80	WCUZ FM	15.9	13.3	28.3	25.6	8.8	9.5	18.9	30.5	22.8	4.8	6.3	12.0	
206	9	29	7	11	23			11	22	18		*WFUR	194	9	24		11	23			11	22	18		*WFUR	4.0	2.3	4.8		4.0	9.5		3.1	7.6	6.7			
636	26	45	43	18	52	6	55	57	57	64	26	WFUR FM	517	26	36	29	18	46		37	43	47	52	16	WFUR FM	10.5	6.5	7.2	8.5	6.6	19.0		7.2	12.1	16.2	19.4	2.4	
138	8		6	16	6		13	11	9	17		*WGHN	138	8		6	16	6		13	11	9	17		*WGHN	2.8	2.0		1.8	5.9	2.5		2.5	3.1	3.1	6.3		
593	43	63	27	24		87	85	45	30	20	148	*WGRO	502	43	60	23	24		75	82	38	22	12	102	*WGRO	10.2	10.8	12.0	6.8	8.8		17.2	16.0	10.7	7.6	4.5	15.3	
2884	375	269	88	44	14	448	365	165	94	23	953	WGRO FM	1315	130	124	29	35		224	183	65	46		438	WGRO FM	26.8	32.5	24.8	8.5	12.9		51.5	35.7	18.3	15.8		65.6	
260	26	11	11	22	22	18	18	16	21	39	6	*WHTC	172		11	6	11	22	7	18	16	14	28	6	*WHTC	3.5		2.2	1.8	4.0	9.1	1.6	3.5	4.5	4.8	10.4	9	
219		17	22	6	17	7	26	17	13	39	5	*WHTC FM	146		12	17		17	7	9	11	13	28	5	*WHTC FM	3.0		2.4	5.0		7.0	1.6	1.8	3.1	4.5	10.4	7	
397		44	18	15	41	4	22	32	24	43	39	WJBL FM	254		35	18	5	17		9	21	21	23	39	WJBL FM	5.2		7.0	5.3	1.8	7.0		1.8	5.9	7.2	8.6	5.8	
1676	173	259	95	30	19	284	366	98	35	18	229	*WJFM	826	86	130	40	13	12	142	192	60	22	6	99	*WJFM	16.8	21.5	25.9	11.8	4.8	5.0	32.6	37.5	16.9	7.6	2.2	14.8	
88			5	9						9		*WJPW	82				5	6					6		*WJPW	1.7				1.8	2.5					2.2		
2388	636	357	25	22	3	438	220	44	27	6	610	WLAV	1159	304	172	18	17		224	101	16	20		287	WLAV	23.6	76.0	34.3	5.3	6.3		51.5	19.7	4.5	6.9		43.0	
288	41	19	31	27	41	13	10	18	5	23		*WMAX	203	26	18	12	17	23	7	5	11	5	18		*WMAX	4.1	6.5	3.6	3.5	6.3	9.5	1.6	1.0	3.1	1.7	6.7		
1372	55	139	80	94	158	45	114	124	113	155	89	WOOD	1141	35	112	58	76	116	34	114	103	100	129	70	WOOD	23.3	8.8	22.4	17.1	27.9	47.9	7.8	22.3	28.9	34.4	48.1	10.5	
2652	40	120	231	263	270	111	171	272	318	241	142	WOOD FM	1279	26	64	133	105	110	55	105	141	134	105	61	WOOD FM	26.1	6.5	12.8	39.1	38.6	45.5	12.6	20.5	39.6	46.0	39.2	9.1	
384	35	47	26	43	17	20	23	26	29	43	22	WTWN	355	35	47	23	43	17	13	23	21	29	35	16	WTWN	7.2	8.8	9.4	6.8	15.8	7.0	3.0	4.5	5.9	10.0	13.1	2.4	
64	9	6	6			7	18	5	13			*WYGR	64	9	6	6			7	18	5	13			*WYGR	1.3	2.3	1.2	1.8			1.6	3.5	1.4	4.5			
318	34	29	22	11	6	20	18	41	26	28	35	*WZND	261		29	22	11	6	20	18	37	26	23	21	*WZND	5.3		5.8	6.5	4.0	2.5	4.6	3.5	10.4	8.9	8.6	3.1	
1006	94	204	33	28		178	241	30	39	27	118	WZZR	710	78	154	12	25		137	155	16	27	17	75	WZZR	14.5	19.5	30.7	3.5	9.2		31.5	30.3	4.5	9.3	6.3	11.2	
1028	42	71	96	82	103	37	70	88	79	93	55	*WKZO	97	9	6	11			7	5	5		6	5	*WKZO	2.0	2.3	1.2	3.2			1.6	1.0	1.4		2.2	7	
683	8	61	84	41	21	58	118	67	40	11	70	WMUS FM	114		6	17	6		13	9	21	9		11	WMUS FM	2.3		1.2	5.0	2.2		3.0	1.8	5.9	3.1		1.6	
399	9	27	9	48	46	14	51	27	55	12	17	WPLB FM	161	9	12	6	23	6	14	18	16	24			WPLB FM	3.3	2.3	2.4	1.8	8.5	2.5	3.2	3.5	4.5	8.2			
893	29	53	93	74	57	44	75	99	94	88	68	WQLR	115		18	17	11			18	11	12	12			WQLR	2.3		3.6	5.0	4.0			3.5	3.1	4.1	4.5	
744	7	34	71	100	49	37	31	90	112	62	25	WQWQ	277		18	17	39	23	7	9	38	33	23	6	WQWQ	5.6		3.6	5.0	14.3	9.5	1.6	1.8	10.7	11.3	8.6	9	
254		17	37	24	32		9	10	16	34	18	WBBM	101		6	11		17				9	17	5	WBBM	2.1		1.2	3.2		7.0				3.1	6.3	7	
590	132	45	17			114	72	32	16	8	134	WLS	178	52	18	6			13	40	11			38	WLS	3.6	13.0	3.6	1.8			3.0	7.8	3.1			5.7	
562	13	40	95	34	32	27	63	78	40	29	38	WMAQ	110		17	17		6	13	18	11	9		5	WMAQ	2.2		3.4	5.0		2.5	3.0	3.5	3.1	3.1		7	
TOTAL LISTENING IN METRO SURVEY AREA													4710	391	495	322	260	225	421	488	350	282	256	629		96.0	97.8	98.8	94.7	95.6	93.0	96.8	95.3	98.3	96.9	95.5	94.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS												SHARES—METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
28	2	2	1		2	5	4	1	1	2	2	WDUZ	23	2	1	1		2	3	2	1	1	2	2	WDUZ	10.4	9.1	4.3	7.1		18.2	14.3	8.0	6.7	6.3	14.3	9.1	
63	2	2	3	4	7	2	4	6	9	8	2	WDUZ FM	29	2		2	2	3	1	4	2	5	4	2	WDUZ FM	13.1	9.1		14.3	33.3	27.3	4.8	16.0	13.3	31.3	28.6	28.6	
72	1	4	9	7	4	3	5	8	5	8	1	WGEE	40		4	4	2	2	1	4	3	4	5		WGEE	18.1		17.4	28.6	33.3	18.2	4.8	16.0	20.0	25.0	35.7	35.7	
134	18	12	6		4	22	13	7	3	7	41	WIXX	45	7	6	1			8	6	2	2		13	WIXX	20.4	31.8	26.1	7.1		38.1	24.0	13.3	12.5		59.1	59.1	
45	7	13	2		2	1	9	4	3	1	1	WNFL	29	2	7	2		2	1	6	4	3			WNFL	13.1	9.1	30.4	14.3		18.2	4.8	24.0	26.7	18.8		18.8	
55	23	7	1			10	3				11	WAPL	15	3	2	1			3	1				5	WAPL	6.8	13.6	8.7	7.1		14.3	4.0				22.7	22.7	
31			1	6		1		1	1			WAUN	7			1	1		1				1		WAUN	3.2			7.1	16.7		4.8				7.1	7.1	
15	1		1	8	1			1	1			WGN	1	1											WGN	.5	4.5											
34	3	2	10	1	2	4	4	1	1	2	3	*WKAU	3	1				1							*WKAU	1.4	4.5				4.8							
26	5	2				6	7	1			5	WKAU FM	5	1				1	1					2	WKAU FM	2.3	4.5				4.8	4.0				9.1	9.1	
60	8	4	10	1	2	10	11	2	1	2	8	TOTAL	8	2				2	1					2	TOTAL	3.7	9.0				9.6	4.0				9.1	9.1	
43	6	6	3		2	7	7	3	4		5	WNAM	1	1											WNAM	.5	4.5											
29	2	5	3	6	1	2	2	2	1	3		WYNE	4		1		1		1		1				WYNE	1.8		4.3		16.7	4.8		6.7					
TOTAL LISTENING IN METRO SURVEY AREA												221	22	23	14	6	11	21	25	15	16	14	22															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
742	78	91	38	16	55	82	95	41	25	54	85	WDUZ	568	63	58	32	16	36	64	59	32	25	36	70	WDUZ	39.8	52.1	36.9	32.3	21.6	52.9	49.6	38.6	31.7	32.1	47.4	34.1
855	19	64	65	70	69	32	55	89	91	75	63	WDUZ FM	373	15	32	27	32	23	15	37	39	41	32	27	WDUZ FM	26.1	12.4	20.4	27.3	43.2	33.8	11.6	24.2	38.6	52.6	42.1	13.2
1133	48	87	143	90	78	63	93	99	76	100	59	WGEE	552	24	55	61	44	32	19	57	53	41	46	25	WGEE	38.7	19.8	35.0	61.6	59.5	47.1	14.7	37.3	52.5	52.6	60.5	12.2
2046	243	237	126	27	46	288	215	159	68	45	556	WIXX	651	92	78	43	8	3	106	69	44	25	8	163	WIXX	45.6	76.0	49.7	43.4	10.8	4.4	82.2	45.1	43.6	32.1	10.5	79.5
640	78	127	27	21	25	42	116	38	22	37	40	WNFL	467	53	81	24	16	19	42	66	32	22	19	31	WNFL	32.7	43.8	51.6	24.2	21.6	27.9	32.6	43.1	31.7	28.2	25.0	15.1
769	214	85	11	8	18	119	48	11	7	13	229	WAPL	220	53	23	5	6	6	30	12	2	2	6	75	WAPL	15.4	43.8	14.6	5.1	8.1	8.8	23.3	7.8	2.0	2.6	7.9	36.6
290		11	11	38	6	4	12	18	23	11	18	WAUN	63			11	4	3	4		5	7	11	3	WAUN	4.4			11.1	5.4	4.4	3.1		5.0	9.0	14.5	1.5
197	17	3	17	29	7	4	6	11	33	5	10	WGN	28	5		8	2				2		2		WGN	2.0	4.1		8.1	2.7			1.3			2.6	
614	100	56	32	7	36	108	68	29	16	7	112	*WKAU	129	34	12	8			27	10	7	2	23	*WKAU	9.0	28.1	7.6	8.1			20.9	6.5	6.9	2.6		11.2	
595	120	46	14	18	4	103	79	17	16	8	170	WKAU FM	173	34	15	3	6		23	20	9	11	2	50	WKAU FM	12.1	28.1	9.6	3.0	8.1		17.8	13.1	8.9	14.1	2.6	24.4
1018	180	95	43	25	36	155	132	38	30	11	226	WKAU TOTAL	243	53	23	8	6		38	27	14	11	2	55	WKAU TOTAL	17.0	43.8	14.6	8.1	8.1		29.5	17.6	13.9	14.1	2.6	26.8
1001	131	106	42	28	43	137	137	64	47	29	164	WNAM	128	24	9	3			30	25	2	4	2	13	WNAM	9.0	19.8	5.7	3.0			23.3	16.3	2.0	5.1	2.6	6.3
446	35	61	29	35	23	19	54	40	18	34	42	WYNE	55	5	9	5	6	3	4	7	9	2	2		WYNE	3.9	4.1	5.7	5.1	8.1	4.4	3.1	4.6	8.9	2.6	2.6	
TOTAL LISTENING IN METRO SURVEY AREA												1387	121	154	96	68	65	129	148	98	78	74	205	97.2	99.9	98.1	97.0	91.9	95.6	99.9	96.7	97.0	99.9	97.4	99.9		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

GREENSBORO-WS-HIGH POINT
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																										
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %													
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64														
27		1	1			1	6	3	3	1	1	*WAAA	27		1	1				1	6	3	3	1	1	*WAAA	2.5		1	0	1	2				1	0	4	5	4	0	3	8	1	4	1	0			
26	1	1				2	6	3	2		10	WAIR	26	1	1					2	6	3	2		10	WAIR	2.4	1	1	1	0					2	0	4	5	4	0	2	5		10	1				
35	1	3	1	3	4	1	4	2	3	2		WBIG	34	1	3	1	3	4	1	4	2	3	2		WBIG	3.2	1	1	2	9	1	2	4	8	10.5	1	0	3	0	2	7	3	8	2	8					
13		1		2		1		1		2		*WBUY	13		1		2		1		1		2		*WBUY	1.2		1	0		3	2			1	0		1	3			2	8							
4							1		1	1		*WLXN	3							1			1		*WLXN	3										7				1	4									
12	1	1	1	1	2	1	1	1		1	1	WCOG	12	1	1	1	1	2	1	1	1		1	1	WCOG	1.1	1	1	1	0	1	2	1	6	5	3	1	0	7	1	3		1	4	1	0				
11			3				1	3	2	2		*WCSE	5			2						3			*WCSE	5			2	5							4	0												
28	1	3		2		3	3	2	5	6	1	*WEAL	26	1	3		2		3	3	2	4	6		*WEAL	2.4	1	1	2	9		3	2		2	9	2	2	2	7	5	1	8	5						
6							2		2		1	*WEYE	5									2		1	*WEYE	5										1	5		2	5			1	0						
138	2	5	11	11	11	3	14	17	29	14	3	WGLD	102	1	2	8	11	9	3	10	13	17	13	1	WGLD	9.5	1	1	1	9	9	9	17	5	23	7	2	9	7	5	17	3	21	5	18	3	1	0		
5						1	1					*WGWR	5				1	1				1			*WGWR	5								2	6	1	0													
32			1	1	2	1	2	1	1	2		*WHPE	16			1	1		1	2	1	1	2		*WHPE	1.5			1	2	1	6			1	0	1	5	1	3	1	3	2	8						
4		1									1	1	WKEW	4		1		1					1	1	1	WKEW	4		1	0				2	6						1	4	1	0						
113	27	17	5			32	16	2		1	13	WKZL	80	21	12	2			20	10	1		13	13	WKZL	7.4	23	9	11	4	2	5				19	6	7	5	1	3		1	4	13	1				
25			1	3			1	1	1	3		*WMFR	24			1	3		1	1	1	3			*WMFR	2.2			1	2	4	8					7	1	3	1	3	4	2							
6				1	1		1	1				*WMFR FM	6					1	1						*WMFR FM	6										7	1	3												
6		2	2		1	1						*WOKX	6		2	2		1	1						*WOKX	6		1	9	2	5		2	6	1	0														
13		1			1	1		2	1	3		*WPET	13		1		1	1		2	1	3			*WPET	1.2		1	0			2	6	1	0			2	7	1	3	4	2							
110	17	20	1			17	14	6	1	5	22	WQMG	71	13	11				14	12	4	1	3	13	13	WQMG	6.6	14	8	10	5					13	7	9	0	5	3	1	3	4	2	13	1			
93	6	19	5	1		11	25	5	2	2	15	WRQK	67	5	14	5	1		9	17	2	2	1	10	10	WRQK	6.2	5	7	13	3	6	2	1	6		8	8	12	7	2	7	2	5	1	4	10	1		
141	24	14	9	3	1	19	15	3	6	2	42	WSEZ	99	9	10	7	3		15	12	2	4	1	33	33	WSEZ	9.2	10	2	9	5	8	6	4	8		14	7	9	0	2	7	5	1	1	4	33	3		
90	1	6	5	4	5	1	9	6	7	8	1	WSJS	80	1	6	5	4	3	1	9	5	5	7	1	1	WSJS	7.4	1	1	5	7	6	2	6	3	7	9	1	0	6	7	6	7	6	3	9	9	1	0	
15			1	1	1	1	1	3	1	2		*WTNC	15			1	1	1	1	1	3	1	2		*WTNC	1.4			1	2	1	6	2	6	1	0	7	4	0	1	3	2	8							
11			2		1				4	1		WTOB	11			2		1				4	1			WTOB	1	0			2	5		2	6				5	1	1	4								
302	10	40	31	37	17	24	35	35	26	19	11	WTOR	178	8	22	26	22	10	11	23	15	16	11	6	6	WTOR	16	6	9	1	21	0	32	1	34	9	26	3	10	8	17	2	20	0	20	3	15	5	6	1
14	7		1					4			2	*WZOO	14	7		1					4		2			*WZOO	1	3	8	0		1	2					5	3							2	0			
40			6	2	2	1		1	1	7		WEZC	5				1		1				2			WEZC	5					1	6			1	0								2	8				
28	1	2	5	3	2		4	2	5		1	WPCM	9	1	1	2	1	1					1			WPCM	.8	1	1	1	0	2	5	1	6	2	6					1	3							
20				2		1	1		1	4		WPTF	4				2		1				1			WPTF	4					3	2			1	0							1	4					
18	5	4	1			5	3					WQDR	5	2					2	1						WQDR	5	2	3							2	0		7											
41	1	5	1	2		5	9	1	3		12	WRAL	9	1	2				2	1			2	1	1	1	WRAL	8	1	1	1	9					2	0		7			2	5			1	0		
19	8			1		1		1			8	WROQ	6	4					1						1	1	WROQ	.6	4	5							1	0									1	0		
37	22	4	3			4		1			3	WSLO	10	6	1				2						1	1	WSLO	9	6	8	1	0					2	0									1	0		
51	1	1	4	18	2	2	5	8	1	1	7	WSOC FM	8			4	1		1	2						WSOC FM	7				4	9	1	6		1	0	1	5											
25			3	3	1		1	4	4	3		WWMO	12			3	1	1		1	2	3				WWMO	1	1			3	7	1	6	2	6			.7	2	7	3	8							
TOTAL LISTENING IN METRO SURVEY AREA												1074	88	105	81	63	38	102	134	75	79	71	99																											

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

GREENSBORO-WS-HIGH POINT
SPRING 1998

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
301		29	16		13	28	65	36	25	22	20	*WAAA	301	29	16		13	28	65	36	25	22	20	*WAAA	4.3		4.0	3.1		3.7	4.7	8.6	6.6	5.6	5.3	2.5	
375	45	18	15	5	12	56	63	45	30	6	67	WAIR	344	29	18	15	5	12	41	63	45	30	6	67	WAIR	5.0	5.7	2.5	2.9	1.2	3.4	6.8	8.3	8.2	6.7	1.4	8.4
713	51	27	44	73	89	45	66	59	67	55	45	WBIG	660	51	27	34	67	81	45	57	59	67	55	36	WBIG	9.5	9.9	3.7	6.6	16.1	23.2	7.5	7.5	10.8	14.9	13.2	4.5
235	8	17	6	35	15	12	6	21	18	15	5	*WBUY	202	8	17	6	35	15	12	6	21	18	15	5	*WBUY	2.9	1.6	2.3	1.2	8.4	4.3	2.0	8	3.8	4.0	3.6	6
90		8	6	5	10		6	17	17	10		*WLXN	79		8	6	5	10		6	12	11	10		*WLXN	1.1		1.1	1.2	1.2	2.9		8	2.2	2.4	2.4	
388	43	54	7	20	45	20	44	41	32	33	31	WCOG	375	43	54	7	14	38	20	44	41	32	33	31	WCOG	5.4	8.4	7.4	1.4	3.4	10.9	3.3	5.8	7.5	7.1	7.9	3.9
132		8	23	22	13		14	19	13	6	8	*WCSE	69			15	14	6		7	14	7			*WCSE	1.0			2.9	3.4	1.7		9	2.6	1.6		
291	8	45	7	9	5	65	33	29	26	32	15	*WEAL	236	8	35	7	9	5	51	25	22	20	32	5	*WEAL	3.4	1.6	4.8	1.4	2.2	1.4	8.5	3.3	4.0	4.5	7.7	6
142			6	9	5	18	25	4	14		24	*WEYE	115			6	9	5	18	25	4	14		24	*WEYE	1.7			1.2	2.2	1.4	3.0	3.3	7	3.1		3.0
1729	49	75	181	124	151	32	162	197	206	186	53	WGLD	1204	34	38	104	118	130	32	117	114	145	149	36	WGLD	17.4	6.6	5.2	20.2	28.3	37.2	5.3	15.4	20.8	32.3	35.8	4.5
211	18	19	15	10	6	20	13	18	10	12	21	*WGWR	205	18	19	15	10	6	20	13	18	10	6	21	*WGWR	3.0	3.5	2.6	2.9	2.4	1.7	3.3	1.7	3.3	2.2	1.4	2.6
519	33		35	30	47	19	31	46	45	64	15	*WHPE	352	33		35	30	32	7	26	46	30	47	15	*WHPE	5.1	6.4		6.8	7.2	9.2	1.2	3.4	8.4	6.7	11.3	1.9
169	34	18	7	9	11	20	13	18	8	11	20	WKEW	169	34	18	7	9	11	20	13	18	8	11	20	WKEW	2.4	6.6	2.5	1.4	2.2	3.2	3.3	1.7	3.3	1.8	2.6	2.5
1593	369	208	62	8	6	337	210	34	21	16	307	WKZL	1193	266	158	27	8		261	164	14	14	16	250	WKZL	17.2	51.9	21.5	5.2	1.9		43.4	21.6	2.6	3.1	3.8	31.4
339	8	9	14	35	21	19	19	22	26	42	5	*WMFR	328	8	9	14	35	21	19	19	22	26	42	5	*WMFR	4.7	1.6	1.2	2.7	8.4	6.0	3.2	2.5	4.0	5.8	10.1	6
220	26		14	14	16	6	6	18	27	21		*WMFR FM	214	26		14	14	16	6	6	18	21	21		*WMFR FM	3.1	5.1		2.7	3.4	4.6	1.0	8	3.3	4.7	5.0	
90	8	26	6	5	11	19						*WOKX	90	8	26	6	5	11	19						*WOKX	1.3	1.6	3.5	1.2	1.2	3.2	3.2					
214		28		29	26	13	9	37	33	11	5	*WPET	186		18		20	26	13		37	33	11	5	*WPET	2.7		2.5		4.8	7.4	2.2		6.8	7.3	2.6	6
1083	123	168	33	9	6	177	142	79	39	25	220	WQMG	689	92	113	13	9	6	123	99	53	33	11	128	WQMG	9.9	17.9	15.4	2.5	2.2	1.7	20.4	13.1	9.7	7.3	2.6	16.1
1598	170	199	94	43	21	219	256	126	43	28	340	WRQK	1145	161	153	49	27	21	162	173	69	36	22	248	WRQK	16.5	31.4	20.8	9.5	6.5	6.0	26.9	22.8	12.6	8.0	5.3	31.2
1704	196	191	85	46	28	220	208	91	52	29	525	WSEZ	1189	104	155	63	46	11	160	147	75	44	11	367	WSEZ	17.2	20.3	21.1	12.2	11.0	3.2	26.6	19.4	13.7	9.8	2.6	46.2
1240	35	126	88	78	73	62	108	99	84	106	66	WSJS	1059	19	126	69	78	62	47	108	87	76	88	47	WSJS	15.3	3.7	17.2	13.4	18.7	17.8	7.8	14.2	15.9	16.9	21.2	5.9
244			26	18	27	12	13	25	18	27		*WTNC	244			26	18	27	12	13	25	18	27		*WTNC	3.5			5.0	4.3	7.7	2.0	1.7	4.6	4.0	6.5	
348	24	9	41	12	29	29	13	10	52	23	27	WTOB	260	8	9	28	5	29	15	13	10	44	23	16	WTOB	3.8	1.6	1.2	5.4	1.2	8.3	2.5	1.7	1.8	9.8	5.5	2.0
3509	210	438	392	360	189	258	408	436	225	173	262	WTQR	1938	130	242	242	176	104	158	245	196	132	109	117	WTQR	28.0	25.3	33.0	47.0	42.2	29.8	26.2	32.3	35.8	29.4	26.2	14.7
139	45	9	15			7		18	7		33	*WZOO	135	45	9	15			7		18	7		33	*WZOO	1.9	8.8	1.2	2.9			1.2		2.6	1.6		4.2
296	9		31	29	40	13	16	25	22	64		WEZC	92	9			14	5	13	7	5	3	16		WEZC	1.3	1.8			3.4	1.4	2.2		9	9	7	3.8
535	17	73	68	26	20	6	57	42	102	19	55	WPCM	186	17	28	22	10	11	6	13	4	39	5	10	WPCM	2.7	3.3	3.8	4.3	2.4	3.2	1.0	1.7	7	8.7	1.2	1.3
275		20	22	13	6	6	35	9	31	41	24	WPTF	93			14	13	6	6	6	9	3	11	16	WPTF	1.3			2.7	3.1	1.7	1.0	8	1.6	7	2.6	2.0
389	104	63	27	9		44	75		12	13	42	WQDR	187	77	8	7	9		32	38				16	WQDR	2.7	15.0	1.1	1.4	2.2		5.3	5.0				2.0
638	27	119	39	35		65	103	19	25	18	143	WRAL	216	18	55	21			40	26	9	10	5	32	WRAL	3.1	3.5	7.5	4.1			6.6	3.4	1.6	2.2	1.2	4.0
373	175	19		7		45	11	7	3	10	96	WROQ	160	72	19				31	7		3	5	23	WROQ	2.3	14.0	2.6				5.1	9		7	1.2	2.9
499	132	47	42		5	91	38	20	6		93	WSLQ	182	70	20	7		5	48					32	WSLQ	2.6	13.6	2.7	1.4		1.4	8.0					4.0
633	37	5	46	80	33	45	58	115	29	48	47	WSOC FM	207	8		37	21	11	33	19	28	10	10		WSOC FM	3.0	1.6		7.2	5.0	3.2	5.5	2.5	5.1	2.2	2.4	
455	9	19	30	66	27		43	58	52	41	11	WWMO	163	8		21	28	10		19	18	26	11	11	WWMO	2.4	1.6		4.1	6.7	2.9		2.5	3.3	5.8	2.6	1.4

TOTAL LISTENING IN METRO SURVEY AREA 6645 505 715 501 392 332 587 746 531 420 393 774 95.9 98.4 97.4 97.3 94.0 95.1 97.5 98.4 97.1 93.5 94.5 97.4

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

GREENVILLE-NEW BERN-WASHINGTON
SPRING 1981

MONDAY-SUNDAY
6. 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
61	8	6	5	8	2	4	10	4	4	4	4	WAZZ	32	2	3	4	4	1	2	5	4	2	2	1	WAZZ	10.1	3.8	9.7	22.2	33.3	12.5	5.4	14.7	17.4	12.5	10.5	2.6
19	1				6	2	1	1		5		*WBIC	7	1					2			1			*WBIC	2.2	1.9					5.4		4.3			
6							1	2	1	2		*WBZQ	6							1	2	1	2		*WBZQ	1.9							2.9	8.7	6.3	10.5	
10				1	1		1			1	3	*WELS	7				1			1		1	1		*WELS	2.2			8.3			2.9		6.3	5.3		
10	1	1		1	1						2	*WFTC	9	1	1		1	1						1	*WFTC	2.8	1.9	3.2		8.3	12.5					5.3	
2												*WGHB	2												*WGHB	.6											
9				1	1	1					3	*WITN	6			1		1						2	*WITN	1.9			5.6		12.5					10.5	
102	19	10	3	1		21	19	4	2	1	22	WITN FM	37	11	4	1	1		5	2	3	1	1	8	WITN FM	11.7	21.2	12.9	5.6	8.3		13.5	5.9	13.0	6.3	5.3	20.5
13	10					1				1	1	*WKJA	13	10					1			1		1	*WKJA	4.1	19.2					2.7		6.3		2.6	
2												*WNCT	1												*WNCT	.3											
48	1	2	2	4	5	1	2	7	6	8		*WNCT FM	28	1	2	1	2	1	1	2	5	5	3	*WNCT FM	8.8	1.9	6.5	5.6	16.7	12.5	2.7	5.9	21.7	31.3	15.8		
4				1		2	1					WOOV	3			1			2						WOOV	.9			5.6		5.4						
79	11	9	2			20	7	2	1	3	23	WQDW	59	7	9	1			13	7	2	1	3	15	WQDW	18.6	13.5	29.0	5.6			35.1	20.6	8.7	6.3	15.8	38.5
13			1	2	2	1	1	2	1	1	1	*WRNS	11		1	2	1	1	1	1	1	1	1	1	*WRNS	3.5		3.2	11.1	8.3	12.5	2.7	2.9	4.3	6.3	5.3	
12	6	1	1			1	1				1	WRQR	11	6	1	1			1	1				1	WRQR	3.5	11.5	3.2	5.6			2.7	2.9				2.6
36	4	6	1			6	7	3	1	1	7	WSFL	26	3	4	1			5	4	1	1	1	6	WSFL	8.2	5.8	12.9	5.6			13.5	11.8	4.3	6.3	5.3	15.4
19	2	1	2	2	2		3	1	1	3	1	WKTC	5	1				1					1	1	WKTC	1.6	1.9				12.5			4.3		5.3	
20	2	1			1	7	2	4		1	2	WOKN	3						1	1				1	WOKN	.9					2.7	2.9				2.6	
92	9	18	5	2	1	10	14	8	3	3	16	WRAL	12	2	2				2	2	1			3	WRAL	3.8	3.8	6.5			5.4	5.9	4.3			7.7	
14		1				2	1	1			4	*WRSV	2		1						1				*WRSV	.6		3.2				2.9					
16	11					1					3	WXQR	3	2										1	WXQR	.9	3.8									2.6	
29	1	1	1	1	6		1	3	7	6		WYYD	2			1	1								WYYD	.6			5.6	8.3							
TOTAL LISTENING IN METRO SURVEY AREA												317	52	31	18	12	8	37	34	23	16	19	39														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

GREENVILLE-NEW BERN-WASHINGTON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %
646	77	86	63	50	29	70	81	48	47	36	39	WAZZ	367	39	35	47	26	21	35	44	40	26	20	14	WAZZ	15.8	16.0	16.4	31.5	20.3	18.1	16.3	20.1	24.1	17.8	14.0	4.4	
127	8	12			20	22	10	5	4	15	6	*WBIC	72	8			12	5			5	4	7	6	*WBIC	3.1	3.3				10.3	2.3		3.0	2.7	4.9	1.9	
68			7				14	11	7	12	6	*WBZQ	68			7				14	11	7	12	6	*WBZQ	2.9			4.7				6.4	6.6	4.8	8.4	1.9	
193		8	17	9	20	7	12	11	19	42	5	*WELS	157		8	17	9	8	7	12	11	19	18	5	*WELS	6.8		3.7	11.4	7.0	6.9	3.3	5.5	6.6	13.0	12.6	1.6	
237	10	8	21	9	23	4	9	6	23	46	13	*WFTC	183	10	8	13	9	11	4	9	6	23	23	2	*WFTC	7.9	4.1	3.7	8.7	7.0	9.5	1.9	4.1	3.6	15.8	16.1	6	
83		3	8	6	5	6	6	9	10	10	2	*WGHB	83		3	8	6	5	6	6	9	10	10	2	*WGHB	3.6		1.4	5.4	4.7	4.3	2.8	2.7	5.4	6.8	7.0	6	
256		3	11	26	39	17	4	17	23	53	11	*WITN	118		3	11	9	20		4	9	9	24	3	*WITN	5.1		1.4	7.4	7.0	17.2		1.8	5.4	6.2	16.8	9	
1389	317	152	34	9	16	193	170	59	34	50	328	WITN FM	527	115	54	23	9	5	59	54	32	10	21	118	WITN FM	22.7	47.1	25.2	15.4	7.0	4.3	27.4	24.7	19.3	6.8	14.7	37.3	
58	22	6				7	4			4	2	*WKJA	58	22	6				7	4		4	2	6	*WKJA	2.5	9.0	2.8				3.3	1.8		2.7	1.4	1.9	
153	22	13	3	13	12		7	11	6	21	6	*WNCT	133	22	13	3	13	12		7	11	6	9	6	*WNCT	5.7	9.0	6.1	2.0	10.2	10.3		3.2	6.6	4.1	6.3	1.9	
538	24	28	57	59	55	10	28	77	48	69	8	*WNCT FM	324	24	28	18	19	28	10	28	44	42	30	8	*WNCT FM	14.0	9.8	13.1	12.1	14.8	24.1	4.7	12.8	26.5	28.8	21.0	2.5	
93			14	6	4	14	22	6		3	10	WOOW	83			14	6	4	14	12	6		3	10	WOOW	3.6			9.4	4.7	3.4	6.5	5.5	3.6		2.1	3.2	
741	137	39	32	17	7	138	41	45	26	22	205	WQDW	492	55	39	21	17	7	89	41	23	26	22	131	WQDW	21.2	22.5	18.2	14.1	13.3	6.0	41.4	18.7	13.9	17.8	15.4	41.5	
239	14	7	18	28	15	8	32	17	36	18	6	*WRNS	174	14	7	18	18	15	8	12	17	19	18	6	*WRNS	7.5	5.7	3.3	12.1	14.1	12.9	3.7	5.5	10.2	13.0	12.6	1.9	
303	104	37	5	6	3	40	33	3	16	2	50	WRQR	206	66	13	5	6	3	40	17	3	5	2	42	WRQR	8.9	27.0	6.1	3.4	4.7	2.6	18.6	7.8	1.8	3.4	1.4	13.3	
785	142	81	16	12	12	135	95	51	17	16	178	WSFL	494	78	53	16	12	12	83	53	32	9	8	125	WSFL	21.3	32.0	24.8	10.7	9.4	10.3	38.6	24.2	19.3	6.2	5.6	39.6	
412	50	60	29	40	20	5	15	46	49	16	54	WKTC	113	31		12	9	4	5		14	9	8	10	WKTC	4.9	12.7		8.1	7.0	3.4	2.3		8.4	6.2	5.6	3.2	
316	55	22		11	16	69	18	43	9	12	43	WOKN	90		6		11	5	20	7	12	9	20	20	WOKN	3.9		2.8		8.6	4.3	9.3	3.2	7.2	6.2	6.3		
1369	217	165	61	24	27	165	144	99	57	52	287	WRAL	314	57	45	15	3	8	45	39	17	10	7	53	WRAL	13.5	23.4	21.0	10.1	2.3	6.9	20.9	17.8	10.2	6.8	4.9	16.8	
183		5		3		59	14	8	9	3	41	*WRSV	63		5		3		23	7		9	3	7	*WRSV	2.7		2.3		2.3		10.7	3.2		6.2	2.1	2.2	
236	96	36	2			33	10	13	2		36	WXQR	60	18	5	2			10			2	2	13	WXQR	2.6	7.4	2.3	1.3			4.7		1.2	1.4	4.1		
395	27	40	25	19	30		7	58	62	48	23	WYYD	48	8	7	5	5					7	12	4		WYYD	2.1	3.3	3.3	3.4	3.9			4.2	8.2	2.8		
TOTAL LISTENING IN METRO SURVEY AREA												2178	236	209	139	106	100	215	210	156	140	125	306	93.9	96.7	97.7	93.3	82.8	86.2	99.9	95.9	94.0	95.9	87.4	96.8			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

GREENVILLE-SPARTANBURG, SC
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %			
21	3	1	1			6	4	2			4	*WASC	21	3	1	1					6	4	2			4	*WASC	2.9	4.1	1.1	1.9			9.4	5.0	3.4			5.3
7							1	1				*WCKI	3										1	1				*WCKI	.4						1.3	1.7			
8				1		1		1		2	1	*WELP	8			1				1		1			2	1	*WELP	1.1				2.1		1.6		1.7		4.5	1.3
5					1		2		1			*WELP FM	5				1				2		1				*WELP FM	.7					2.9		2.5		2.0		
52	1	9	3	10	2		1	5	5	5		*WESC	43	1	9	3	8	1			1	3	4	3			*WESC	5.8	1.4	10.1	5.8	16.7	2.9		1.3	5.1	8.0	6.8	
197	7	23	30	29	9	4	15	24	22	12	7	WESC FM	91	6	14	13	12	4		3	6	12	11	2	5	WESC FM	12.4	8.1	15.7	25.0	25.0	11.8	4.7	7.5	20.3	22.0	4.5	6.7	
37	2	7	3	4	1	2	6	2	2	3	2	WFBC	31	2	5	3	4	1		2	4	1	2	3	2	2	WFBC	4.2	2.7	5.6	5.8	8.3	2.9	3.1	5.0	1.7	4.0	6.8	2.7
124	4	21	9	3	7	22	27	7	4	4	14	WFBC FM	67	2	12	5	2	1		10	17	6	2	2	7	WFBC FM	9.1	2.7	13.5	9.6	4.2	2.9	15.6	21.3	10.2	4.0	4.5	9.3	
79	3	8	4	4	3	22	14	4	2	5	8	*WHYZ	53	3	4	4	4	3		3	12	4	1	5	8	*WHYZ	7.2	4.1	4.5	7.7	8.3	8.8	4.7	15.0	6.8	2.0	11.4	10.7	
12				4	3		1	2		2		*WKDY	12			4	3				1	2			2		*WKDY	1.6			7.7	6.3		1.3	3.4		4.5		
11				1	3				2	1		WMRB	11				1	3					2	1			WMRB	1.5			2.1	8.8				4.0	2.3		
8	1	1				2	1	1	1	1		*WMUU	8		1	1					2	1	1	1	1		*WMUU	1.1		1.1	1.9			2.5	1.7	2.0	2.3		
14		1		1			1	1	3			WMUU FM	11				1					1	1	3			WMUU FM	1.5				2.9			1.7	2.0	6.8		
32	5	4	2		2	3	4	2	1	1	6	WORD	31	5	4	2		1	3	4	2	1	1	6	6	WORD	4.2	6.8	4.5	3.8		2.9	4.7	5.0	3.4	2.0	2.3	8.0	
37	6	4	3	1	1	5	3	1		1	12	WQOK	34	6	4	1	1	1		5	2	1		1	12	WQOK	4.6	8.1	4.5	1.9	2.1	2.9	7.8	2.5	1.7		2.3	16.0	
37	1	2	1	3	3		2	1	5	6	2	WSPA	37	1	2	1	3	3			2	1	5	6	2	2	WSPA	5.0	1.4	2.2	1.9	6.3	8.8		2.5	1.7	10.0	13.6	2.7
119	4	8	8	4	9	2	14	16	13	11	1	WSPA FM	68	3	7	2	3	7		2	7	6	11	6		WSPA FM	9.2	4.1	7.9	3.8	6.3	20.6	3.1	8.8	10.2	22.0	13.6		
38	5	7	1			7	2	3			12	WAIM FM	12	4	3					3	1				1	1	WAIM FM	1.6	5.4	3.4				4.7	1.3			1.3	
13	1	8	2				1	1				WANS	3			2						1					WANS	.4			3.8				1.3				
196	50	29	8		1	40	10	7	2		47	WANS FM	91	25	12	4		1	18	4	4			22	22	WANS FM	12.4	33.8	13.5	7.7		2.9	28.1	5.0	6.8		29.3		
73		7	9	2	2	1	12	13	5	7	1	WGXL	27		1	3	2	1	1	5	5	4	2			WGXL	3.7		1.1	5.8	4.2	2.9	1.6	6.3	8.5	8.0	4.5		
33		2	2	3	2	1	2	2	8	3	1	*WLOS	9		1	1		2	1						1		*WLOS	1.2		1.1	1.9		5.9	1.6			4.0	2.3	
60	13	9		2		10	4				21	WBCY	15	5	2		2			2	1				3	3	WBCY	2.0	6.8	2.2		4.2		3.1	1.3			4.0	
TOTAL LISTENING IN METRO SURVEY AREA												736	74	89	52	48	34	64	80	59	50	44	75																

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

GREENVILLE-SPARTANBURG, SC
SPRING 198

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
189	30	20	8	4		25	22	11	7	6	47	*WASC	189	30	20	8	4		25	22	11	7	6	47	*WASC	4	0	7	3	4	0	2	4		1	4		6	5	4	3	3	1	2	3	2	1	8	7
132	18	6		5	4		8	13	24			*WCKI	92	18	6		5	4		8	13	24			*WCKI	2	0	4	4	1	2			1	8	1	7		1	6	3	6	3	0					
126	10		5	16	5	32		14	5	7	15	*WELP	126	10		5	16	5	32		14	5	7	15	*WELP	2	7	2	4			1	5	5	7	2	1	8	4		3	9	1	6	2	5	2	8	
108		6	5	10	14		10	9	21	4	5	*WELP FM	108		6	5	10	14		10	9	21	4	5	*WELP FM	2	3			1	2	1	5	3	6	5	8		2	0	2	5	6	9	1	4		9	
771	36	80	49	110	43	15	28	109	93	55	36	*WESC	470	27	64	33	63	25	15	28	61	43	24	30	*WESC	10	0	6	6	12	7	9	9	22	6	10	4	3	9	5	5	17	0	14	1	8	5	5	5
2048	110	202	208	253	138	72	188	221	201	125	149	WESC FM	1007	63	109	97	115	70	67	75	115	103	39	85	WESC FM	21	4	15	3	21	6	29	0	41	2	29	2	17	5	14	8	32	0	33	9	13	8	15	7
883	47	158	72	46	44	39	143	72	41	51	92	WFBC	721	35	132	72	41	31	39	101	53	41	47	70	WFBC	15	4	8	5	26	2	21	6	14	7	12	9	10	2	19	9	14	8	13	5	16	6	12	9
2156	153	337	172	66	95	275	369	131	111	58	294	WFBC FM	1178	70	200	94	60	49	119	207	96	62	28	156	WFBC FM	25	1	17	0	39	7	28	1	21	5	20	4	31	2	40	7	26	7	20	4	9	9	28	8
592	49	65	30	18	27	81	118	49	20	43	71	*WHYZ	438	49	39	30	18	21	20	83	34	9	43	71	*WHYZ	9	3	11	9	7	7	9	0	6	5	8	8	5	2	16	3	9	5	3	0	15	2	13	1
201	8	22	29	18	19	7	16	19	16	24	8	*WKDY	201	8	22	29	18	19	7	16	19	16	24	8	*WKDY	4	3	1	9	4	4	8	7	6	5	7	9	1	8	3	1	5	3	5	3	8	5	1	5
128		12		15	17		4	4	19	8		WMRB	128		12		15	17		4	4	19	8		WMRB	2	7			2	4			5	4	7	1			8	1	1	6	3	2	8			
117	9	9	16		8	6	11	13	9	10		*WMUU	117	9	9	16		8	6	11	13	9	10		*WMUU	2	5	2	2	1	8	4	8			3	3	1	6	2	2	3	6	3	0	3	5		
308	9	6	35	10	13	6	13	35	48	23	10	WMUU FM	212	9	6	21	10	13	6	13	35	10	23	10	WMUU FM	4	5	2	2	1	2	6	3	3	6	5	4	1	6	2	6	9	7	3	3	8	1	1	8
708	81	87	43	4	36	53	102	77	24	26	128	WORD	634	81	87	29	4	25	53	76	54	24	26	128	WORD	13	5	19	7	17	3	8	7	1	4	10	4	13	9	15	0	15	0	7	9	9	2	23	6
598	105	65	29	25	8	92	80	58	13	13	110	WQOK	560	105	65	13	25	8	92	65	51	13	13	110	WQOK	11	9	25	5	12	9	3	9	9	0	3	3	24	1	12	8	14	2	4	3	4	6	20	3
682	16	45	36	62	56	20	73	38	55	70	65	WSPA	582	16	45	36	41	56	20	52	24	55	66	45	WSPA	12	4	3	9	8	9	10	8	14	7	23	3	5	2	10	2	6	7	18	1	23	3	8	3
1504	71	87	77	74	144	29	152	164	138	155	39	WSPA FM	792	27	52	55	53	85	29	83	91	80	65	8	WSPA FM	16	9	6	6	10	3	16	5	19	0	35	4	7	6	16	3	25	3	26	3	23	0	1	5
1090	154	149	72	15	16	154	52	69	26	18	296	WAIM FM	358	98	66	23		5	68	23	9	5	3	48	WAIM FM	7	6	23	8	13	1	6	9			2	1	17	8	4	5	2	5	1	6	1	1	8	9
221	31	22	9	23	12	15	19	39	22		15	WANS	85	9	6	9	10		15	4	13			15	WANS	1	8	2	2	1	2	2	7	3	6			3	9	8	3	6				2	8		
2064	381	311	122	9	39	378	164	115	65	8	435	WANS FM	985	211	126	47	9	4	198	87	44	22		212	WANS FM	21	0	51	2	25	0	14	1	3	2	1	7	51	8	17	1	12	3	7	2			39	1
1177	28	101	115	55	63	73	152	127	83	104	62	WGXL	517	8	36	54	55	28	30	64	69	47	37	28	WGXL	11	0	1	9	7	1	16	2	19	7	11	7	7	9	12	6	19	2	15	5	13	1	5	2
631		71	40	53	40	23	43	45	77	85	21	*WLOS	235		29	24	15	22	23	8	19	30	22	5	*WLOS	5	0			5	8	7	2	5	4	9	2	6	0	1	6	5	3	9	9	7	8		9
664	105	131	17	4		89	96	19	4	14	153	WBCY	195	58	45		4		21	20	4			43	WBCY	4	2	14	1	8	9			1	4			5	5	3	9	1	1				7	9	
TOTAL LISTENING IN METRO SURVEY AREA													4435	404	498	306	263	220	369	490	346	291	261	529	94	4	98	1	98	8	91	6	94	3	91	7	96	6	96	5	96	4	95	7	92	2	97	6	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.
ARBITRON

Cume Listening Estimates

HARRISBURG
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
855	45	65	129	80	56	41	73	102	93	50	39	WCMB	667	40	53	79	74	43	29	48	69	84	38	28	WCMB	17.7	14.4	15.4	29.8	31.1	20.3	9.9	13.3	24.1	32.7	15.6	6.4	
203	22	17	22		11	33	25	26		7	40	WFEC	189	22	13	22		7	33	22	26		4	40	WFEC	5.0	7.9	3.8	8.3		3.3	11.3	6.1	9.1		1.6	9.1	
1442	15	61	110	142	136	42	97	103	138	160	52	WHP	1226	15	57	100	127	118	38	74	84	121	138	45	WHP	32.6	5.4	16.6	37.7	53.4	55.7	13.0	20.6	29.4	47.1	56.6	10.3	
1038	8	56	72	95	110	23	72	79	111	158	24	WHP FM	876	8	44	72	86	84	23	53	71	90	118	15	WHP FM	23.3	2.9	12.8	27.2	36.1	39.6	7.8	14.7	24.8	35.0	48.4	3.4	
453	28	48	57	42	30	24	53	52	34	19	27	*WHYL	316	23	37	30	33	17	20	45	33	21	12	24	*WHYL	8.4	8.3	10.8	11.3	13.9	8.0	6.8	12.5	11.5	8.2	4.9	5.5	
170		19	6		19	36	26	5	15	14	5	*WIOO	155		19	6		19	24	26	5	12	14	5	*WIOO	4.1		5.5	2.3		9.0	8.2	7.2	1.7	4.7	5.7	1.1	
944	41	116	76	42	40	127	127	86	66	46	126	WKBO	893	41	96	76	42	40	113	117	82	66	43	126	WKBO	23.8	14.7	27.9	28.7	17.6	18.9	38.6	32.5	28.7	25.7	17.6	28.8	
167			4	16	7	18	17	8	20	7	20	*WQIN	167			4	16	7	18	17	8	20	7	20	*WQIN	4.4			1.5	6.7	3.3	6.1	4.7	2.8	7.8	2.9	4.6	
403	43	51	26		5	53	41	33	23		128	WQVE	317	25	39	26		5	50	26	29	12		105	WQVE	8.4	9.0	11.3	9.8		2.4	17.1	7.2	10.1	4.7		24.0	
677	41	83	64	23	8	124	100	53	25	20	109	WSFM	590	36	72	59	20	5	117	87	42	20	17	88	WSFM	15.7	12.9	20.9	22.3	8.4	2.4	39.9	24.2	14.7	7.8	7.0	20.1	
1115	275	173	16	19	4	179	86	5	21		327	WTPA	756	177	106	16	19		131	58	5	17		222	WTPA	20.1	63.7	30.8	6.0	8.0		44.7	16.1	1.7	6.6		50.7	
111	8	9	16		4	12	20	16		4	22	WZUE	99	8	5	16		4	8	20	16		4	18	WZUE	2.6	2.9	1.5	6.0		1.9	2.7	5.6	5.6		1.6	4.1	
231		15	13	17	9	20	32	33	13	6	4	*WAHT	49			8	5	4			8	4			*WAHT	1.3			3.0	2.1	1.9			2.8	1.6			
208		17	10	26	15	10	7	11	47	18		WDAC	80		10	5	20	4		7	4	5	12		WDAC	2.1		2.9	1.9	8.4	1.9		1.9	1.4	1.9	4.9		
258	15		4	26	20	6	14		43	26	11	WGCB FM	76			4	14	5	6	10			14		WGCB FM	2.0			1.5	5.9	2.4	2.0	2.8			5.7		
669	7	45	59	33	82	14	64	55	62	97	3	WNCE	258	7	30	22	16	27		22	15	27	26		WNCE	6.9	2.5	8.7	8.3	6.7	12.7		6.1	5.2	10.5	10.7		
1542	173	196	91	15	22	237	187	125	41		442	WQXA	497	51	58	16	7	4	113	45	18	15		163	WQXA	13.2	18.3	16.9	6.0	2.9	1.9	38.6	12.5	6.3	5.8		37.2	
320	26	23	22	32	40	16	15	29	23	44	16	WRHY	144	13	8	13	18	17		11	15	10	29	5	WRHY	3.8	4.7	2.3	4.9	7.6	8.0		3.1	5.2	3.9	11.9	1.1	
1403	121	136	179	112	58	108	131	161	163	48	129	WRKZ	565	52	59	41	54	19	36	69	60	56	30	48	WRKZ	15.0	18.7	17.2	15.5	22.7	9.0	12.3	19.2	21.0	21.8	12.3	11.0	
663	31	57	62	72	47	20	72	77	57	42	28	WSBA FM	173	13	24	20	31			32	22	4	8	4	WSBA FM	4.6	4.7	7.0	7.5	13.0			8.9	7.7	1.6	3.3		.9
280	15	4	35	17		36	47	22	4		100	*WUFM	98		4	4	5		26	23	4	4		28	*WUFM	2.6		1.2	1.5	2.1		8.9	6.4	1.4	1.6		6.4	
125	8	4	16	5	6	34	13	4	9	6	20	WQXX	108	8	4	16	5		34	8	4	9		20	WQXX	2.9	2.9	1.2	6.0	2.1		11.6	2.2	1.4	3.5		4.6	
TOTAL LISTENING IN METRO SURVEY AREA												3646	278	340	259	232	212	278	355	275	252	244	426	97.0	99.9	98.8	97.7	97.5	99.9	94.9	98.6	96.2	98.1	99.9	97.3			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

HARTFORD-NEW BRITAIN
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
192		35	24		6	44	33	7		6	37	*WCCC	188		35	24		6	44	33	7		6	33	*WCCC	2.4		4.3	4.3		1.4	6.7	4.1	1.2		1.3	3.4
2441	757	283	50	14	10	443	169	19	25	10	652	WCCC FM	1076	270	123	24		6	213	41	15	7	10	358	WCCC FM	13.5	43.6	15.0	4.3		1.4	32.2	5.1	2.6	1.3	2.1	37.3
1644	89	174	173	57	51	185	316	156	127	73	131	WDRC	1264	89	131	117	48	43	136	229	108	114	60	97	WDRC	15.8	14.4	16.0	21.0	9.3	10.0	20.6	28.5	18.6	21.3	12.8	10.1
2774	354	285	196	46	24	532	391	170	95	43	590	WDRC FM	1310	179	150	65		4	271	188	92	44	27	274	WDRC FM	16.4	28.9	18.3	11.7		9	41.0	23.4	15.8	8.2	5.8	28.5
2792	669	241	108	9	20	416	213	69	20	26	977	WHCN	1263	280	135	26		6	213	105	28	7	6	446	WHCN	15.8	45.2	16.5	4.7		1.4	32.2	13.1	4.8	1.3	1.3	46.4
320	31	52	35	21	25	24	13	15	21	18		WINF	312	31	52	35	21	25	24	13	15	21	18		WINF	3.9	5.0	6.3	6.3	4.1	5.8	3.6	1.6	2.6	3.9	3.9	
352	50	22	13	8		60	53	29	17	9	83	*WKND	352	50	22	13	8		60	53	29	17	9	83	*WKND	4.4	8.1	2.7	2.3	1.6		9.1	6.6	5.0	3.2	1.9	8.6
2244	24	128	175	230	159	85	98	126	254	223	56	WKSS	1072	9	48	110	138	71	44	69	62	89	107	52	WKSS	13.4	1.5	5.9	19.7	26.7	16.6	6.7	8.6	10.7	16.7	22.9	5.4
193	9	22	17		7	17		15	71	4	17	*WMLB	164	9	22	17		7	17		15	42	4	17	*WMLB	2.1	1.5	2.7	3.1		1.6	2.6		2.6	7.9	1.8	
1355	55	146	163	122	138	14	174	59	101	112	44	WPOP	1102	44	128	130	86	122	14	140	47	85	101	39	WPOP	13.8	7.1	15.6	23.3	16.7	28.5	2.1	17.4	8.1	15.9	21.6	4.1
2489	41	149	139	188	317	48	136	248	238	263	70	WRCH	1460	13	99	83	130	163	48	108	116	156	144	63	WRCH	18.3	2.1	12.1	14.9	25.2	38.1	7.3	13.4	20.0	29.2	30.8	6.6
574	9	89	78	28	36	41	94	48	52	44	12	WRCQ	494	9	76	78	28	36	34	78	33	46	36	9	WRCQ	6.2	1.5	9.3	14.0	5.4	8.4	5.1	9.7	5.7	8.6	7.7	.9
223		10	9	18	20	29	20	20	25	38	5	*WRYM	165		10	9	8	16	21	15	20	16	21		*WRYM	2.1		1.2	1.6	1.6	3.7	3.2	1.9	3.4	3.0	4.5	
6299	192	47	483	532	556	202	381	409	564	560	360	WTIC	3596	124	330	286	284	336	87	206	239	333	314	199	WTIC	45.1	20.0	40.3	51.3	55.0	78.5	13.2	25.7	41.1	62.4	67.2	20.7
2579	177	317	194	91	59	339	264	180	118	124	566	WTIC FM	1567	105	159	106	68	34	211	169	146	82	65	351	WTIC FM	19.6	17.0	19.4	19.0	13.2	7.9	31.9	21.0	25.1	15.4	13.9	36.5

1878	147	364	73	73	11	413	375	93	58	36	187	WIOF	1047	61	250	59	46	6	219	203	44	25	24	99	WIOF	13.1	9.9	30.5	10.6	8.9	1.4	33.1	25.3	7.6	4.7	5.1	10.3
2271	195	303	212	27	44	442	375	133	70	49	380	WKCI	393	44	47	24		6	115	73	13	15	11	45	WKCI	4.9	7.1	5.7	4.3		1.4	17.4	9.1	2.2	2.8	2.4	4.7
1530	435	231	98	43	15	318	73	18	22	8	269	WPLR	396	146	50	9		6	78	38				69	WPLR	5.0	23.6	6.1	1.6		1.4	11.8	4.7				7.2
2019	70	523	201	38	5	399	520	98	25	24	101	WWYZ	869	35	267	62	31		185	191	35	7		56	WWYZ	10.9	5.7	32.6	11.1	6.0		28.0	23.8	6.0	1.3		5.8

1942	278	187	76	15	12	350	187	51	20	3	763	WAQY	700	112	63	33		12	125	52	18	5		280	WAQY	8.8	18.1	7.7	5.9		2.8	18.9	6.5	3.1		9	29.1
1503	55	178	141	199	96	49	87	94	103	80	25	WCBS	156		22	9	27	10	7	7	7	11		13	WCBS	2.0		2.7	1.6	5.2	2.3	1.1		9	1.2	2.1	1.4
1466		109	155	149	94	137	150	204	143	122	81	WHYN FM	256			48	34	6	20	46	46	28	17		WHYN FM	3.2			8.6	6.6	1.4	3.0	5.7	7.9	5.2	3.6	
964	37	37	45	151	104	43	38	95	87	118	29	WMAS	132		10	9	37	4	7	7	22	8	5		WMAS	1.7		1.2	1.6	7.2	9	1.1		.9	3.8	1.5	1.1
1482	179	172	71	83	32	261	211	95	60	47	205	WMAS FM	245	35	17	9		4	34	62	29	7	6	31	WMAS FM	3.1	5.7	2.1	1.6		9	5.1	7.7	5.0	1.3	1.3	3.2
2566	173	430	186	129	21	400	445	171	114	11	397	WNBC	349	22	87	21			51	72	22			74	WNBC	4.4	3.6	10.6	3.8		7.7	9.0	3.8				7.7

TOTAL LISTENING IN METRO SURVEY AREA 7633 580 782 541 506 409 629 790 525 528 456 918 95.7 93.7 95.5 97.1 98.1 95.6 95.2 98.4 90.4 98.9 97.6 95.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

HONOLULU
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		
5						1	2			2		*KAIM	5						1	2			2		*KAIM	.5							.8	2.7		4.1		
14		2	3	4		1			2	1		*KAIM FM	14		2	3	4		1			2	1		*KAIM FM	1.3		1.5	3.8	5.3			.8		3.2	2.0		
32	1	1	5	3		3	4	3	4	2	1	KCCN	32	1	1	5	3		3	4	3	4	2	1	KCCN	3.0	.8	.8	6.4	3.9		2.9	3.3	4.1	6.3	4.1	.8	
47	3	10	9	2	1	5	8	2	3		3	KOEO	47	3	10	9	2	1	5	8	2	3		3	KDEO	4.4	2.4	7.6	11.5	2.6	2.2	4.8	6.7	2.7	4.8		2.5	
123	59	15	1			12	3	1	1		28	KDUK	123	59	15	1			12	3	1	1		28	KDUK	11.5	46.8	11.5	1.3			11.4	2.5	1.4	1.6		23.0	
43	1	11	4	2	2	6	8	7		1	1	KGU	43	1	11	4	2	2	6	8	7		1	1	KGU	4.0	.8	8.4	5.1	2.6	4.3	5.7	6.7	9.6		2.0	.8	
87	3	7	8	13	12	1	5	8	3	5	3	KHVH	87	3	7	8	13	12	1	5	8	3	5	3	KHVH	8.1	2.4	5.3	10.3	17.1	26.1	1.0	4.2	11.0	4.8	10.2	2.5	
131	16	10	5	1	4	19	20	6	4	1	45	KIKI	131	16	10	5	1	4	19	20	6	4	1	45	KIKI	12.2	12.7	7.6	6.4	1.3	8.7	18.1	16.7	8.2	6.3	2.0	36.9	
12	1	3	1	3		1	2				1	KMAI	12	1	3	1	3		1	2				1	KMAI	1.1	.8	2.3	1.3	3.9		.8	2.7				.8	
40	1	2	3	7	5		1	3	6	4		KIOE	40	1	2	3	7	5		1	3	6	4		KIOE	3.7	.8	1.5	3.8	9.2	10.9		.8	4.1	9.5	8.2		
11	1			3		2	2			1	2	*KISA	11	1			3		2	2			1	2	*KISA	1.0			8		3.9	1.9	1.7			2.0	1.6	
17	3	2	1			1	3			3	1	KJYE	17	3	2	1			1	3			3	1	2	KJYE	1.6		2.3	2.6	1.3		1.0	2.5		4.8	2.0	1.6
115	16	17	3	2	2	25	21	5	4		20	KKUA	115	16	17	3	2	2	25	21	5	4		20	KKUA	10.7	12.7	13.0	3.8	2.6	4.3	23.8	17.5	6.8	6.3		16.4	
24					1			2	3	4		KOHO	24					1			2	3	4		KOHO	2.2					2.2		2.7	4.8	8.2			
35		5	3	7	2		3	3	3	5		KORL	35		5	3	7	2		3	3	3	5		KORL	3.3		3.8	3.8	9.2	4.3		2.5	4.1	4.8	10.2		
52	3	7	8	4		6	14	3	3	1	1	KPOI	52	3	7	8	4		6	14	3	3	1	1	KPOI	4.9	2.4	5.3	10.3	5.3		5.7	11.7	4.1	4.8	2.0	8	
19	4	6	2			4		2			1	KQMQ	19	4	6	2			4		2			1	KQMQ	1.8	3.2	4.6	2.6			3.8		2.7			.8	
107	10	10	9	13	7	9	7	11	11	6	3	KSSK	107	10	10	9	13	7	9	7	11	11	6	3	KSSK	10.0	7.9	7.6	11.5	17.1	15.2	8.6	5.8	15.1	17.5	12.2	2.5	
44	6	9	5		1	5	5	1	4		8	KULA	44	6	9	5		1	5	5	1	4		8	KULA	4.1	4.8	6.9	6.4		2.2	4.8	4.2	1.4	6.3		6.6	
24		2	1	1	3	1	3	4	4	4		KUMU	24		2	1	1	3	1	3	4	4	4		KUMU	2.2		1.5	1.3	1.3	6.5	1.0	2.5	5.5	6.3	8.2		
45	1	8	4	6	3	1	7	7	2	3	1	KUMU FM	45	1	8	4	6	3	1	7	7	2	3	1	KUMU FM	4.2	.8	6.1	5.1	7.9	6.5	1.0	5.8	9.6	3.2	6.1	8	
23				4	3				2	7		*KZOO	23				4	3				2	7		*KZOO	2.1				5.3	6.5			3.2	14.3			

TOTAL LISTENING IN METRO SURVEY AREA 1072 126 131 78 76 46 105 120 73 63 49 122

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

HONOLULU
SPRING 1988

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64
118	15	7	15			9	14	15			15	16	*KAIM	118	15	7	15			9	14	15			15	16	*KAIM	1.9	1.9	1.0			3.7			1.6	2.1	3.3			6.1	2.2
182		14	35	35	6	9	29			16	7	8	*KAIM FM	182		14	35	35	6	9	29			16	7	8	*KAIM FM	2.9		2.0	7.8	8.6	1.9	1.6	4.3			4.1	2.9	1.1		
642	49	51	46	59	13	92	39	65	89	26	40	KCCN	642	49	51	46	59	13	92	39	65	89	26	40	KCCN	10.3	6.2	7.2	10.2	14.6	4.2	16.6	5.8	14.1	22.9	10.7	5.4					
752	64	142	91	38	7	50	110	65	54	11	74	KDEO	752	64	142	91	38	7	50	110	65	54	11	74	KDEO	12.1	8.1	20.1	20.2	9.4	2.3	9.0	16.5	14.1	13.9	4.5	9.9					
1327	445	176	33		13	162	59	29	28	16	349	KDUK	1327	445	176	33		13	162	59	29	28	16	349	KDUK	21.3	56.5	24.9	7.3		4.2	29.2	8.8	6.3	7.2	6.6	46.9					
632	91	140	40	29	30	73	96	24	21	22	43	KGU	632	91	140	40	29	30	73	96	24	21	22	43	KGU	10.1	11.6	19.8	8.9	7.2	9.7	13.2	14.4	5.2	5.4	9.0	5.8					
1238	158	167	112	142	148	20	86	58	89	71	59	KHVV	1238	158	167	112	142	148	20	86	58	89	71	59	KHVV	19.9	20.1	23.6	24.8	35.1	47.9	3.6	12.9	12.6	22.9	29.1	7.9					
1775	306	183	75	22	31	269	244	51	73	15	488	KIKI	1775	306	183	75	22	31	269	244	51	73	15	488	KIKI	28.5	38.9	25.9	16.6	5.4	10.0	48.5	36.5	11.1	18.8	6.1	65.6					
304	91	55	11	31		18	37	16	7		32	KMAI	304	91	55	11	31		18	37	16	7		32	KMAI	4.9	11.6	7.8	2.4	7.7		3.2	5.5	3.5	1.8		4.3					
430	18	44	40	38	47	9	20	65	50	52	8	KIOE	430	18	44	40	38	47	9	20	65	50	52	8	KIOE	6.9	2.3	6.2	8.9	9.4	15.2	1.6	3.0	14.1	12.9	21.3	1.1					
133		14	11	15		9	24	7			4	*KISA	133		14	11	15		9	24	7			4	*KISA	2.1		2.0	2.4	3.7		1.6	3.6	1.5		1.6	4.3					
295		27	34	47	17	21	43	22	29	19	25	KJYE	295		27	34	47	17	21	43	22	29	19	25	KJYE	4.7		3.8	7.5	11.6	5.5	3.8	6.4	4.8	7.5	7.8	3.4					
1858	331	234	67	36	43	293	235	105	60	22	408	KKUA	1858	331	234	67	36	43	293	235	105	60	22	408	KKUA	29.8	42.1	33.1	14.9	8.9	13.9	52.8	35.2	22.8	15.4	9.0	54.8					
236			6	21	17		5	7	42	34		KOHO	236			6	21	17		5	7	42	34		KOHO	3.8			1.3	5.2	5.5		7	1.5	10.8	13.9						
443		36	24	60	53	19	34	44	46	67	8	KORL	443		36	24	60	53	19	34	44	46	67	8	KORL	7.1		5.1	5.3	14.8	17.2	3.4	5.1	9.6	11.8	27.5	1.1					
701	61	131	90	46	6	63	138	53	14	23	48	KPOI	701	61	131	90	46	6	63	138	53	14	23	48	KPOI	11.3	7.8	18.5	20.0	11.4	1.9	11.4	20.7	11.5	3.6	9.4	6.5					
531	191	104	28			104	28	7	7	4	58	KQMQ	531	191	104	28			104	28	7	7	4	58	KQMQ	8.5	24.3	14.7	6.2			18.7	4.2	1.5	1.8	1.6	7.8					
1829	173	168	125	191	96	132	164	171	156	113	183	KSSK	1829	173	168	125	191	96	132	164	171	156	113	183	KSSK	29.4	22.0	23.8	27.7	47.2	31.1	23.8	24.6	37.2	40.1	46.3	24.6					
773	186	127	39		17	90	86	28	28	8	164	KULA	773	186	127	39		17	90	86	28	28	8	164	KULA	12.4	23.6	18.0	8.6		5.5	16.2	12.9	6.1	7.2	3.3	22.0					
466		27	40	37	58	18	38	51	89	59	8	KUMU	466		27	40	37	58	18	38	51	89	59	8	KUMU	7.5		3.8	8.9	9.1	18.8	3.2	5.7	11.1	22.9	24.2	1.1					
712	46	71	93	61	35	54	85	96	51	33	47	KUMU FM	712	46	71	93	61	35	54	85	96	51	33	47	KUMU FM	11.4	5.8	10.0	20.6	15.1	11.3	9.7	12.7	20.9	13.1	13.5	6.3					
201				22	12		20	21	35	38		*KZOO	201				22	12		20	21	35	38		*KZOO	3.2				5.4	3.9		3.0	4.6	9.0	15.6						
TOTAL LISTENING IN METRO SURVEY AREA												5934	787	693	416	376	290	555	629	425	382	236	728		95.3	99.9	98.0	92.2	92.8	93.9	99.9	94.2	92.4	98.2	96.7	97.8						

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

HOUSTON-GALVESTON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
23	1		2		3	1	4	2	2	3	1	*KCOH	23	1		2		3	1	4	2	2	3	1	*KCOH	6	2		7		16	3	8	6	9	13	2
137	2	22	14	14	7	7	20	6	8	19	2	KENR	136	2	22	14	14	7	7	20	6	8	18	2	KENR	33	5	46	49	61	37	18	40	18	37	77	4
75	6	14	6	8	2	14	5	14	5	1		*KEYH	74	6	14	5	8	2	14	5	14	5	1		*KEYH	18	15	29	18	35	11	36	10	43	23	4	
156	15	31	3	2	1	29	57	5		1	12	KFMK	152	14	31	3	1	1	28	57	5		1	11	KFMK	37	35	64	11	4	57	11	5	15		4	21
23		5		1			3	1	1	4		*KFRD	20		3		1			3	1	1	4		*KFRD	5		6		4		6	3	5	17		
46	3	2	2	2	1	5	9	9	1	1	5	KGOL	44	2	2	2	1	1	5	9	9	1	1	5	KGOL	11	5	4	7	4	5	13	18	28	5	4	9
30	5		6		1		1	6		6		KHCB	29	5		6				1	6		6		KHCB	7	12		21			2	18		26		
87	13	7	16	18	2		8	4	9	2	3	*KIkk	77	8	6	16	16	2		8	3	8	2	3	*KIkk	19	20	12	56	70	11		16	9	37	9	6
288	20	60	33	21	3	26	39	24	17	8	29	KIkk FM	255	17	55	33	20	3	18	37	21	16	7	21	KIkk FM	62	42	114	116	87	16	46	75	64	73	30	40
129	11	18	7	9	2	17	28	13	4	1	15	KILT	104	8	16	6	9	2	13	23	10	2	1	11	KILT	25	20	33	21	39	11	33	46	31	9	4	21
376	67	34	38	17	3	52	56	45	9	5	50	KILT FM	357	61	32	37	15	3	51	55	45	7	2	49	KILT FM	86	15	167	130	66	16	130	11	138	32	9	93
54	13	7	3	1	1	10	2	7	2	1		*KLAT	54	13	7	3	1	1	10	2	7	2	1		*KLAT	13	32	15	11	4	5	25	4	21	9	4	
62		17	2	5	5	2	6	4	10	6		KLEF	57		17	2	5	5	2	6	4	10	6		KLEF	14		35	7	22	27	5	12	12	46	26	
267	72	46	2			35	19	2			91	KLOL	257	67	46	2			35	19	2			86	KLOL	62	166	96	7			89	38	6		163	
54	4	14	5	3	5	3	9	4	4	3		KLVL	54	4	14	5	3	5	3	9	4	4	3		KLVL	13	10	29	18	13	27	8	18	12	18	13	
597	114	48	31	19	9	84	66	35	18	14	157	KMJQ	544	92	47	31	19	9	81	63	34	17	11	138	KMJQ	132	228	98	109	83	48	206	127	104	78	47	261
44		2	9	9	4	1	2	7	3	2	1	KNUZ	44		2	9	9	4	1	2	7	3	2	1	KNUZ	11		4	32	39	21	3	4	21	14	9	2
248	6	23	15	19	32	11	29	26	34	20	4	KODA	220	3	19	14	13	31	11	28	23	29	19	3	KODA	53	7	40	49	57	166	28	56	71	133	82	6
224	1	18	13	21	19	4	9	13	12	32	3	KPRC	215	1	18	13	21	19	4	9	13	11	32	3	KPRC	52	2	37	46	92	102	10	18	40	50	137	6
126		15	4	11	10	1	12	21	21	18		KQUE	123		15	4	11	10		12	21	19	18		KQUE	30		31	14	48	53		24	64	87	77	
254	42	12	7	4	1	50	19	13	3		103	KRBE	228	37	12	6	4	1	40	17	9	3		99	KRBE	55	92	25	21	17	5	102	34	28	14		188
179	17	17	7	7		35	17	14	1	5	58	KRLY	176	17	17	7	7		34	17	14	1	5	56	KRLY	43	42	35	25	31		87	34	43	5	21	106
78	8	21	2		1	13	21	3	1		7	KSRR	78	8	21	2		1	13	21	3	1		7	KSRR	19	20	44	7		5	33	42	9	5	13	
303	6	22	26	23	41	1	7	16	17	33	5	KTRH	235	6	13	25	18	23	1	4	15	12	29	5	KTRH	57	15	27	88	79	123	3	8	46	55	124	9
81	3	18	5	4	1	5	18	7	3	1	4	KULF	80	3	17	5	4	1	5	18	7	3	1	4	KULF	19	7	35	18	17	5	13	36	21	14	4	8
19	1	2	1	1	2	1	2	2		1		KXYZ	19	1	2	1	1	2	1	2	2		1		KXYZ	5	2	4	4	4	11	3	4	6		4	
281	9	14	16	19	37	6	20	22	38	53	5	KYND	258	9	14	16	19	37	6	20	21	35	39	5	KYND	62	22	29	56	83	198	15	40	64	161	167	9
24	4		2		4	1	5		2	2	2	KYOK	24	4		2		4	1	5		2	2	2	KYOK	6	10		7		21	3	10		9	9	4

TOTAL LISTENING IN METRO SURVEY AREA 4134 404 481 284 229 187 393 496 326 218 233 528

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

HOUSTON-GALVESTON
SPRING 198

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA																								
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %													
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %								
532	25	37	37	31	22	46	79	37	40	40	66	*KCOH	532	25	37	37	31	22	46	79	37	40	40	66	*KCOH	2.1	1.3	1.2	1.9	2.1	1.8	2.2	2.6	1.8	2.7	3.1	2.0													
2597	95	424	253	188	184	125	272	154	161	277	108	KENR	2546	95	424	242	188	184	125	272	154	161	237	108	KENR	10.2	4.8	14.0	12.3	12.7	15.2	5.9	9.1	7.7	10.7	18.5	3.3													
555	49	114	45	33	23	113	75	38	40	17	8	*KEYH	548	49	114	41	33	23	113	72	38	40	17	8	*KEYH	2.2	2.5	3.8	2.1	2.2	1.9	5.4	2.4	1.9	2.7	1.3	2													
2532	227	472	104	25	24	480	660	120	27	29	364	KFMK	2417	192	472	87	18	24	463	643	120	27	29	342	KFMK	9.7	9.6	15.6	4.4	1.2	2.0	22.0	21.4	6.0	1.8	2.3	10.6													
387		65		33	12	25	41	25	28	61		*KFRD	323		31		23	12	25	41	25	20	59		*KFRD	1.3		1.0		1.5	1.0	1.2	1.4	1.2	1.3	4.6														
689	42	50	38	60	23	73	72	143	30	21	38	KGOL	658	21	50	38	50	23	73	72	143	30	21	38	KGOL	2.6	1.1	1.7	1.9	3.4	1.9	3.5	2.4	7.1	2.0	1.6	1.2													
444	15	12	72		25		34	97	27	92		KHCB	432	15	12	72		13		34	97	27	92		KHCB	1.7		8		4	3.7		1.1	1.4	4.8	1.8	7.2													
1208	111	181	172	116	60	3	144	98	113	60	52	*KIKK	1053	86	141	164	111	57		136	68	93	47	52	*KIKK	4.2	4.3	4.7	8.3	7.5	4.7		4.5	3.4	6.2	3.7	1.6													
4398	393	717	462	248	94	439	557	371	241	155	507	KIKK FM	3810	308	612	433	221	94	358	528	342	214	115	399	KIKK FM	15.2	15.4	20.2	22.0	14.9	7.8	17.0	17.6	17.1	14.2	9.0	12.4													
2916	224	447	248	153	37	270	591	210	113	48	466	KILT	2373	127	388	226	129	27	194	529	187	94	36	330	KILT	9.5	6.4	12.8	11.5	8.7	2.2	9.2	17.6	9.3	6.2	2.8	10.2													
4350	591	531	443	204	63	510	599	447	176	133	639	KILT FM	4047	524	497	403	186	63	464	580	447	170	93	620	KILT FM	16.2	26.3	16.4	20.5	12.5	5.2	22.1	19.3	22.3	11.3	7.2	19.2													
440	59	57	42	18	23	73	56	42	24	17		*KLAT	440	59	57	42	18	23	73	56	42	24	17		*KLAT	1.8	3.0	1.9	2.1	1.2	1.9	3.5	1.9	2.1	1.6	1.3														
786	43	121	35	86	67	56	98	102	82	26	24	KLEF	754	43	121	35	86	67	56	96	102	82	26	24	KLEF	3.0	2.2	4.0	1.8	5.8	5.5	2.7	3.2	5.1	5.4	2.0	.7													
2640	637	374	36	20		437	210	52	33		810	KLOL	2516	609	374	36	11		419	210	52	25		758	KLOL	10.0	30.5	12.4	1.8	.7		19.9	7.0	2.6	1.7		23.5													
501	39	102	44	22	28	77	79	35	35	17	13	KLVL	501	39	102	44	22	28	77	79	35	35	17	13	KLVL	2.0	2.0	3.4	2.2	1.5	2.3	3.7	2.6	1.7	2.3	1.3	.4													
4710	741	438	253	113	101	632	598	291	198	113	1159	KMJQ	4282	554	427	243	106	101	600	577	286	190	97	1028	KMJQ	17.1	27.8	14.1	12.3	7.1	8.4	28.5	19.2	14.3	12.6	7.6	31.8													
868	15	60	152	79	66	54	70	105	70	65	45	KNUZ	868	15	60	152	79	66	54	70	105	70	65	45	KNUZ	3.5		8	2.0	7.7	5.3	5.5	2.6	2.3	5.2	4.6	5.1	1.4												
3462	101	392	250	286	332	113	314	356	378	329	92	KODA	3058	91	333	239	234	279	96	307	326	345	289	82	KODA	12.2	4.6	11.0	12.1	15.8	23.1	4.6	10.2	16.3	22.9	22.5	2.5													
3444	80	288	352	397	267	99	228	205	252	350	56	KPRC	3312	80	288	352	391	258	99	228	205	240	343	56	KPRC	13.2	4.0	9.5	17.9	26.3	21.4	4.7	7.6	10.2	15.9	26.7	1.7													
1491		101	112	200	142	31	104	211	254	163	35	KQUE	1447		101	106	197	135	14	100	211	247	163	35	KQUE	5.8		3.3	5.4	13.3	11.2	.7	3.3	10.5	16.4	12.7	1.1													
4263	633	361	159	74	24	748	471	219	115	23	1436	KRBE	3782	562	350	141	63	24	624	407	175	105	18	1313	KRBE	15.1	28.2	11.6	7.2	4.2	2.0	29.7	13.6	8.7	7.0	1.4	40.7													
3226	273	377	179	51		568	474	116	74	30	1047	KRLY	3094	273	377	161	51		520	456	116	74	30	1008	KRLY	12.4	13.7	12.5	8.2	3.4		24.7	15.2	5.8	4.9	2.3	31.2													
1874	188	433	47		23	293	406	44	32		363	KSRR	1844	188	433	47		23	276	404	44	21		363	KSRR	7.4	9.4	14.3	2.4		1.9	13.1	13.5	2.2	1.4		11.2													
4628	91	410	455	405	487	71	186	261	377	462	228	KTRH	3749	91	342	443	341	367	60	146	234	308	350	186	KTRH	15.0	4.6	11.3	22.5	23.0	30.4	2.9	4.9	11.7	20.5	27.3	5.8													
1903	83	327	139	138	35	130	382	205	95	49	159	KULF	1809	63	318	139	138	35	113	372	194	84	49	149	KULF	7.2	3.2	10.5	7.1	9.3	2.9	5.4	12.4	9.7	5.6	3.8	4.6													
634	21	52	47	56	35	43	107	60	29	50	23	KXYZ	622	21	52	47	56	25	43	105	60	29	50	23	KXYZ	2.5	1.1	1.7	2.4	3.8	2.1	2.0	3.5	3.0	1.9	3.9	.7													
3264	119	209	157	228	328	188	293	262	393	480	135	KYND	3054	89	209	157	228	326	188	289	251	371	399	135	KYND	12.2	4.5	6.9	8.0	15.4	27.0	8.9	9.6	12.5	24.6	31.1	4.2													
547	66	12	12	36	33	53	75	16	52	40	77	KYOK	539	66	12	12	28	33	53	75	16	52	40	77	KYOK	2.2	3.3	4	6	1.9	2.7	2.5	2.5	.8	3.5	3.1	2.4													
TOTAL LISTENING IN METRO SURVEY AREA													23588	1922	2872	1848	1388	1101	2002	2910	1851	1459	1153	3139																										
																										94.2	96.4	94.8	93.8	93.5	91.1	95.2	96.9	92.5	96.9	89.9	97.2													

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %
68	19	7	3			10	14	1	2	1	11	WAMX	33	6	4	3					5	4	1	1	1	8	WAMX	8.1	15.8	8.9	13.0			12.8	9.1	2.9	3.4	3.3	21.1
6	2	1			1							WCAK	6	2	1											WCAK	1.5	5.3	2.2				5.0				3.4		
10		1	1	2			1	1			2	WCMJ	10		1	1	2					1	1		2	WCMJ	2.5		2.2	4.3	14.3			2.3	2.9			6.7	
37	1	1	4		3	3	1	2	5	9	1	WEMM	24	1	1	2				1	3	1	1	1	5	1	WEMM	5.9	2.6	2.2	8.7		5.0	7.7	2.3	2.9	3.4	16.7	2.6
47	2	5	5	1	2	2	4	2	5	5	2	WGNT	47	2	5	5	1	2		2	4	2	5	5	2	WGNT	11.5	5.3	11.1	21.7	7.1	10.0	5.1	9.1	5.9	17.2	16.7	5.3	
45		2	2	4	10	1	4	3	7	7		WHEZ	38		2	2	4	7			4	3	5	6		WHEZ	9.3		4.4	8.7	28.6	35.0		9.1	8.8	17.2	20.0		
42	4	7	3	2		7	5	3	1	2	2	*WHTN	39	4	7	3				7	5	2	1	2	2	*WHTN	9.6	10.5	15.6	13.0			17.9	11.4	5.9	3.4	6.7	5.3	
10		1		1			2			1	1	*WIRO	10		1		1				2		1	1		*WIRO	2.5		2.2		7.1			4.5		3.4	3.3		
5		1		1			2					*WITO	5		1		1				2					*WITO	1.2		2.2		7.1			4.5					
171	28	24	3	2	1	28	20	10	6	1	45	WKEE	99	16	13	2	2	1		16	13	8	2	1	22	WKEE	24.3	42.1	28.9	8.7	14.3	5.0	41.0	29.5	23.5	6.9	3.3	57.9	
5			2					2		1		*WNST	4			1						2		1		*WNST	1.0			4.3					5.9		3.3		
11		1				1		5	1	1		WNST FM	9		1							4	1	1		WNST FM	2.2		2.2					11.8	3.4	3.3			
16		1	2			1		7	1	2		TOTAL	13		1	1						6	1	2		TOTAL	3.2		2.2	4.3				17.7	3.4	6.6			
42	1	5	3	2	3	1	5	7	8	2	2	WTCR	40	1	5	3	2	3		1	5	6	7	2	2	WTCR	9.8	2.6	11.1	13.0	14.3	15.0	2.6	11.4	17.6	24.1	6.7	5.3	
19	9	3				5	1				1	WKLC FM	9	5	2					1	1					WKLC FM	2.2	13.2	4.4				2.6	2.3					
33			4	4	3		4	6	2	5		WPAY	7			1	1					2	2	1		WPAY	1.7			7.1	5.0			5.9	6.9	3.3			
30			1	1	4		1	1	5	1	2	WPAY FM	5			1		1			1		1			WPAY FM	1.2				5.0			2.3		3.4			
TOTAL LISTENING IN METRO SURVEY AREA													407	38	45	23	14	20	39	44	34	29	30	38															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
1131	185	184	46	21	19	181	169	50	30	13	223	WAMX	558	74	81	39	6	14	74	80	24	20	13	123	WAMX	21.6	40.0	32.5	21.2	3.8	9.7	37.8	30.7	11.9	12.0	7.7	40.1	
122	6	10	5	8	21	7	3	5	21	13	5	WCAK	111	6	10	5	8	16	7	3	5	21	7	5	WCAK	4.3	3.2	4.0	2.7	5.1	11.1	3.6	1.1	2.5	12.6	4.2	1.6	
259	6	20	21	37	15	4	26	18	13	24	6	WCMI	220	6	20	21	22	15	4	26	18	13	24	6	WCMI	8.5	3.2	8.0	11.4	14.1	10.4	2.0	10.0	8.9	7.8	14.3	2.0	
496	18	47	35	16	38	27	36	49	59	46	9	WEMM	290	18	17	13	16	19	11	16	29	23	29	9	WEMM	11.2	9.7	6.8	7.1	10.3	13.2	5.6	6.1	14.4	13.8	17.3	2.9	
816	30	107	86	59	35	52	84	44	60	59	53	WGNT	750	30	88	71	44	35	52	84	44	47	59	53	WGNT	29.1	16.2	35.3	38.6	28.2	24.3	26.5	32.2	21.8	28.1	35.1	17.3	
547	27	22	44	33	75	34	33	48	82	62	9	WHEZ	402		22	22	33	56	21	30	29	60	52	3	WHEZ	15.6		8.8	12.0	21.2	38.9	10.7	11.5	14.4	35.9	31.0	1.0	
527	43	25	40	40	25	65	54	57	25	16	32	*WHTN	427	30	25	40	25	25	52	41	33	16	16	32	*WHTN	16.6	16.2	10.0	21.7	16.0	17.4	26.5	15.7	16.3	9.6	9.5	10.4	
287		48	10	36	20	12	25	20	37	6	4	*WIRO	218		28	10	14	14	12	25	20	26	6	4	*WIRO	8.5		11.2	5.4	9.0	9.7	6.1	9.6	9.9	15.6	3.6	1.3	
119		13	10	10	3	17	18	4	3	5	8	*WITO	119		13	10	10	3	17	18	4	3	5	8	*WITO	4.6		5.2	5.4	6.4	2.1	8.7	6.9	2.0	1.8	3.0	2.6	
2019	305	270	89	43	18	255	262	115	97	34	485	WKEE	1011	128	133	52	21	13	127	131	69	38	29	224	WKEE	39.2	69.2	53.4	28.3	13.5	9.0	64.8	50.2	34.2	22.8	17.3	73.0	
103		3	19	3	8	12	6	18	5	13	3	*WNST	82		3	14	3	4	12	6	14	5	9	3	*WNST	3.2		1.2	7.6	1.9	2.8	6.1	2.3	6.9	3.0	5.4	1.0	
200	39	10	19		8	25	13	28	16	6	17	WNST FM	130	6	10	19		8	8	13	20	16	6	9	WNST FM	5.0	3.2	4.0	10.3		5.6	4.1	5.0	9.9	9.6	3.6	2.9	
275	39	10	38		3	16	29	16	39	19	18	WNST TOTAL	190	6	10	33		3	12	12	16	28	19	15	12	WNST TOTAL	7.4	3.2	4.0	17.9		8.3	6.1	6.1	13.9	11.4	8.9	3.9
678	15	85	50	51	40	17	86	81	61	50	63	WTCR	567	15	72	50	45	40	17	64	64	44	50	41	WTCR	22.0	8.1	28.9	27.2	28.8	27.8	8.7	24.5	31.7	26.3	29.8	13.4	
240	87	39	5			45	14	7		3	40	WKLC FM	130	39	22	5			25	14			3	22	WKLC FM	5.0	21.1	8.8	2.7			12.8	5.4			1.8	7.2	
400		48	39	54	18	7	54	48	29	38		WPAY	91		9	10	16	5	7	4	17	5	7		WPAY	3.5		3.6	5.4	10.3	3.5	3.6	1.5	8.4	3.0	4.2		
508	12	9	42	55	37	20	20	29	78	28	51	WPAY FM	95		9	5	10	5	7	8		5	6	4	WPAY FM	3.7		3.6	2.7	6.4	3.5	3.6	3.1		3.0	3.6	1.3	
TOTAL LISTENING IN METRO SURVEY AREA													2348	160	236	170	126	136	190	247	182	148	152	291														
													91.0	86.5	94.8	92.4	80.8	94.4	96.9	94.6	90.1	88.6	90.5	94.8														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

HUNTSVILLE, AL
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
38	2	8		1	1	9	6	5	2	1	3	WAAY	37	2	7		1	1	9	6	5	2	1	3	WAAY	10.0	7.4	14.0		7.7	10.0	20.9	9.8	19.2	8.7	5.0	7.3
49	10	10	2			11	5				11	WAHR	38	8	7	2			10	4				7	WAHR	10.3	29.6	14.0	8.0		23.3	6.6				17.1	
17		1	2		1	3		4	1			*WAVU	16		1	2		1	3		3	1		*WAVU	4.3		2.0	8.0		10.0	4.9			13.0	5.0		
40	1	5	3	5	2	2	4	3	7	3	1	WBHP	39	1	5	3	5	2	2	4	3	6	3	1	WBHP	10.6	3.7	10.0	12.0	38.5	20.0	4.7	6.6	11.5	26.1	15.0	2.4
3		1					1					*WBSA	2		1					1				*WBSA	.5		2.0				1.6						
6			1				1				4	WCRQ	4			1				1				2	WCRQ	1.1			4.0			1.6				4.9	
34	2	6	1			3	4	1		2	8	WEUP	32	2	6	1		2	4	1		2	7	WEUP	8.7	7.4	12.0	4.0		4.7	6.6	3.8		10.0	17.1		
9		3	1				2	2			1	*WFIX	9		3	1				2	2			1	*WFIX	2.4		6.0	4.0			3.3	7.7			2.4	
5						1	1				1	*WGSV	5					1	1				1	*WGSV	1.4					2.3	1.6				5.0		
9							1				3	*WJMW	4						1					*WJMW	1.1						1.6						
3			1					2				*WKAC	3			1				2				*WKAC	.8			4.0				7.7					
5	2			1		1						WNSA	4	2			1		1					WNSA	1.1	7.4			7.7		2.3						
8		1	2			1	2				2	WQSB	7		1	2			1	2				1	WQSB	1.9		2.0	8.0		2.3	3.3				2.4	
8			1				2				3	*WRAB	7			1				2			2	*WRAB	1.9			4.0			3.3				10.0		
16		1	2	1			3	2	2	1	1	WTWX	16		1	2	1		3	2	2	1	1	WTWX	4.3		2.0	8.0	7.7		4.9	7.7	8.7	5.0	2.4		
10	1	2	1			1	2	2			1	*WVOV	8	1	2	1				1	2		1	*WVOV	2.2	3.7	4.0	4.0			1.6	7.7			5.0		
86	16	7	4			16	14	7	2		19	WZYP	50	7	4	3			11	10	2	2	11	WZYP	13.6	25.9	8.0	12.0		25.6	16.4	7.7	8.7		26.8		
23		5	2		1	1	5	2	2	4		WDRM	8		2					5	1				WDRM	2.2		4.0				8.2	3.8				
30	6	2	4			7	4				7	WQEN	20	3	2	2			6	4			3	WQEN	5.4	11.1	4.0	8.0		14.0	6.6				7.3		
7	1	2				3					1	WQLT	2		1								1	WQLT	.5		2.0								2.4		
7		5					1				1	WRKK	3		1					1			1	WRKK	.8		2.0				1.6				2.4		
39		1	4	4	5		6	5	6	5		WRSA	32		1	2	4	4		4	5	5	5	WRSA	8.7		2.0	8.0	30.8	40.0	6.6	19.2	21.7	25.0			
TOTAL LISTENING IN METRO SURVEY AREA												369	27	50	25	13	10	43	61	26	23	20	41														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

HUNTSVILLE AL
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
760	6.2	131	24	28	22	121	133	48	29	18	138	WAAY	642	52	104	24	28	22	91	100	48	29	18	120	WAAY	25.3	26.4	34.6	11.2	19.6	20.6	44.2	31.3	22.2	20.1	14.6	36.9	
737	11.9	106	24	8		114	67	18	22	3	229	WAHR	484	99	63	11	8		85	53	18	18	3	126	WAHR	19.1	50.3	20.9	5.1	5.6		41.3	16.6	8.3	12.5	2.4	38.8	
148		19	18	7	14		20	5	22	13	2	*WAVU	130		11	18	7	14		20	5	12	13	2	*WAVU	5.1		3.7	8.4	4.9	13.1		6.3	2.3	8.3	10.6	.6	
617	2.5	76	75	45	25	15	72	61	72	45	30	WBHP	562	25	76	68	45	25	15	64	61	56	29	30	WBHP	22.1	12.7	25.2	31.8	31.5	23.4	7.3	20.0	28.2	38.9	23.6	9.2	
44		4	4	2	4		3	2	2	6	2	*WBSA	33		4	4	2	4		3	2	2	6	2	*WBSA	1.3		1.3	1.9	1.4	3.7		9	9	1.4	4.9	.6	
91	4	4	7			7	9			2	7	WCRO	74	4	4	7			7	9			2	7	30	WCRO	2.9	2.0	1.3	3.3			3.4	2.8		1.4	5.7	9.2
343	12	65	13	2	7	43	37	24	7	7	72	WEUP	291	12	53	13	2	7	36	28	24	7	7	56	WEUP	11.5	6.1	17.6	6.1	1.4	6.5	17.5	8.8	11.1	4.9	5.7	17.2	
295		65	28	23	6	15	51	34	18	31	12	*WFIX	288		65	28	23	6	15	51	34	18	24	12	*WFIX	11.3		21.6	13.1	16.1	5.6	7.3	15.9	15.7	12.5	19.5	3.7	
106		11	4	10	4	3	18	10	12	11	10	*WGSV	102		11	4	10	4	3	18	10	8	11	10	*WGSV	4.0		3.7	1.9	7.0	3.7	1.5	5.6	4.6	5.6	8.9	3.1	
136		9	5	22	5		11	10	11	16	3	*WJMW	93		9	5	13	5		11	10	11	5	3	*WJMW	3.7		3.0	2.3	9.1	4.7		3.4	4.6	7.6	4.1	.9	
65		5	10	5	3	10		14		2		*WKAC	44		5	10	5	3			14		2		*WKAC	1.7		1.7	4.7	3.5	2.8		6.5		1.6			
130	6			10	6	10	12	6	18	13	3	WNDA	97	6			10	6	10	12	6	14	3	3	WNDA	3.8	3.0			7.0	5.6	4.9	3.8	2.8	9.7	2.4	.9	
147	11	20	9		2	25	28	2		8	36	WQSB	140	11	20	9		2	25	28	2		8	29	WQSB	5.5	5.6	6.6	4.2		1.9	12.1	8.8		9		6.5	8.9
91	4	4	14				12	2	16	17	9	*WRAB	73	4	4	14				12	2	6	9	9	*WRAB	2.9	2.0	1.3	6.5			3.8		9	4.2	7.3	2.8	
197	8	14	34	12	6	7	52	12	10	4	23	WTWX	188	8	14	34	12	6	7	43	12	10	4	23	WTWX	7.4	4.1	4.7	15.9	8.4	5.6	3.4	13.4	5.6	6.9	3.3	7.1	
189	16	36	16	13	3	29	43	11	6	3	9	*WVOV	140	16	28	16	13	3	5	26	11	6	3	9	*WVOV	5.5	8.1	9.3	7.5	9.1	2.8	2.4	8.1	5.1	4.2	2.4	2.8	
1195	135	171	74	14	26	175	172	58	31	6	312	WZYP	757	100	112	56	14	3	115	115	31	19	6	181	WZYP	29.8	50.8	37.2	26.2	9.8	2.8	55.8	35.9	14.4	13.2	4.9	55.7	
333	4	51	47	6	25	19	41	45	24	24	31	WDRM	85	4	26	11			5	25	14				WDRM	3.3	2.0	8.6	5.1			2.4	7.8	6.5				
381	61	45	29	7	2	82	41	2	2	7	92	WQEN	277	47	37	22	7	2	68	41	2	2	7	42	WQEN	10.9	23.9	12.3	10.3	4.9	1.9	33.0	12.8		9	1.4	5.7	12.9
194	26	34		2		48			15	3	58	WQLT	59	11	11		2		4			3	3	25	WQLT	2.3	5.6	3.7		1.4		1.9			2.1	2.4	7.7	
90	8	23				10	5		2		34	WRKK	42	8	11				5			2		16	WRKK	1.7	4.1	3.7				1.6			1.4		4.9	
563	10	40	60	54	71	15	54	52	86	56	12	WRSA	356	10	15	42	40	37	8	30	52	49	39	12	WRSA	14.0	5.1	5.0	19.6	28.0	34.6	3.9	9.4	24.1	34.0	31.7	3.7	
TOTAL LISTENING IN METRO SURVEY AREA													2406	180	294	203	129	98	206	320	199	137	117	318	94.8	91.4	97.7	94.9	90.2	91.6	99.9	99.9	92.1	95.1	95.1	97.8		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

INDIANAPOLIS
SPRING 1981

MONDAY-SUNDAY
5:00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
43		2	4	5	1	1	2	3	8	2	*WATI	41		2	4	5	1	1	1	3	7	2	*WATI	2.6		1	3	4.5	5.6	1.2	.7	7	2.5	5.5	1.9		
17	1			1	1		1	2	3	3	*WBRI	13	1			1			1	2	3	1	*WBRI	8	.7			1.1		.7	1	6	2.4	1.0			
2			1								*WCBK	2			1								*WCBK	1			1.1						1.6				
5			2								*WCBK FM	4			2						2		*WCBK FM	3			2.2						1.6				
7			3					1	2		TOTAL	6			3						2		TOTAL	.4			3.3						1.6				
17		2		3	3				2	2	*WFBM	15		2		3	3			2	2	1	*WFBM	.9		1.3		3.3	3	5			1.6	1.9	6		
365	117	40	5	1	4	61	23	6	6	1	99	164	46	22	2	1	36	6	3	4	1	41	10.3	30.3	14.0	2.2	1.1	24.0	3.9	2.5	3.1	1.0	24.3				
175	21	22	23	14	5	13	15	28	14	4	8	136	19	15	15	12	4	10	13	19	13	3	7	8.6	12.5	9.6	16.9	13.3	4.7	6.7	8.5	15.6	10.2	2.9	4.1		
297	9	22	28	22	25	10	27	27	39	29	10	248	8	20	15	20	23	9	23	24	34	23	6	15.6	5.3	12.7	16.9	22.2	27.1	6.0	15.0	19.7	26.8	22.3	3.6		
21	1	3	2	3	1	1	3	1		1	1	19	1	3	2	3	1	1	2	1		1	1	1.2	.7	1.9	2.2	3.3	1	2	.7	1.3	.8		1.0	.6	
171	14	16	10	3		38	24	12	2	3	49	99	9	7	2	3	24	17	6	1	2	28	6.2	5.9	4.5	2.2	3.3	16.0	11.1	4.9	.8	1.9	16.6				
156	2	9	18	21	17	2	4	19	15	15	6	128	2	7	12	14	15	2	3	17	14	12	5	8.1	1.3	4.5	13.5	15.6	17.6	1.3	2.0	13.9	11.0	11.7	3.0		
232	47	36	5	1		48	35	7	2	2	49	159	34	28	2		29	26	6	1	2	31	10.0	22.4	17.8	2.2		19.3	17.0	4.9	.8	1.9	18.3				
64	4	12	5	2		9	14	5	6	1	6	53	2	10	4	2	8	12	4	6	1	4	3	3	1.3	6.4	4.5	2	2	5.3	7.8	3.3	4.7	1.0	2.4		
9		1				1	2	1	1	1		8		1			1	2	1			1		.5		.6			.7	1.3	.8		1.0				
8			1	1				1	2	1	*WSVL FM	8			1	1				1	2	1	*WSVL FM	.5			1.1	1			.8	1.6	1.0				
157	17	12	9	6	6	15	19	13	6	8	39	153	16	10	9	6	6	15	19	12	6	8	9.6	10.5	6.4	10.1	6.7	7.1	10.0	12.4	9.8	4.7	7.8	23	1		
9		1	1				4	2		1		9		1	1				4	2		1		.6		.6	1.1			2.6	1.6		1	0			
271	5	19	10	19	23	8	15	21	30	38	2	203	5	19	8	10	21	8	15	11	23	32	2	12.8	3.3	12.1	9.0	11.1	24.7	5.3	9.8	9.0	18.1	31.1	1	2	
82	11	3	6	10	4	10	5	10	4	10	5	28	5	1	4	3	1	2	3	3	1	3	1	1.8	3.3	.6	4.5	3.3	1.2	1.3	2.0	2.5	.8	2.9	.6		
43	1	1	4	2	8	2	2	7	8	3	1	8			1	1			1		3	1	1	5			1	1	7		2.5	.8	1.0				
19	1		2	6	1					1		5			1		1								.3			1.1		1.2							
TOTAL LISTENING IN METRO SURVEY AREA												1588	152	157	89	90	85	150	153	122	127	103	169														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

INDIANAPOLIS
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64							
590	15	52	71	55	58	12	61	46	42	44	22	*WATI	489	15	22	71	41	49	12	39	39	30	44	19	*WATI	5	2	2	1	2	2	10	4	7	3	10	3	1	6	3	8	5	4	5	0	8	2	1	5
321	6	15	15	22	28	12	32	34	41	31	30	*WBRI	238	6	15	15	22	10	12	19	34	28	18	19	*WBRI	2	5	.9	1	5	2	2	3	9	2	1	1	6	1	8	4	7	4	7	3	4	1	5	
67	7		17		5		5	6		5		*WCBK	61	7		17		5					5		*WCBK	6	1	0			2	5			1	0			5							9			
101	7		31	18			14	12	14	5		*WCBK FM	67	7		17	18				6	14	5		*WCBK FM	7	1	0			2	5	3	2					8		2	4			9				
138	7		31	18	5		19	12	14	10		*WCBK FM TOTAL	104	7		17	18	5			5	6	14	10		*WCBK FM TOTAL	1	1	1	0		2	5	3	2	1	0			5		8		2	4		1	9	
252	7	15			22	29		8	10	13	49	15	*WFBM	212	7	15		22	29		8	10	13	49	15	*WFBM	2	2	1	0	1	5			3	9	6	1			8	1	4	2	2	9	2	1	2
3598	890	415	96	43	28	639	274	113	82	20	953	WFBO	1673	357	243	46	24	5	289	142	60	47	20	418	WFBO	17	7	50.8	24	0	6	7	4	3	1	0	38	6	13	7	8	4	7	9	3	7	33	6	
2123	227	319	229	144	63	222	229	243	111	83	176	WFMS	1551	144	217	184	131	46	131	198	169	85	40	151	WFMS	16	4	20	5	21	4	26	9	23	2	9	6	17	5	19	2	23	5	14	3	7	5	12	1
4084	222	414	382	284	277	211	471	348	340	254	348	WIBC	3146	144	377	264	223	215	155	382	276	275	191	270	WIBC	33	3	20	5	37	2	38	6	39	5	45	0	20	7	37	0	38	4	46	2	35	7	21	7
949	46	105	66	52	59	58	116	52	24	57	103	WIFE	713	46	93	66	44	52	58	65	52	24	44	84	WIFE	7	5	6	5	9	2	9	6	7	8	10	9	7	7	6	3	7	2	4	0	8	2	6	7
2808	329	296	109	37	6	397	408	193	83	41	885	WIKS	1785	204	199	59	29	6	244	271	90	45	28	586	WIKS	18	9	29	0	19	6	8	6	5	1	1	3	32	6	26	2	12	5	7	6	5	2	47	1
2104	54	164	309	230	164	69	98	219	177	169	149	WIRE	1717	59	127	272	182	124	57	90	186	131	125	122	WIRE	18	2	8	4	12	5	39	8	32	3	25	9	7	6	8	7	25	9	22	0	23	4	9	8
2965	617	442	123	22	5	518	371	107	31	15	704	WNAP	1843	331	359	71	16	5	290	239	59	23	15	428	WNAP	19	5	47	1	35	4	10	4	2	8	1	0	38	7	23	1	8	2	3	9	2	8	34	4
1759	177	291	160	44	20	233	321	107	59	64	243	WNDE	1300	112	218	111	44	20	169	227	83	52	48	176	WNDE	13	7	15	9	21	5	16	2	7	8	4	2	22	6	22	0	11	6	8	7	9	0	14	1
269		29	23			7	39	31	31	16	23	WNTS	222		29	23			7	26	31	19	16	12	WNTS	2	3			2	9	3	4				.9	2	5	4	3	3	2	3	0	1	0		
81		7	7	14	9		6	5	17	4		*WSVL FM	81		7	7	14	9		6	5	17	4		*WSVL FM	9			7	1	0	2	5	1	9			6	7	2	9			7					
1428	163	180	73	72	60	120	159	108	70	56	258	WTLC	1352	143	153	73	72	60	120	159	103	57	56	247	WTLC	14	3	20	3	15	1	10	7	12	8	12	6	16	0	15	4	14	3	9	6	10	5	19	8
164		23	19	7		5	39	34	5	15	6	*WXIR	138		23	9	7		5	39	34		15	6	*WXIR	1	5		2	3	1	3	1	2			7	3	8	4	7			2	8		5		
3054	96	229	198	224	277	97	278	253	317	369	70	WXTZ	2060	65	173	141	135	201	84	237	150	196	284	42	WXTZ	21	8	9	2	17	1	20	6	23	9	42	1	11	2	22	9	20	9	32	9	53	1	3	4
972	138	96	59	106	46	97	72	78	72	50	86	*WGTC	369	45	36	37	51	21	17	36	10	35	9	36	*WGTC	3	9	6	4	3	6	5	4	9	0	4	4	2	3	3	5	1	4	5	9	1	7	2	9
822	20	71	112	57	73	82	59	104	78	44	57	WLHN	182		19	49	19	4	14	12	29	16	7	6	WLHN	1	9		1	9	7	2	3	4	8	1	9	1	2	4	0	2	7	1	3	5			
490	33	42	44	75	29	22	43	17	31	30		WLW	173		15	17	12	20	5	6		10	10		WLW	1	8		1	5	2	5	2	1	4	2	7		6			1	7	1	9				

TOTAL LISTENING IN METRO SURVEY AREA 9082 685 992 647 544 459 740 1025 706 572 502 1202 96.1 97.4 97.8 94.6 95.5 96.0 98.8 99.2 98.3 96.1 93.8 96.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
38	3	7	10	1		1	9	1	2	1	2	29	3	7	3	1		1	8	1	1	1	2	8.2	7.7	17.5	18.8	4.8		2.6	18.6	3.1	5.3	5.3	4.8				
60	9	5	2	1	5	3	8	3	3	3	14	29	3	4	1	1		2	4	3	3	5	8.2	7.7	10.0	6.3	4.8	6.3	5.3	9.3	9.4	15.8		11.9					
148	19	19	4		3	29	10	11	2	4	44	65	11	10	2			1	13	4	5	18	18.4	28.2	25.0	12.5		6.3	34.2	9.3	15.6		42.9						
14				8	1		2			1		13				8	1		1			1	3.7				38.1	6.3	2.3				5.3						
16					2	1		2	2	3	1	16				2	1		2	2	3	1	4.5					12.5	2.6		6.3	10.5	15.8	2.4					
35	2	2	1		1	8	4	3	2	2	3	21	2	2	1		1	3	4	3	2	2	5.9	5.1	5.0	6.3		6.3	7.9	9.3	9.4	10.5		4.8					
94		6	12	12	5	2	17	13	5	9		44		2	5	5	5	1	3	6	5	8	12.4		5.0	31.3	23.8	31.3	2.6	7.0	18.8	26.3	42.1						
29	1	6			7	2	3	3	4	1	1	13	1			1	2	2	3	2	1		3.7	2.6				6.3	5.3	4.7	9.4	10.5	5.3						
18	9			3	1		2		3			10	2			3			2		3		2.8	5.1			14.3		4.7		15.8								
49		1	5	4	3	1	7	7	1	4		39		1	4	3	3	1	6	6	1	4	11.0		2.5	25.0	14.3	18.8	2.6	14.0	18.8	5.3	21.1						
50	5	13	1			9	7	3			12	31	3	9				9	2	3		5	8.8	7.7	22.5			23.7	4.7	9.4			11.9						
77	26	5	1			17	8	1			18	36	13	3				5	6			9	10.2	33.3	7.5			13.2	14.0				21.4						
TOTAL LISTENING IN METRO SURVEY AREA												354	39	40	16	21	16	38	43	32	19	19	42																

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %													
455	31	74	66	18	4	29	121	21	27	9	46	WCCL	343	31	63	33	18	4	15	73	21	21	9	46	WCCL	13.5	14.9	23.7	18.6	13.8	3.3	6.3	25.4	10.3	14.7	6.5	13.7												
1157	101	139	65	33	65	133	141	85	37	74	184	WJOX	630	82	92	26	22	22	72	81	56	24	6	103	WJDX	24.8	39.4	34.6	14.7	16.9	18.2	30.4	28.2	27.5	16.8	4.3	30.7												
1534	198	127	56	3	53	258	144	121	48	39	363	WJMI	616	89	77	28	3	11	100	61	48	11	5	155	WJMI	24.3	42.8	28.9	15.8	2.3	9.1	42.2	21.3	23.5	7.7	3.6	46.3												
165	11	7	13	21	12		31	16	13	13		WJQS	145	11	7	13	21	12		11	16	13	13	WJQS	5.7	5.3	2.6	7.3	16.2	9.9		3.8	7.8	9.1	9.4														
228	6	12	13	13	21	24	14	23	22	28	10	WJXN	223	6	12	13	13	21	24	14	23	22	25	10	WJXN	8.8	2.9	4.5	7.3	10.0	17.4	10.1	4.9	11.3	15.4	16.5	3.0												
511	44	41	25	3	9	108	44	47	24	24	88	WKXI	411	44	41	25	3	9	61	44	47	24	13	81	WKXI	16.2	21.2	15.4	14.1	2.3	7.4	25.7	15.3	23.0	16.8	9.4	24.2												
1101		89	81	121	41	65	117	114	103	88	34	WLIN	520		45	53	41	41	27	45	70	49	54	12	WLIN	20.5		16.9	29.9	31.5	33.9	11.4	15.7	34.3	34.3	38.8	3.6												
395	34	40	7	10	34	37	32	51	32	19	70	WOKJ	271	16	20	7	10	17	37	26	39	26	19	25	WOKJ	10.7	7.7	7.5	4.0	7.7	14.0	15.6	9.1	19.1	18.2	13.7	7.5												
170	45			26	20	12	16	7	13	2	7	WRKN	87	25		17	10		10		7	2	7	WRKN	3.4	12.0			13.1	8.3		3.5		4.9	1.4	2.1													
794	10	44	113	61	50	19	68	121	53	60	8	WSLI	596	10	44	63	53	50	19	48	71	41	49	8	WSLI	23.5	4.8	16.5	35.6	40.8	41.3	8.0	16.7	34.8	28.7	35.3	2.4												
894	123	205	20	18		97	148	57	17	10	197	WTYX	487	62	110	13	18		84	55	28	17	4	94	WTYX	19.2	29.8	41.4	7.3	13.8		35.4	19.2	13.7	11.9	2.9	28.1												
1166	270	110	24	38	4	227	129	51	35	8	234	WZZQ	532	115	67	17	12	4	92	66	25	15	8	111	WZZQ	20.9	55.3	25.2	9.6	9.2	3.3	38.8	23.0	12.3	10.5	5.8	33.1												
TOTAL LISTENING IN METRO SURVEY AREA													2375	202	260	157	124	106	233	270	190	130	123	335														93.5	97.1	97.7	88.7	95.4	87.6	98.3	94.1	93.1	90.9	88.5	99.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

JACKSONVILLE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64						
22	4	1	1			3	2	1			10	WAIV	20	4	1	1			2	2	1			9	WAIV	2.3	3.9	1.1	1.8			2	1	1.8			2.1	2.0	1.8			8.8
85	16	12	13	8	4	6	12	3	1	1	7	WAPE	65	14	8	9	8	4	5	8	3	1	1	3	WAPE	7.3	13.7	8.7	16.1	16.0	8.2	5.3	8.2	5.5	2.0	2.0	2.9					
11			7				1	1				*WBKF	6			2				1	1				*WBKF	.7			3.6					1.0	1.8							
17					1	2	1	2	2	1	1	*WGL	17				1	2	1	2	2	1	1	1	*WGL	1.9				2.0	2.1	1.0	3.6	3.9	2.0	1.0						
20	3	3		1		5	4	1	1			*WCRJ	20	3	3		1		5	4	1	1			*WCRJ	2.3	2.9	3.3		2.0		5.3	4.1	1.8	2.0							
22	1	1	1	1	1	4	2	1	5	3		WCRJ FM	21	1	1			1	4	2	1	5	3		WCRJ FM	2.4	1.0	1.1		2.0	4.3	2.0	1.8	9.8	6.1							
15		1	2		4	1	3	1	2	1		WERO	15		1	2		4	1	3	1	2	1		WERO	1.7		1.1	3.6		8.2	1.1	3.1	1.8	3.9	2.0						
7	1		1		2			1				*WEXI	6	1		1		1							*WEXI	.7	1.0		1.8		2.0			1.8								
10				3	2					1		*WFOY	9			3	1								*WFOY	1.0			6.0	2.0							2.0					
104	27	21	1	2		19	6	1			27	WFYV	104	27	21	1	2		19	6	1			27	WFYV	11.7	26.5	22.8	1.8	4.0		20.2	6.1	1.8			26.5					
144	31	15	7			34	17	8	1	3	26	WIVY	127	26	14	6			30	17	8	1	2	21	WIVY	14.3	25.5	15.2	10.7			31.9	17.3	14.5	2.0	4.1	20.6					
15		1	1	1		1	3			1	1	WJAX	15		1	1	1		1	3			1	1	WJAX	1.7		1.1	1.8	2.0		1.1	3.1			2.0	1.0					
50	9	10	2	4	1	8	6		1	1	8	WJAX FM	41	9	10	1	4	1	6	5		1	1	3	WJAX FM	4.6	8.8	10.9	1.8	8.0	2.0	6.4	5.1		2.0	2.0	2.9					
25			4	1	6	1	3	1	2	3		*WKTZ	25			4	1	6	1	3	1	2	3		*WKTZ	2.8			7.1	2.0	12.2	1.1	3.1	1.8	3.9	6.1						
174	4	11	7	6	16	6	10	18	15	28	3	WKTZ FM	112	1	9	7	6	13	3	8	7	12	13	3	WKTZ FM	12.6	1.0	9.8	12.5	12.0	26.5	3.2	8.2	12.7	23.5	26.5	2.9					
11	5	2					2	2				WKUE	11	5	2					2	2				WKUE	1.2	4.9	2.2				2.0	3.6									
12		3	2			1	4	1			1	WOKV	12		3	2			1	4	1			1	WOKV	1.4		3.3	3.6			1.1	4.1	1.8			1.0					
5										2	2	*WOZN	5										2	2	*WOZN	.6								3.9	4.1							
40	6	2		1		3	5	3	4		16	WPOQ	40	6	2		1		3	5	3	4		16	WPOQ	4.5	5.9	2.2		2.0	3.2	5.1	5.5	7.8			15.7					
129	4	11	15	15	9	8	18	11	11	9	17	WQIK	108	2	10	12	13	9	7	15	6	9	9	15	WQIK	12.2	2.0	10.9	21.4	26.0	18.4	7.4	15.3	10.9	17.6	18.4	14.7					
15		1		2	1	1	2	5	1			*WROS	14		1		1	1	1	2	5	1			*WROS	1.6		1.1		2.0	2.0	1.1	2.0	9.1	2.0							
35	2	1	3	4	1			7	2	6	1	WVOJ	35	2	1	3	4	1			7	2	6	1	WVOJ	4.0	2.0	1.1	5.4	8.0	2.0			12.7	3.9	12.2	1.0					
TOTAL LISTENING IN METRO SURVEY AREA												886	102	92	56	50	49	94	98	55	51	49	102																			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

JACKSONVILLE
SPRING 198

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
569	83	34	30			93	52	30	18	5	204	WAIV	531	83	34	30				81	42	30	18	5	188	WAIV	8.7	14.7	5.6	7.2			16.6	6.6	6.6	4.7	1.4	24.3	
1471	158	217	168	71	47	136	171	120	40	34	221	WAPE	1043	104	145	138	71	36		85	111	117	32	31	120	WAPE	17.2	18.4	23.9	33.1	19.9	12.1	17.4	17.5	25.6	8.4	8.9	15.5	
106			35		9		22	11		8	8	*WBKF	61			17					12	11			8	*WBKF	1.0			4.1				1.9	2.4			1.0	
107				10	6	6	8	20	11	3	13	*WCGL	107			10	6	6		6	8	20	11	3	13	*WCGL	1.8				2.8	2.0	1.2	1.3	4.4	2.9	9	1.7	
246	33	33	13	25	7	21	47	29	25			*WCRJ	233	33	33	13	25	7		21	47	29	12			*WCRJ	3.8	5.8	5.4	3.1	7.0	2.4	4.3	7.4	6.3	3.1			
416	33	36	27	27	23	31	42	35	54	44	7	WCRJ FM	390	33	36	19	27	23		31	42	35	45	35	7	WCRJ FM	6.4	5.8	5.9	4.6	7.6	7.7	6.4	6.6	7.7	11.8	10.1		9
288	45	33	19		30	10	43	35	32	10	16	WERD	288	45	33	19		30		10	43	35	32	10	16	WERD	4.7	8.0	5.4	4.6		10.1	2.0	6.8	7.7	8.4	2.9	2.1	
145	17	9	24	10	16	10		6	18	20		*WEXI	135	17	9	24	10	6		10		6	18	20		*WEXI	2.2	3.0	1.5	5.8	2.8	2.0	2.0		1.3	4.7	5.7		
133		11	1	21	32			7		18		*WFOY	115		11		20	20				7		18		*WFOY	1.9		1.8		5.6	6.7			1.5		5.2		
914	230	130	32	7		118	67	16	12	6	254	WFYV	899	230	127	32	7			118	67	16	12	6	251	WFYV	14.8	40.6	21.0	7.7	2.0		24.2	10.6	3.5	3.1	1.7	32.4	
1936	286	222	96	20	8	298	267	102	49	52	473	WIVY	1667	256	188	82	20	5		252	238	102	48	36	377	WIVY	27.5	45.2	31.0	19.7	5.6	1.7	51.6	37.6	22.3	12.6	10.3	48.6	
329		18	38	33	18	21	21	12	12	21	7	WJAX	329		18	38	33	18		21	21	12	12	21	7	WJAX	5.4		3.0	9.1	9.2	6.1	4.3	3.3	2.6	3.1	6.0	9	
588	91	69	19	30	9	90	43	21	30	21	145	WJAX FM	460	91	61	15	30	9		67	39	12	30	21	65	WJAX FM	7.6	16.1	10.1	3.6	8.4	3.0	13.7	6.2	2.6	7.9	6.0	8.4	
288		11	19	10	38	13	27	17	12	34		*WKTZ	279		11	19	10	38		13	27	17	12	25		*WKTZ	4.6		1.8	4.6	2.8	12.8	2.7	4.3	3.7	3.1	7.2		
1823	88	142	146	106	158	57	108	192	160	202	47	WKTZ FM	1351	44	100	119	105	133		32	98	108	132	125	34	WKTZ FM	22.3	7.8	16.5	28.5	29.4	44.8	6.6	15.5	23.6	34.6	35.9	4.4	
128	17	18				21	42	13			7	WKUE	128	17	18					21	42	13			7	WKUE	2.1	3.0	3.0				4.3	6.6	2.8			9	
385		79	24		7	44	102	27	12	5	63	WOKV	368		79	24		7		44	102	27	12	5	63	WOKV	6.1		13.0	5.8		2.4	9.0	16.1	4.6	3.1	1.4	8.1	
74			4		6		8	7	19	13		*WOZN	70					6			8	7	19	13		*WOZN	1.2					2.0		1.3	1.5	5.0	3.7		
532	80	42	7	64		38	65	40	26	3	149	WPDQ	523	80	42	7	64			29	65	40	26	3	149	WPDQ	8.6	14.1	6.9	1.7	17.9		5.9	10.3	8.8	6.8	9	19.2	
1371	45	139	155	135	67	132	168	117	110	68	206	WQIK	1132	31	131	109	115	61		114	153	97	74	60	158	WQIK	18.6	5.5	21.6	26.1	32.2	20.5	23.4	24.2	21.2	19.4	17.2	20.4	
305		18	14	36	34	32	13	64	12	20	14	*WROS	260		18	14	17	25		32	13	51	12	16	14	*WROS	4.3		3.0	3.4	4.8	8.4	6.6	2.1	11.2	3.1	4.6	1.8	
587	64	38	59	75	37		14	85	17	51	51	WVOJ	587	64	38	59	75	37			14	85	17	51	51	WVOJ	9.7	11.3	6.3	14.1	21.0	12.5		2.2	18.6	4.5	14.7	6.6	

TOTAL LISTENING IN METRO SURVEY AREA												5524	541	549	366	330	256	467	614	420	338	303	738	91.0	95.6	90.6	87.8	92.4	86.2	95.7	97.0	91.9	88.5	87.1	95.2
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Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

JOHNSON CITY--KINGSPORT--BRISTOL
SPRING 1981

MONDAY--SUNDAY
6 00AM--MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																				
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64						
15	1	1				6	2				5	*WABN	13	1	1						6	2				3	*WABN	2.3	2.6	1.7						12.0	2.5					5.5
14		1	1	2	2		1	3	2		1	*WBBI	13		1	1	2	1			6	1	3	2		1	*WBBI	2.3		1.7	2.9	8.3	3.1			1.3	7.7	5.1			1.8	
5		3		1						1		*WBCV	5		3		1								1	*WBCV	9		5.0		4.2									2.0		
16			1				1	1		4	2	*WBEJ	16			1						1	1		4	2	*WBEJ	2.8			2.9					1.3	2.6		7.8	3.6		
9	1	1				1	2	1		1		*WEMB	9	1	1						1	2	1		1		*WEMB	1.6	2.6	1.7					2.0	2.5	2.6			2.0		
42	2	3		1	1	13	4	3	1	1	12	*WETB	31	1	2		1	1		7	3	3	1	1	10	*WETB	5.4	2.6	3.3		4.2	3.1	14.0	3.8	7.7	2.6	2.0	18.2				
49	3	9			2	10	11	1	2	5	4	WFHG	43	2	9			2	8	8	1	2	5	4	WFHG	7.5	5.1	15.0				6.3	16.0	10.1	2.6	5.1	9.8	7.3				
5							2	1		1		*WGAT	5								2	1			1		*WGAT	9								2.5	2.6			2.0		
24		1		2	4		2	2	7	2	1	*WGOC	23		1		1	4			2	2	7	2	1	*WGOC	4.0		1.7		4.2	12.5			2.5	5.1	17.9	3.9	1.8			
6				1	1					2		*WIDD	6				1	1						2		*WIDD	1.0				4.2	3.1							3.9			
6				1	1				1	1	2	WIDD FM	6				1	1			1	1	2		WIDD FM	1.0				4.2	3.1				2.6	2.6			3.9			
59	2	4	5	3	3		5	4	4	12		WJCW	58	2	4	5	3	3		5	4	4	12		WJCW	10.1	5.1	6.7	14.7	12.5	9.4			6.3	10.3	10.3			23.5			
26	4	3	3			5	2	2		1	5	WJSO	26	4	3	3				5	2	2		1	5	WJSO	4.5	10.3	5.0	8.8			10.0	2.5	5.1			2.0	9.1			
33	1	2	2	1	4	3	5	2			11	*WKIN	33	1	2	2	1	4	3	5	2			11	*WKIN	5.8	2.6	3.3	5.9	4.2	12.5	6.0	6.3	5.1							20.0	
22	2	1	2		3	2	3	3		1	3	WKPT	22	2	1	2		3	2	3	3		1	3	WKPT	3.8	5.1	1.7	5.9		9.4	4.0	3.8	7.7			2.0	5.5				
60		6	5	3	3	4	13	4	7	5	1	WKPT FM	52		6	5	3	2	1	12	4	7	3		WKPT FM	9.1		10.0	14.7	12.5	6.3	2.0	15.2	10.3	17.9			5.9				
6			1		1					1	1	*WMCH	6			1		1						1	1	*WMCH	1.0			2.9		3.1					2.6	2.0				
4			1		1			1		1		*WOPI	4			1		1						1		*WOPI	.7			2.9		3.1			1.3			2.0				
57	18	9	2			10	10	2			6	WQUT	48	17	9					6	10	1		5	WQUT	8.4	43.6	15.0				12.0	12.7	2.6					9.1			
9				1	1		1	1	1		2	*WRGS	9				1	1		1	1	1		2	*WRGS	1.6				4.2	3.1			1.3	2.6	2.6			3.6			
108	6	16	11	10	4	7	16	8	14	6	2	WXBQ	74	4	11	10	4	3	4	11	6	7	5	2	WXBQ	12.9	10.3	18.3	29.4	16.7	9.4	8.0	13.9	15.4	17.9	9.8	3.6					
31		2	3	3	3	3	4	6	2	2	2	*WZAP	15		1	1	1	1	3	3		2	2	1	*WZAP	2.6		1.7	2.9	4.2	3.1	6.0	3.8		5.1	3.9		1.8				
14	2	1		1		5	1				3	WIMZ	8	2	1					1	1			3	WIMZ	1.4	5.1	1.7				2.0	1.3						5.5			
15		2	2	4	1		2		2	1	1	WIVK FM	9			1	3	1		1		2	1		WIVK FM	1.6		2.9	12.5	3.1		1.3			5.1	2.0						
12				1	1					4	4	*WOFM	3					1								*WOFM	.5					3.1				2.6	2.0					
TOTAL LISTENING IN METRO SURVEY AREA												572	39	60	34	24	32	50	79	39	39	51	55																			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON

Cume Listening Estimates

JOHNSON CITY-KINGSPORT-BRISTOL
SPRING 1983

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %																		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64																			
226	28	24	5	4	10	39	26	16	12		56	*WABN	189	28	24	5	4	10	39	26	7	12		34	*WABN	5	2	9	9	6	2	2	0	1	8	4	8	13	7	6	7	2	5	5	0		8	2							
280	7	18	24	29	25	28	18	34	39	10	24	*WBBI	239	7	18	19	29	15	28	18	25	32		24	*WBBI	6	5	2	5	4	7	7	6	13	0	7	2	9	8	4	7	9	1	13	4		5	8							
79	7	12		6	6		14	8	9	5	6	*WBCV	79	7	12		6	6		14	8	9	5	6	*WBCV	2	2	2	5	3	1		2	7	2	9		3	6	2	9	3	8	2	1	1	4								
236	8	7	15	9	6	11	10	29	21	20	33	*WBEJ	233	8	7	15	9	6	11	10	26	21	20	33	*WBEJ	6	4	2	8	1	8	6	0	4	0	2	9	3	9	2	6	9	4	8	8	6	7	9							
108	5	14	8	3		7	10	13	7	3	8	*WEMB	96	5	14	8	3		7	10	13	7	3	8	*WEMB	2	6	1	8	3	6	3	2	1	3		2	5	2	6	4	7	2	9	1	3	1	9							
744	62	58	28	19	30	150	61	31	37	32	202	*WETB	549	39	42	28	19	30	86	50	27	32	32	136	*WETB	15	0	13	8	10	9	11	2	8	5	14	5	30	2	12	9	9	8	13	4	13	7	32	7						
786	79	110	16	19	26	131	145	24	46	46	79	WFHG	636	51	104	16	19	26	88	123	15	46	36	79	WFHG	17	4	18	0	27	0	6	4	8	5	12	6	30	9	31	8	5	4	19	3	15	5	19	0						
100			16	15	11		14	16	4	10		*WGAT	94			10	15	11		14	16	4	10		*WGAT	2	6					4	0	6	7	5	3		3	6	5	8	1	7	4	3									
228		14	4	27	22	18	25	16	52	21	8	*WGOE	215		14	4	20	22	18	25	16	46	21	8	*WGOE	5	9		3	6	1	6	9	0	10	6	6	3	6	5	5	8	19	3	9	0	1	9							
65			6	7	11			13	4	11		*WIDD	65			6	7	11				13	4	11		*WIDD	1	8				2	4	3	1	5	3			4	7	1	7	4	7										
182		11	20	16	8	8	19	20	5	33	10	WIDD FM	168		11	15	16	8	8	19	20	5	24	10	WIDD FM	4	6		2	9	6	0	7	2	3	9	2	8	4	9	7	2	2	1	10	3	2	4							
731	24	86	68	50	55	18	67	42	60	80	34	WJCW	719	24	86	68	50	55	18	67	42	60	80	34	WJCW	19	6	8	5	22	3	27	2	22	4	26	6	6	3	17	3	15	2	25	2	34	3	8	2						
397	32	43	19	9	15	62	50	31	32	18	59	WJSO	379	32	43	19	9	15	62	46	31	18	18	59	WJSO	10	3	11	3	11	2	7	6	4	0	7	2	21	8	11	9	11	2	7	6	7	7	14	2						
465	31	40	44	19	16	29	61	37	22	10	109	*WKIN	441	24	40	38	19	16	29	61	37	16	10	109	*WKIN	12	0	8	5	10	4	15	2	8	5	7	7	10	2	15	8	13	4	6	7	4	3	26	2						
383	32	21	53	13	32	41	41	37	13	21	60	WKPT	373	32	21	53	13	22	41	41	37	13	21	60	WKPT	10	2	11	3	5	5	21	2	5	8	10	6	14	4	10	6	13	4	5	5	9	0	14	4						
770	13	73	75	33	41	29	82	62	98	63	59	WKPT FM	586	13	45	70	33	19	19	59	58	61	44	28	WKPT FM	16	0	4	6	11	7	28	0	14	8	9	2	6	7	15	2	21	0	25	6	18	9	6	7						
118			16	14	16		10	13	8	16	5	*WMCH	118			16	14	16		10	13	8	16	5	*WMCH	3	2					6	4	6	3	7	7		2	6	4	7	3	4	6	9	1	2							
126	14	6	10	6	11	19	9	8	11	10	4	*WOPI	120	14	6	10	6	11	19	9	8	5	10	4	*WOPI	3	3	4	9	1	6	4	0	2	7	5	3	6	7	2	3	2	9	2	1	4	3	1	0						
835	152	148	21	9	4	196	77	55	5	4	136	WQUT	679	142	148	12	9	4	114	69	44	5	4	107	WQUT	18	5	50	2	38	4	4	8	4	0	1	9	40	0	17	8	15	9	2	1	1	7	25	7						
154	15	7	5	18	11		5	12	13		27	*WRGS	154	15	7	5	18	11		5	12	13		27	*WRGS	4	2	5	3	1	8	2	0	8	1	5	3		1	3	4	3	5	5		6	5								
1217	74	166	147	77	48	76	175	109	100	55	95	WXBQ	852	50	113	108	51	26	52	119	82	68	38	56	WXBQ	23	2	17	7	29	4	43	2	22	9	12	6	18	2	30	7	29	7	28	6	16	3	13	5						
430	15	45	33	37	46	39	36	51	42	29	28	*WZAP	269	15	32	11	15	28	39	24	12	42	21	7	*WZAP	7	3	5	3	8	3	4	4	6	7	13	5	13	7	6	2	4	3	17	6	9	0	1	7						
263	50	39	11	24		35	25	4	8		60	WIMZ	175	42	25	11	7		17	15	4			54	WIMZ	4	8	14	8	6	5	4	4	3	1		6	0	3	9	1	4					13	0							
168		22	21	28	16		29	3	9	12	11	WIVK FM	74			9	7	16		14	3	9	5	5	WIVK FM	2	0					3	6	3	1	7	7		3	6	1	1	3	8	2	1	1	2							
216	5	14	22	23	4		19	7	40	37		*WOFM	73	5		10	7	4		9	7	3	14		*WOFM	2	0	1	8			4	0	3	1	1	9		2	3	2	5	1	3	6	0									
TOTAL LISTENING IN METRO SURVEY AREA													3472	267	371	239	213	194	278	383	260	234	221	396	94	7	94	3	96	4	95	6	95	5	93	7	97	5	99	0	94	2	98	3	94	8	95	2							

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

JOHNSTOWN, PA
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
8		1	1			1	1			1		*WAMQ	8		1	1				1	1			1		*WAMQ	2.2		3.8	5.6			3.7	3.1			3.0	
29	2	5	1		2	5	5	2	1		6	WCRO	29	2	5	1		2	5	5	2	1		6	WCRO	8.0	7.1	19.2	5.6		8.7	18.5	15.6	6.3	3.2		20.0	
19	5	1				4	3	1			5	WGLU	19	5	1			4	3	1			5	WGLU	5.2	17.9	3.8				14.8	9.4	3.1			16.7		
20	2		3	2	3		1	3	2	3		WIYQ	19	2		3	2	2		1	3	2	3		WIYQ	5.2	7.1		16.7	9.5	8.7		3.1	9.4	6.5	9.1		
48	3	2	5	4	4		1	9	8	2	1	*WJAC	42	3	2	3	4	4		1	5	8	2	1	*WJAC	11.6	10.7	7.7	16.7	19.0	17.4		3.1	15.6	25.8	6.1	3.3	
43	1		4	4	3	2	3	5	5	6		*WJAC FM	40	1		4	4	3		3	4	5	6		*WJAC FM	11.0	3.6		22.2	19.0	13.0		9.4	12.5	16.1	18.2		
27	1	1	1	2	3	1	1	3	2	4		WJNL	27	1	1	1	2	3	1	1	3	2	4		WJNL	7.5	3.6	3.8	5.6	9.5	13.0	3.7	3.1	9.4	6.5	12.1		
33	2	2	1	2	2	4	2	4	2	3	3	WJNL FM	29	2	2	1	2	2	3	2	3	1	2	3	WJNL FM	8.0	7.1	7.7	5.6	9.5	8.7	11.1	6.3	9.4	3.2	6.1	10.0	
17		1	2		2		2	1	2	1	3	*WNCC	13		1	1		1		2	1	2	1	3	*WNCC	3.6		3.8	5.6		4.3	6.3	3.1	6.5	3.0	10.0		
9		1			1		1	1	1	1		*WVSC	9		1		1	1	1	1	1	1			*WVSC	2.5		3.8		4.3		3.1	3.1	3.2	3.0			
16		2		1		3	2	1	1	2		*WVSC FM	16		2		1	3	2	1	1	2			*WVSC FM	4.4		7.7		4.8	11.1	6.3	3.1	3.2	6.1			
25		3		1	1	3	3	2	2	3		*WVSC TOTAL	25		3		1	1	3	3	2	2	3		*WVSC TOTAL	6.9		11.5		4.8	11.1	9.4	6.2	6.4	9.1			
24			1	2	3		1	1	5	6		*WWBR	24			1	2	3		1	1	5	6		*WWBR	6.6			5.6	9.5	13.0		3.1	3.1	16.1	18.2		
6		1				1	1	1	2			WWZE	6			1		1		1	1	2			WWZE	1.7			5.6			3.7	3.1	3.1	6.5			
26	2	1	2	2	2	1	1	1	2	2		KDKA	3				1								KDKA	.8				4.8								
28	7	5				8	2		2		4	WQVE	12	3	1				4					4	WQVE	3.3	10.7	3.8			14.8					13.3		
6	1	1	3				1					*WEEP	2	1	1										*WEEP	.6	3.6	3.8										
8	2					1	2	1		1	1	WFBG	8	2				1	2	1		1	1	1	WFBG	2.2	7.1				3.7	6.3	3.1		3.0	3.3		
3				1						1		*WFRB	3				1						1		*WFRB	.8				4.8						3.0		
4			1	1				2				*WFRB FM	4				1	1				2			*WFRB FM	1.1				4.8	4.3		6.3					
7			2	1				2		1		*WFRB FM TOTAL	7				2	1				2		1	*WFRB FM TOTAL	1.9				9.6	4.3		6.3			3.0		
7						1	1	2	1			WPNT	5					1	1				1		WPNT	1.4						3.1	3.1			3.0		
16	1	5				1	5		1		3	WWSW FM	11	1	3			1	3			1		2	WWSW FM	3.0	3.6	11.5			3.7	9.4		3.2		6.7		
16	3	2				5	3				3	WXXX	8	3	2			1	1				1	1	WXXX	2.2	10.7	7.7			3.7	3.1				3.3		
7	1	1				2	1				2	WYDD	4					1	1				2		WYDD	1.1					3.7	3.1				6.7		
TOTAL LISTENING IN METRO SURVEY AREA												362	28	26	18	21	23	27	32	32	31	33	30															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

JOHNSTOWN PA
SPRING 1983

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
175	13	22	7	4		19	15	14	11	11	32	*WAMQ	168	13	22	7	4		19	15	7	11	11	32	*WAMQ	7.6	8.9	13.5	5.0	2.6		12.6	8.7	4.5	6.6	7.0	11.0	
494	40	53	36	13	11	42	57	45	30	21	116	WCRO	475	40	53	36	13	11	42	57	31	30	21	111	WCRO	21.5	27.4	32.5	25.9	8.5	7.5	27.8	33.1	19.7	18.0	13.4	38.1	
336	57	16	7		11	50	23	21	14	5	124	WGLU	332	57	16	7		11	50	23	21	14	5	120	WGLU	15.0	39.0	9.8	5.0		7.5	33.1	13.4	13.4	8.4	3.2	41.2	
277	13	3	26	35	27	4	25	38	40	24	22	WJYQ	262	13	3	26	35	23	4	21	31	40	24	22	WJYQ	11.9	8.9	1.8	18.7	22.9	15.8	2.6	12.2	19.7	24.0	15.3	7.6	
687	22	19	69	81	60	19	28	94	82	45	38	*WJAC	618	22	19	58	81	49	19	28	66	82	45	29	*WJAC	28.0	15.1	11.7	41.7	52.9	33.6	12.6	16.3	42.0	49.1	28.7	10.0	
631	5	17	44	45	54	42	27	73	63	73	21	*WJAC FM	547	9	12	33	40	46	23	23	59	53	69	17	*WJAC FM	24.8	6.2	7.4	23.7	26.1	31.5	15.2	13.4	37.6	31.7	43.9	5.8	
444	5	15	26	36	40	23	18	31	48	49	41	WJNL	429	9	15	26	36	40	23	18	24	48	45	37	WJNL	19.4	6.2	9.2	18.7	23.5	27.4	15.2	10.5	15.3	28.7	28.7	12.7	
603	44	30	51	41	31	65	36	63	23	37	78	WJNL FM	537	44	25	51	36	31	46	36	49	17	29	69	WJNL FM	24.3	30.1	15.3	36.7	23.5	21.2	30.5	20.9	31.2	10.2	18.5	23.7	
193	4	12	29	9	12	8	18	24	11	5	36	*WNCC	162	4	12	18	9	8	8	18	17	11	5	36	*WNCC	7.3	2.7	7.4	12.9	5.9	5.5	5.3	10.5	10.8	6.6	3.2	12.4	
177	4	6	11	5	9	12	8	7	24	19	7	*WVSC	167	4	6	11	5	9	12	8	7	24	19	7	*WVSC	7.6	2.7	3.7	7.9	3.3	6.2	7.9	4.7	4.5	14.4	12.1	2.4	
241	4	25	4	14	17	35	16	18	22	16	11	*WVSC FM	241	4	25	4	14	17	35	16	18	22	16	11	*WVSC FM	10.9	2.7	15.3	2.9	9.2	11.6	23.2	9.3	11.5	13.2	10.2	3.8	
334	8	31	15	18	20	35	19	21	32	22	18	TOTAL	325	8	31	15	18	20	35	19	21	32	22	18	TOTAL	14.7	5.5	19.0	10.8	11.8	13.7	23.2	11.0	13.4	19.2	14.0	6.2	
228		3	15	19	34	4	8	11	30	30	4	*WWBR	225		3	15	19	34	4	8	11	30	27	4	*WWBR	10.2		1.8	10.8	12.4	23.3	2.6	4.7	7.0	18.0	17.2	1.4	
83	4	3	4	9	9	12	11	7	3	5	4	WWZE	83	4	3	4	9	9	12	11	7	3	5	4	WWZE	3.8	2.7	1.8	2.9	5.9	6.2	7.9	6.4	4.5	1.8	3.2	1.4	
538	54	28	51	41	35	36	35	35	34	40	40	KDKA	157		9	18	9	11	8	13	7	14	8	22	KDKA	7.1		5.5	12.9	5.9	7.5	5.3	7.6	4.5	8.4	5.1	7.6	
479	112	50		19	3	115	32		27	3	118	WDVE	262	58	22		14	3	58	10		7	3	87	WDVE	11.9	39.7	13.5		9.2	2.1	38.4	5.8		4.2	1.9	29.9	
67	4	10	11	5	3		14		7	5	4	*WEEP	45	4	10		5	3				7	5	4	*WEEP	2.0	2.7	6.1		3.3	2.1		1.7		4.2	3.2	1.4	
122	17	15	7	4		15	21	3	4	3	21	WFBG	122	17	15	7	4		15	21	3	4	3	21	WFBG	5.5	11.6	9.2	5.0	2.6		9.9	12.2	1.9	2.4	1.9	7.2	
69		3	4	18	3		4	7	14			*WFRB	69		3	4	18	3				4	7	14	*WFRB	3.1		1.8	2.9	11.8	2.1			2.5	4.2	8.9		
75		4	4	23	3		11	3	8	7		*WFRB FM	75		4	4	23	3				11	3	8	7	*WFRB FM	3.4		2.9	15.0	2.1				7.0	1.8	5.1	2.4
127		3	4	32	6		14	10	19	7		TOTAL	127		3	4	32	6				14	10	19	7	TOTAL	5.8		1.8	2.9	20.9	4.1			8.9	6.0	12.1	2.4
163	27	3	7		10	10	8	7	18	15		WPNT	88		3	7		6				8	7	11	8	WPNT	4.0		1.8	5.0		4.1		4.7	4.5	6.6	5.1	
351	53	48	4		4	50	58	14	11	3	94	WWSW FM	225	26	35	4			31	39	14	7	3	54	WWSW FM	10.2	17.8	21.5	2.9			20.5	22.7	8.9	4.2	1.9	18.6	
262	40	19	7	4		71	30	3	6	3	79	WXXX	162	40	19	7	4		24	16	3		3	46	WXXX	7.3	27.4	11.7	5.0	2.6		15.9	9.3	1.9		1.9	15.8	
156	45	11				42	22		6		30	WYDD	80	18	6				23	8				25	WYDD	3.6	12.3	3.7				15.2	4.7				8.6	

TOTAL LISTENING IN METRO SURVEY AREA 2108 146 156 135 135 137 151 166 153 167 146 280 95.6 99.9 95.7 97.1 88.2 93.8 99.9 96.5 97.5 99.9 93.0 96.2

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
14	2	1		1			4	1	5			*WBUK	14	2	1		1			4	1	5			*WBUK	3.6	5.0	2.2		5.3			10.0	3.3	19.2				
5								1				*WJOR	5											1	*WJOR	1.3									3.8				
31	2	4	1			6	5	4	2	1	4	WKMI	29	2	4	1			5	5	4	2	1	3	WKMI	7.5	5.0	8.7	3.3			10.6	12.5	13.3	7.7	5.3	10.3		
13		1	1	1	3		1	1	1	2		*WKPR	13		1	1	1	3		1	1	1	2		*WKPR	3.4		2.2	3.3	5.3	20.0		2.5	3.3	3.8	10.5			
55	1	3	5	5	4	1	3	3	6	8	1	*WKZO	45	1	2	5	3	3	1	2	2	4	7	1	*WKZO	11.6	2.5	4.3	16.7	15.8	20.0	2.1	5.0	6.7	15.4	36.8	3.4		
47		1	3	8	2	5	3	8	5	3	1	WQLR	39			3	5	2	4	3	7	3	3	1	WQLR	10.1			10.0	26.3	13.3	8.5	7.5	23.3	11.5	15.8	3.4		
49	9	6	1			7	3	4		1	18	WGRD FM	31	5	5	1			5	2	2		1	10	WGRD FM	8.0	12.5	10.9	3.3			10.6	5.0	6.7		5.3	34.5		
37	10	6	1			4	10	2	1		3	*WJFM	21	3	5	1			4	3	2	1		2	*WJFM	5.4	7.5	10.9	3.3			8.5	7.5	6.7	3.8		6.9		
55	10	6	3			14	10	4			8	WKFR	50	10	6	3			13	9	3			6	WKFR	12.9	25.0	13.0	10.0			27.7	22.5	10.0			20.7		
30	8	8				6	2				6	WLAV	17	6	4				3	1				3	WLAV	4.4	15.0	8.7				6.4	2.5				10.3		
37	1	8	3	7		5	3	3	3		2	WNWN	27	1	8	3	3		2	3	2	2		2	WNWN	7.0	2.5	17.4	10.0	15.8		4.3	7.5	6.7	7.7		6.9		
8			1	1	1			2	1			*WOAM	5			1		1							*WOAM	1.3			3.3	6.7					3.8				
43	3	3	5	2	6	1	3	4	5	4		WOOD FM	29	3	3	5	1	4	1	1	2	2	2		WOOD FM	7.5	7.5	6.5	16.7	5.3	26.7	2.1	2.5	6.7	7.7	10.5			
5			1		1			1		1		WGN	2				1								WGN	.5				6.7						5.3			
7		2				2	1	1			1	WLS	4		2				1	1					WLS	1.0		4.3				2.1	2.5						
19		1	3	4		1	4	2	2			WMAQ	11			2	3			1	1	2			WMAQ	2.8			6.7	15.8			2.5	3.3	7.7				
21	2					4		4				WNDU FM	3	2					1						WNDU FM	.8	5.0					2.1							
TOTAL LISTENING IN METRO SURVEY AREA											388	40	46	30	19	15	47	40	30	26	19	29																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
142	10	15	12	12	7	4	23	16	12	6	8	*WBUK	138	10	16	12	12	7	4	23	12	12	6	8	*WBUK	6.0	4.3	6.7	7.8	9.8	6.4	1.6	9.6	7.6	9.2	4.9	2.8										
101		4	16		7	4	3	15	6	8	7	*WJOR	92		4	11		7	4	3	11	6	8	7	*WJOR	4.0		1.7	7.1		6.4	1.6	1.3	7.0	4.6	6.6	2.5										
665	58	86	48	16	14	117	96	44	28	18	110	WKMI	622	48	86	43	16	14	94	96	44	28	18	105	WKMI	26.9	20.7	35.8	27.9	13.0	12.8	38.2	40.2	27.8	21.4	14.8	37.1										
158		8	23	8	14	4	21	13	17	21	4	WKPR	147		8	16	8	14	4	21	9	17	21	4	WKPR	6.4		3.3	10.4	6.5	12.8	1.6	8.8	5.7	13.0	17.2	1.4										
902	34	65	84	90	106	30	65	77	83	81	46	WKZO	707	24	53	65	63	64	30	55	65	66	75	41	WKZO	30.6	10.3	22.1	42.2	51.2	58.7	12.2	23.0	41.1	50.4	61.5	14.5										
552	19	14	54	59	22	48	34	79	65	42	34	WQLR	434	19	4	54	37	18	30	34	70	38	36	24	WQLR	18.8	8.2	1.7	35.1	30.1	16.5	12.2	14.2	44.3	29.0	29.5	8.5										
795	148	74	28	4	7	117	92	49	7	11	258	WGRO FM	511	77	58	23		7	89	49	24	7	6	171	WGRO FM	22.1	33.2	24.2	14.9		6.4	36.2	20.5	15.2	5.3	4.9	60.4										
505	65	89	26	13	8	71	97	23	13	3	82	WJFM	356	38	65	19	8	3	71	57	14	13	3	60	WJFM	15.4	16.4	27.1	12.3	6.5	2.8	28.9	23.8	8.9	9.9	2.5	21.2										
677	101	77	23	24		141	95	58	27	3	123	WKFR	561	92	74	23	12		124	76	35	27	3	90	WKFR	24.2	39.7	30.8	14.9	9.8		50.4	31.8	22.2	20.6	2.5	31.8										
464	142	75	4	4	3	90	31	6			109	WLAV	290	106	37	4	4		55	17	6		61	WLAV	12.5	45.7	15.4	2.6	3.3		22.4	7.1	3.8			21.6											
460	24	62	21	54	6	61	61	39	45	10	46	WNWN	310	24	57	16	24	4	42	49	21	30	9	20	WNWN	13.4	10.3	23.8	10.4	19.5	3.7	17.1	20.5	13.3	22.9	7.4	7.1										
163		5	13	14	25		8	12	19	11	14	WOAM	76			8	4	7		8	3	13	6	8	WOAM	3.3			5.2	3.3	6.4		3.3	1.9	9.9	4.9	2.8										
557	14	17	31	59	81	13	23	65	68	50	53	WOOD FM	364	14	12	31	33	46	13	14	44	41	26	24	WOOD FM	15.7	6.0	5.0	20.1	26.8	42.2	5.3	5.9	27.8	31.3	21.3	8.5										
111		4	18		10			21	3	17	10	WGN	71		4	15		10			3	3	17		WGN	3.1		1.7	9.7		9.2			1.9	2.3	13.9											
267	24	30	11	6		71	27	21	10	6	53	WLS	175	24	28	11		41	17	17	3		26	WLS	7.6	10.3	11.7	7.1			16.7	7.1	10.8	2.3		9.2											
328	5	23	36	29	14	27	39	32	26	11	39	WMAQ	197	5	11	26	23	14	8	16	19	18	11	8	WMAQ	8.5	2.2	4.6	16.9	18.7	12.8	3.3	6.7	12.0	13.7	9.0	2.8										
211	19	19	3	6		31	10	37			81	WNDU FM	63	19	16				13	6			4	WNDU FM	2.7	8.2	6.7				5.3	2.5				1.4											
TOTAL LISTENING IN METRO SURVEY AREA												2208	212	240	150	123	105	233	230	155	126	116	271													95.4	91.4	99.9	97.4	99.9	96.3	94.7	96.2	98.1	96.2	95.1	95.8

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

KANSAS CITY
SPRING 1981

MONDAY-SUNDAY
6. 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
270		38	29	39	14			32	29	25	19	KBEA	260		38	29	39	14			22	29	25	19	KBEA	2.4		3.1	3.6	6.1	2.6			2.6	4.3	4.1	1.4	
2249	340	304	33	37	8	499	308	133	19	19	525	KBEQ	1802	242	273	33	37	8	362	266	108	8	8	443	KBEQ	16.5	31.2	22.6	4.1	5.8	1.5	41.1	21.5	12.7	1.2	1.3	33.1	
201		19	11	18			22	16	22	3		*KCCV	164		8	11	18			13	16	22	3	*KCCV	1.5		7	1.4	2.8			1.0	1.9	3.3	5			
1969	68	104	188	217	171	54	117	203	187	224	75	KCEZ	1477	51	63	122	162	157	35	91	118	155	166	40	KCEZ	13.5	6.6	5.2	15.1	25.4	29.3	4.0	7.3	13.9	23.0	27.1	3.0	
551	14	14	103	38	58		32	32	47	27	37	KCKN	483	14	14	89	38	38		29	32	29	25	37	KCKN	4.4	1.8	1.2	11.0	5.9	7.1		2.3	3.8	4.3	4.1	2.8	
1355	108	125	141	121	55	71	113	215	56	75	89	KCKN FM	1097	44	112	127	94	45	34	113	180	37	61	75	KCKN FM	10.0	5.7	9.3	15.7	14.7	8.4	3.9	9.1	21.2	5.5	10.0	5.6	
3297	110	417	222	238	235	231	289	196	235	251	151	KCMO	1901	40	292	208	122	154	54	241	110	131	163	26	KCMO	17.4	5.2	24.2	25.8	19.1	28.7	6.1	19.4	12.9	19.4	26.6	1.9	
328				25	8	63	21	16	29	15		*KEXS	223				19		49	10	7	16	4	*KEXS	2.0				3.0		5.6	8	8	2.4	7			
837	103	48	29	18		204	115	53	32	23	206	KJLA	728	86	48	29	18		154	107	41	32	23	184	KJLA	6.7	11.1	4.0	3.6	2.8		17.5	8.6	4.8	4.7	3.8	13.7	
2235	35	146	210	144	212	85	177	286	183	239	150	KMBR	1852	35	121	166	130	160	46	145	251	180	184	142	KMBR	17.0	4.5	10.0	20.6	20.3	29.9	5.2	11.7	29.5	26.7	30.1	10.6	
2839	51	288	206	211	210	107	272	170	182	261	135	KMBZ	2413	16	249	206	191	179	107	254	170	157	219	127	KMBZ	22.1	2.1	20.6	25.5	29.9	33.4	12.2	20.5	20.0	23.3	35.8	9.5	
1234	162	109	86	27	33	178	151	91	71	29	252	KPRS	1077	94	109	86	24	30	130	151	81	67	29	231	KPRS	9.9	12.1	9.0	10.7	3.8	5.6	14.8	12.2	9.5	9.9	4.7	17.3	
366	39			27	12	42	13	56	24	40	34	*KPRT	323	15		27	12	30	13	56	24	33	34	26	*KPRT	3.0	1.9		3.3	1.9	5.6	1.5	4.5	2.8	4.9	5.6	1.9	
993	305	172	11	8		173	86	16	17	14	191	KSAS	570	144	116	11			117	32	7	17	8	118	KSAS	5.2	18.6	9.6	1.4			13.3	2.6	8	2.5	1.3	8.8	
2025	200	379	121	66	22	408	420	130	51	47	178	KUOL	1803	184	366	107	66	22	322	395	123	29	29	157	KUOL	16.5	23.7	30.3	13.3	10.3	4.1	36.6	31.9	14.5	4.3	4.7	11.7	
200		35	27	9		24	35	7	21		19	KWKI	197		32	27	9		24	35	7	21		19	KWKI	1.8		2.6	3.3	1.4		2.7	2.8	8	3.1		1.4	
576	76	48	68	52	32	35	36	44	37	34	26	KXTR	421	14	42	59	52	32	35	23	32	29	29	26	KXTR	3.9	1.8	3.5	7.3	8.1	6.0	4.0	1.9	3.8	4.3	4.7	1.9	
3337	728	449	35	18	15	543	404	165	77	14	881	KYYS	2218	438	332	35	8	12	306	250	123	60		649	KYYS	20.3	56.5	27.5	4.3	1.3	2.2	34.8	20.2	14.5	8.9		48.5	
7025	423	708	652	450	447	490	533	655	462	408	682	WDAF	2568	116	290	287	186	177	158	192	266	171	131	129	WDAF	23.5	15.0	24.0	35.6	29.1	33.0	18.0	15.5	31.3	25.3	21.4	9.6	
4499	474	678	230	106	61	672	760	324	148	151	594	WHB	2578	241	410	177	50	53	337	534	220	76	73	325	WHB	23.6	31.1	33.9	21.9	7.8	9.9	38.3	43.1	25.9	11.3	11.9	24.3	
505	147	85	3	2		46	49	18	2	8	145	KLZR	234	78	62				21		18			55	KLZR	2.1	10.1	5.1				2.4		2.1			4.1	
255		21	26	6	56		21	24	17	41		KTRO	150		21	26		14		21	7	9	28	KTRO	1.4		1.7	3.2		2.6		1.7	8	1.3	4.6			
TOTAL LISTENING IN METRO SURVEY AREA													10370	761	1188	744	605	503	870	1223	829	605	570	1269	95.0	98.2	98.3	92.2	94.7	93.8	98.9	98.6	97.5	89.6	93.1	94.8		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

KNOXVILLE
SPRING 1983

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
204	9	7	5	20	28	3	18	27	13	21	WATO	165	9	7	5	20	9	3	18	7	13	21	WATO	4.1	2.3	2.7	2.1	9.0	2.6	7	6.1	2.6	5.0	4.5			
100	6	5		6		27	12	11	12	6	*WBMK	100	6	5		6		27	12	11	12	6	*WBMK	2.5	1.5	1.9		2.7		6.7	4.0	4.0	4.6	1.3			
1695	42	110	109	129	150	73	167	112	173	219	72	WEZK	1035	42	59	46	75	109	54	76	77	131	108	33	WEZK	25.7	12.2	14.9	17.6	30.9	48.9	15.8	18.7	25.9	48.0	41.7	7.1
260	18	26	16	22	14		27	20	16	26	24	*WGAP	260	18	26	16	22	14		27	20	16	26	24	*WGAP	6.5	5.2	6.6	6.1	9.1	6.3		6.7	6.7	5.9	10.0	5.2
398	24	70	12	33	56		24	7	29	74		WHEL	330	24	50	12	23	43		11	7	29	62		WHEL	8.2	7.0	12.6	4.6	9.5	19.3		2.7	2.4	10.6	23.9	
1234	238	134	49	14	39	260	98	33	32	27	282	WIMZ	647	127	98	26	8	3	147	59	13	18	6	121	WIMZ	16.1	36.8	24.7	10.0	3.3	1.3	43.1	14.5	4.4	6.6	2.3	26.1
106	4	7	10	6	13	18	7	10	9			WITA	106	4	7	10	6	13	18	7	10	9			WITA	2.6	1.0	2.7	4.1	2.7	3.8	4.4	2.4	3.7	3.5		
1229	74	106	129	117	73	39	144	97	108	99	73	*WIVK	771	51	85	82	72	49	25	65	42	76	64	41	*WIVK	19.1	14.8	21.5	31.4	29.6	22.0	7.3	16.0	14.1	27.8	24.7	8.8
2952	212	332	308	233	162	203	298	295	221	157	191	WIVK FM	1523	148	143	120	123	81	99	139	146	103	102	102	WIVK FM	37.8	42.9	36.1	46.0	50.6	36.3	29.0	34.2	49.2	37.7	39.4	22.0
266	21	57		5	10	23	53	7	4	6	24	WKGN	266	21	57		5	10	23	53	7	4	6	24	WKGN	6.6	6.1	14.4		2.1	4.5	6.7	13.1	2.4	1.5	2.3	5.2
172		14	11	5		22	12	7	21	24		*WKXV	129			11	5		22	3	7	13	12		*WKXV	3.2			4.2	2.1		6.5	7	2.4	4.8	4.6	
1311	134	94	38	43	33	218	139	53	78	45	325	WNOX	930	102	51	38	37	19	146	91	53	34	33	241	WNOX	23.1	29.6	12.9	14.6	15.2	8.5	42.8	22.4	17.8	12.5	12.7	51.9
3302	483	380	120	46	34	529	381	196	95	46	907	WOKI	918	137	88	41	22	7	162	102	61	19	20	237	WOKI	22.8	39.7	22.2	15.7	9.1	3.1	47.5	25.1	20.5	7.0	7.7	51.1
1290	151	213	77	40	31	160	193	70	46	37	177	WRJZ	928	115	109	69	20	18	129	150	70	30	18	136	WRJZ	23.0	33.3	27.5	26.4	8.2	8.1	37.8	36.9	23.6	11.0	6.9	29.3
82				5						6		*WSKT	82				5						6		*WSKT	2.0				2.1						2.3	
31				4				7	6	6		*WYSH	31				4				7	6	6		*WYSH	.8				1.6				2.4	2.2	2.3	
191	6	29	14	5	20	21	21	11	22	9	21	WYSH FM	168	6	15	14	5	20	21	12	11	22	9	21	WYSH FM	4.2	1.7	3.8	5.4	2.1	9.0	6.2	3.0	3.7	8.1	3.5	4.5
202	6	29	14	9	20	21	21	11	22	12	21	TOTAL	179	6	15	14	9	20	21	12	11	22	12	21	TOTAL	4.4	1.7	3.8	5.4	3.7	9.0	6.2	3.0	3.7	8.1	4.6	4.5
352	35	24	23	7	23	72	48	10	5	23	55	WMYU	211	24	24	11		10	52	29	10		12	18	WMYU	5.2	7.0	6.1	4.2		4.5	15.2	7.1	3.4		4.6	3.9

TOTAL LISTENING IN METRO SURVEY AREA 3862 345 385 242 226 219 332 403 281 253 253 428 95.8 99.9 97.2 92.7 93.0 98.2 97.4 99.3 94.6 92.7 97.7 92.2

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
18	1		1	2	2		1	1	2	3		KPEL	14	1		1	1	2		1	1	2	3		KPEL	9.3	4.2		10.0	10.0	50.0		6.3	11.1	28.6	42.9	
78	21	13				12	9				18	KSMB	24	8	5			6	1				4	KSMB	16.0	33.3	25.0				27.3	6.3				28.6	
66	7	13		1		11	7	3	1	2	15	KTDY	20	3	3			6	4	1			3	KTDY	13.3	12.5	15.0				27.3	25.0	11.1			21.4	
55	7	9	2	3	1	8	7	3	2	2	8	KVOL	32	5	2	2	3	5	3	3	1	2	4	KVOL	21.3	20.8	10.0	20.0	30.0		22.7	18.8	33.3	14.3	28.6	28.6	
30		6	4	3	1	1	6	3	2	1	2	KXKW	20		3	4	2	1	1	3	2	1	1	KXKW	13.3		15.0	40.0	20.0	25.0	4.5	18.8	22.2	14.3	14.3	7.1	
-1												*KAJN	-1											*KAJN													
9		2		1			2	1		2		KAJN FM	2				1				1			KAJN FM	1.3				10.0					11.1			
9		2		1			2	1		2		TOTAL	2				1			1				TOTAL	1.3				10.0				11.1				
43		4	14	2	3	2	4	2	7	2	3	KASC	11		2	1	1	1	1	2			1	KASC	7.3		10.0	10.0	10.0	25.0	4.5	12.5			28.6		7.1
30		2	13	4	1		2	1	3	1		KDEA	6			1	1			1		1	1	KDEA	4.0			10.0	10.0			6.3		14.3	14.3		
17		1			1		2	6		1	6	*KROF	1					1						*KROF	.7						4.5						
28		3	1			11	3		2		8	*KTIZ	3	2	1									*KTIZ	2.0	8.3	5.0										
29	4	3				2	5	3			10	WAFB	4	1	1			1					1	WAFB	2.7	4.2	5.0				4.5					7.1	
TOTAL LISTENING IN METRO SURVEY AREA												150	24	20	10	10	4	22	16	9	7	7	14														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	13-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
250	5	13	14	33	26		13	22	29	28	6	KPEL	188	5	13	14	17	26		13	22	20	28	6	KPEL	15.9	4.0	10.4	15.9	27.4	54.2		9.9	23.4	32.3	50.9	3.7										
628	87	76	18	4		102	54	21	14		214	KSMB	233	37	37	7	4		45	24	6	9		60	KSMB	19.7	29.8	29.6	8.0	6.5		36.6	18.3	6.4	14.5		36.6										
925	118	118	8	13		160	87	57	14	24	288	KTDY	274	37	41	8	7		54	43	17	6	5	56	KTDY	23.2	29.8	32.8	9.1	11.3		43.9	32.8	18.1	9.7	9.1	34.1										
853	123	101	17	25	38	119	112	66	40	28	133	KVOL	381	48	33	17	19	4	52	44	36	14	16	70	KVOL	32.2	38.7	26.4	19.3	30.6	8.3	42.3	33.6	38.3	22.6	29.1	42.7										
468	8	60	43	45	11	29	96	64	37	20	35	KXKW	228	8	28	22	21	11	19	31	25	19	8	16	KXKW	19.3	6.5	22.4	25.0	33.9	22.9	15.4	23.7	26.6	30.6	14.5	9.8										
39		9	2				3			12	2	*KAJN	9		2	2								2	*KAJN	8		1.6	2.3				2.3				1.2										
178		18	21	5	14	3	30	10	7	13	33	KAJN FM	34		4	4	5	2	3	3	4	2	1	2	KAJN FM	2.9		3.2	4.5	8.1	4.2	2.4	2.3	4.3	3.2	1.8	1.2										
195		20	23	5	14	3	31	10	7	25	33	TOTAL	38		6	5	5	2	3	4	4	2	1	2	TOTAL	3.2		4.8	5.7	8.1	4.2	2.4	3.1	4.3	3.2	1.8	1.2										
413	8	44	63	18	20	56	54	33	27	20	68	KASC	144	8	20	14	10	8	15	18	16	15	1	17	KASC	12.2	6.5	16.0	15.9	16.1	16.7	12.2	13.7	17.0	24.2	1.8	10.4										
390	2	20	91	43	29	3	34	36	43	24	25	KDEA	109	2	7	16	10	10	3	15	12	15	6	2	KOEA	9.2	1.6	5.6	18.2	16.1	20.8	2.4	11.5	12.8	24.2	10.9	1.2										
358	3	42	2	4	9	50	85	15	13		135	*KROF	44	3	2	2	4		10	6	4	1		12	*KROF	3.7	2.4	1.6	2.3	6.5		8.1	4.6	4.3	1.6		7.3										
278	66	9				57	50		14		70	*KTIZ	54	20	3				7	2		1		21	*KTIZ	4.6	16.1	2.4				5.7	1.5		1.6		12.8										
476	77	51	15	2	2	54	38	42	7		153	WAFB	75	15	14	4	2	2	8	8	4	2		16	WAFB	6.3	12.1	11.2	4.5	3.2	4.2	6.5	6.1	4.3	3.2		9.8										
TOTAL LISTENING IN METRO SURVEY AREA												1045	114	115	63	56	38	121	122	82	58	47	155													88.4	91.9	92.0	71.6	90.3	79.2	98.4	93.1	87.2	93.5	85.5	94.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

LAKELAND-WINTER HAVEN, FL
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS										SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
65	5	8	6	5	7	2	7	7	3	4	2	WGTO	53	4	8	3	4	7	2	6	6	3	3	1	WGTO	12.8	12.5	22.9	16.7	19.0	36.8	3.7	14.3	16.7	11.5	12.5	2.9
2			1									*WIPC	2		1									*WIPC	.5			5.6									
18	1	1		1	1		1		1	3		WONN	18	1	1		1	1		1		3		WONN	4.3	3.1	2.9		4.8	5.3		2.4		3.8	12.5		
63	4	1	4	5	1	6	2	12	6	2	10	WPCV	53	4	1	4	5	1	6	2	9	5	1	9	WPCV	12.8	12.5	2.9	22.2	23.8	5.3	11.1	4.8	25.0	19.2	4.2	25.7
6		2										*WPUL	6		2									*WPUL	1.4		5.7							3.8			
4	1	1					1				1	WQPD	4	1	1					1			1	WQPD	1.0	3.1	2.9					2.4				2.9	
8		1		1		2	1				1	WSIR	8		1		1	2	1			1		WSIR	1.9		2.9		4.8		3.7	2.4			4.2		
43				1	4	1	1	1	7	6	1	WVFM	40			1	3	1	1	1	6	5	1	WVFM	9.6				4.8	15.8	1.9	2.4	2.8	23.1	20.8	2.9	
5			1			1	3					*WWAB	5			1			1	3				*WWAB	1.2			5.6			1.9	7.1					
5		1	1			2	1					WCKX	5		1	1				2	1			WCKX	1.2		2.9	5.6				4.8	2.8				
19				3	1	3		1	1			WDBO FM	2			1					1			WDBO FM	.5				4.8					3.8			
31		1		3	4	2	5	3	3			WFLA FM	19		1		2	1		1	3	2	2	WFLA FM	4.6		2.9		9.5	5.3		2.4	8.3	7.7	8.3		
11	1	1				7	1	1				WHLY	7	1					5	1				WHLY	1.7	3.1					9.3	2.4					
2				1								*WINQ	2			1								*WINQ	.5				4.8								
9	1	3				1	1	1				WJYO	5	1	3						1			WJYO	1.2	3.1	8.6							3.8			
6		1				2		1		1		WJYW	6		1			2		1		1		WJYW	1.4		2.9				3.7		2.8		4.2		
5	2	1								2		WQXM	5	2	1								2	WQXM	1.2	6.3	2.9									5.7	
9		2			1	1		1	3			WQYK	5				1	1		1	2			WQYK	1.2					5.3	1.9		2.8	7.7			
40	3	4	2			12	5	2		12		WRBQ	34	3	4	2			8	5	2		10	WRBQ	8.2	9.4	11.4	11.1			14.8	11.9	5.6			28.6	
18			1		6		1	2	1	3	1	WSUN	12			1		3		1	2		2	WSUN	2.9			5.6		15.8		2.4	5.6		8.3	2.9	
30	4		1	1		14	1	4		1	1	*WTMP	30	4		1	1		14	1	4	1	1	*WTMP	7.2	12.5		5.6	4.8		25.9	2.4	11.1		4.2	2.9	
42	8	7		1		12	7			7		WYNF	26	6	3		1		8	4			4	WYNF	6.3	18.8	8.6		4.8		14.8	9.5			11.4		

TOTAL LISTENING IN METRO SURVEY AREA 415 32 35 18 21 19 54 42 36 26 24 35

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

LAKELAND-WINTER HAVEN, FL
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %														
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %									
669	47	63	61	51	42	35	71	63	23	45	58	WGTO	517	30	57	28	46	36	26	53	56	23	33	39	WGTO	19.1	16.1	23.4	15.7	29.3	23.7	13.3	21.5	30.3	14.2	18.8	12.1														
58		6	5	3			4	9	3			*WIPC	58		6	5	3			4	9	3			*WIPC	2.1		2.5	2.8	1.9			1.6	4.9	1.9																
325	15	58	18	12	17	13	20	10	14	38	14	WONN	325	15	58	18	12	17	13	20	10	14	38	14	WONN	12.0	8.1	23.8	10.1	7.6	11.2	6.7	8.1	5.4	8.6	21.6	4.3														
731	37	32	50	55	29	67	58	82	83	36	112	WPCV	564	37	32	39	39	17	58	49	66	53	24	84	WPCV	20.9	19.9	13.1	21.9	24.8	11.2	29.7	19.8	35.7	32.7	13.6	26.1														
91		6	5	4	12		10		10	6		*WPUL	91		6	5	4	12		10		10	6		*WPUL	3.4		2.5	2.8	2.5	7.9		4.0		6.2	3.4															
152	14	33	5		4	20	20	14	3	7	32	WQPD	152	14	33	5		4	20	20	14	3	7	32	WQPD	5.6	7.5	13.5	2.8		2.6	10.3	8.1	7.6	1.9	4.0	9.9														
147		20		5	12	7	20		5	24	6	WSIR	147		20		5	12	7	20		5	24	6	WSIR	5.4		8.2		3.2	7.9	3.6	8.1		3.1	13.6	1.9														
446	7		6	26	54	13	23	34	56	56	20	WVFM	408	7		6	21	42	13	14	34	50	50	20	WVFM	15.1	3.8		3.4	13.4	27.6	6.7	5.7	18.4	30.9	28.4	6.2														
76		7	12			14	15	5	7	11		*WWAB	76		7	12			14	15	5	7	11		*WWAB	2.8		2.9	6.7			7.2	6.1	2.7	4.3	6.3															
102	7	13	12			7	21	15		3	20	WCKX	102	7	13	12			7	21	15		3	20	WCKX	3.8	3.8	5.3	6.7			3.6	8.5	8.1		1.7	6.2														
240	7	13	6	19	10	6	28		19	20	7	WDBO FM	124	7	7	6	14	4	6	15		19	13	7	WDBO FM	4.6	3.8	2.9	3.4	8.9	2.6	3.1	6.1		11.7	7.4	2.2														
393		19	6	61	53		14	27	39	46	7	WFLA FM	261		19	6	32	33		10	19	27	26	7	WFLA FM	9.7		7.8	3.4	20.4	21.7		4.0	10.3	16.7	14.8	2.2														
159	21	31	11	5		55	28	8				WHLY	96	21	13		5		37	20					WHLY	3.6	11.3	5.3		3.2		19.0	8.1																		
99		7	6	28	4		5	9	5	3	6	*WING	75		7	6	4	4		5	9	5	3	6	*WING	2.8		2.9	3.4	2.5	2.6		2.0	4.9	3.1	1.7	1.9														
124	7	19		10		7	14	24	11	6	6	WJYO	77	7	13		5		7	10	9	11		6	WJYO	2.8	3.8	5.3		3.2		3.6	4.0	4.9	6.8		1.9														
150		13	6	8	4	20	15	19	10	13		WJYW	138		13	6	8	4	20	15	19	10	13		WJYW	5.1		5.3	3.4	5.1	2.6	10.3	6.1	10.3	6.2	7.4															
84	30	19					10				25	WQXM	78	30	13					10				25	WQXM	2.9	16.1	5.3					4.0				7.8														
242	7	20	17	23	8	20	10	10	31	13	32	WQYK	173	7	13	5	12	8	20	10	10	13	13	32	WQYK	6.4	3.8	5.3	2.8	7.6	5.3	10.3	4.0	5.4	8.0	7.4	9.9														
641	63	70	23	8		149	74	29	22		199	WRBQ	549	63	64	23	8		121	69	29	10		158	WRBQ	20.3	33.9	26.2	12.9	5.1		62.1	27.9	15.7	6.2		49.1														
322	7	25	23	18	24	13	24	29	42	29	33	WSUN	248	7	19	23	12	11	13	19	29	18	16	33	WSUN	9.2	3.8	7.8	12.9	7.6	7.2	6.7	7.7	15.7	11.1	9.1	10.2														
141	8	7	18	4		28	10	14	3	7	25	*WTMP	141	8	7	18	4		28	10	14	3	7	25	*WTMP	5.2	4.3	2.9	10.1	2.5		14.4	4.0	7.6	1.9	4.0	7.8														
500	94	69	11	5		94	58	9	5		143	WYNF	413	76	56	11	5		76	54	9	5		109	WYNF	15.3	40.9	23.0	6.2	3.2		39.0	21.9	4.9	3.1		33.9														
TOTAL LISTENING IN METRO SURVEY AREA												2540	178	244	161	130	131	195	242	185	149	156	322																												

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

LANCASTER
SPRING 1991

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS										SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
31		2	2		2	1	2	5	5	2	1	WDAC	24		2	2		1	1	2	5	2	1	1	WDAC	5.4		4.2	6.7		4.3	2.4	4.1	13.5	7.1	3.4	2.6	
16				1	3					6		*WGSA	16				1	3					6	*WGSA	3.6				3.4	13.0					20.7			
34	1	4	6	2	3	3	1	4	2	4	1	*WIOV	25		4	6	1	2	2	1	2	1	2	1	*WIOV	5.6		8.3	20.0	3.4	8.7	4.9	2.0	5.4	3.6	6.9	2.6	
18	2	2		1	1	3	2	1		2	3	WLAN	18	2	2		1	1	3	2	1		2	3	WLAN	4.0	5.7	4.2		3.4	4.3	7.3	4.1	2.7		6.9	7.7	
81	18	11	2	1	1	12	12	4	1	1	18	WLAN FM	73	16	9	1	1	1	11	11	4	1	1	17	WLAN FM	16.3	45.7	18.8	3.3	3.4	4.3	26.8	22.4	10.8	3.6	3.4	43.6	
10		2	1		1	2	1	1		1		WLPA	10		2	1		1	2	1	1		1		WLPA	2.2		4.2	3.3		4.3	4.9	2.0	2.7		3.4		
77		3	8	5	6	4	6	8	10	11	1	WNCE	37		1	4	3	3	1	2	4	6	5	1	WNCE	8.3		2.1	13.3	10.3	13.0	2.4	4.1	10.8	21.4	17.2	2.6	
112	8	11	14	11	3	7	12	14	19	4	4	WRKZ	34	2	3	2	5		4	5	3	4	1		WRKZ	7.6	5.7	6.3	6.7	17.2		9.8	10.2	8.1	14.3	3.4		

7		1	1		1	1			1			WGCB FM	3		1	1			1						WGCB FM	.7		2.1	3.3			2.4						
14			1		1		1	1	1	2		WHP	3							1	1				WHP	.7								2.7	3.6			
88	11	14	2	1	1	17	13	6			23	WQXA	20	2	3				6	4	1			4	WQXA	4.5	5.7	6.3			14.6	8.2	2.7				10.3	
77	2	4	6	9	4	2	11	10	8	9	2	WSBA	22		2	1	4	1	1	2	2	1	2		WSBA	4.9		4.2	3.3	13.8	4.3	2.4	4.1	5.4	3.6	6.9		
72	1	5	3	4	5	1	8	8	13	8	2	WSBA FM	30		1	1	1	4		3	2	6	4		WSBA FM	6.7		2.1	3.3	3.4	17.4		6.1	5.4	21.4	13.8		
5	1			1		1	1		1			WSFM	2	1			1								WSFM	.4	2.9			3.4								
45	13	11				6	4		1		9	WTPA	12	1	5				3			1		2	WTPA	2.7	2.9	10.4			7.3			3.6		5.1		
10	2		1				3	1			3	*WUFM	4	2		1				1					*WUFM	.9	5.7		3.3			2.0						
9					1			2		1		*WVLV	2												*WVLV	.4												
37	2	4	2			6	6	4	1		12	*WYCR	11		1	1			1	3	1			4	*WYCR	2.5		2.1	3.3			2.4	6.1	2.7			10.3	

11		2	1	3	1					1		KYW	8		1	1	2	1							KYW	1.8		2.1	3.3	6.9	4.3							
2		1					1					WBYO	2		1					1					WBYO	.4		2.1				2.0						
2				1						1		*WEEU	2				1				1				*WEEU	.4				3.4					3.6			
3		2			1							WHUM	3		2			1							WHUM	.7		4.2			4.3							
22	1	1	3	4	3	1	1	3	2	2		WIOQ	22	1	1	3	4	3	1	1	3	2	2		WIOQ	4.9	2.9	2.1	10.0	13.8	13.0	2.4	2.0	8.1	7.1	6.9		
4	1			2	1							WJBR FM	3	1											WJBR FM	.7	2.9			6.9								
2	1	1										WMGK	2	1	1										WMGK	.4	2.9	2.1										
8		1				2	3	1			1	WRFY	6		1					3	1			1	WRFY	1.3		2.1				6.1	2.7				2.6	
5							1	2				WWSH	5								1	2			WWSH	1.1					2.0	5.4						
5	2	1									2	WYSP	5	2	1									2	WYSP	1.1	5.7	2.1									5.1	

TOTAL LISTENING IN METRO SURVEY AREA 448 35 48 30 29 23 41 49 37 28 29 39

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

LANCASTER
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
471		34	34	14	42	25	29	50	75	29	21	WDAC	342		26	29	8	31	15	29	43	33	23	21	WDAC	11.5		8.9	13.9	4.6	19.5	6.5	9.8	19.8	17.5	12.6	5.8	
195	5	8	10	13	31			12	19	29		*WGSA	171	6		10	13	31			12	19	23		*WGSA	5.7	2.6		4.8	7.5	19.5		5.5	10.1	12.6			
522	23	47	53	69	40	22	38	46	57	39	29	*WIOV	333	6	43	44	23	20	10	38	39	16	27	29	*WIOV	11.2	2.6	14.8	21.1	13.2	12.6	4.3	12.8	18.0	8.5	14.8	8.0	
622	55	68	29	13	29	85	93	43	21	37	91	WLAN	584	55	61	29	13	26	85	76	43	17	30	91	WLAN	19.6	23.8	21.0	13.9	7.5	16.4	36.8	25.7	19.8	9.0	16.5	25.1	
1080	161	135	48	26	21	133	133	73	28	32	270	WLAN FM	854	121	87	39	21	10	105	105	62	28	23	233	WLAN FM	28.7	52.4	29.9	18.7	12.1	6.3	45.5	35.5	28.6	14.8	12.6	64.2	
218	6	43	29	9	10	5	14	23	9	27	11	WLPA	214	6	39	29	9	10	5	14	23	9	27	11	WLPA	7.2	2.6	13.4	13.9	5.2	6.3	2.2	4.7	10.6	4.8	14.8	3.0	
899	12	32	80	50	92	29	67	102	100	140	22	WNCE	485	12	17	44	33	36	15	24	62	65	68	19	WNCE	16.3	5.2	5.8	21.1	19.0	22.6	6.5	8.1	28.6	34.4	37.4	5.2	
1197	87	126	147	94	54	111	114	119	137	44	101	WRKZ	388	18	48	24	36	15	45	52	27	29	27	21	WRKZ	13.0	7.8	16.5	11.5	20.7	9.4	19.5	17.6	12.4	15.3	14.8	5.8	
246	15	17	15	16	15	10	13	12	46	20	10	WGCB FM	92		17	15	4		10	10	12	3	8	7	WGCB FM	3.1		5.8	7.2	2.3		4.3	3.4	5.5	1.6	4.4	1.9	
277	6	4	24	18	25	4	28	30	23	22	10	WHP	71	6		15	4	10		5	12	6	4	3	WHP	2.4	2.6		7.2	2.3	6.3		1.7	5.5	3.2	2.2	.8	
1431	155	203	85	8	23	202	219	130	29		364	WQXA	420	42	69	10		5	85	81	23	3	95	WQXA	14.1	18.2	23.7	4.8		3.1	36.8	27.4	10.6	1.6		26.2		
1208	49	116	129	97	84	49	160	134	106	79	90	WSBA	320		39	15	28	31	25	38	27	19	27	19	WSBA	10.7		13.4	7.2	16.1	19.5	10.8	12.8	12.4	10.1	14.8	5.2	
922	18	72	71	65	82	25	78	109	105	76	35	WSBA FM	434		39	29	24	36	5	38	54	53	42	11	WSBA FM	14.6		13.4	13.9	13.8	22.6	2.2	12.8	24.9	28.0	23.1	3.0	
140	23	15	5	8	4	18	23	11	9	3	21	WSFM	50	18	4		5		10	10		3			WSFM	1.7	7.8	1.4		2.9		4.3	3.4		1.6			
484	114	89				87	42	8	7		125	WTPA	152	24	22				45	14	8	3		29	WTPA	5.1	10.4	7.6				19.5	4.7	3.7	1.6		8.0	
280	33	9	35	16	5	15	43	26		8	90	*WUFM	99	18	9	5	4	5	5	19	8		8	18	*WUFM	3.3	7.8	3.1	2.4	2.3	3.1	2.2	6.4	3.7		4.4	5.0	
169			10	29	11		8	15	9	13	9	*WVLV	58			10	5	5				4		8	*WVLV	1.9			4.8	2.9	3.1		1.8		4.4			
812	81	92	29	14	4	118	102	82	16		268	*WYCR	240	36	17	10			35	33	27			82	*WYCR	8.1	15.6	5.8	4.8			15.2	11.1	12.4			22.6	
339		42	19	47	51	5	32	19	19	25	4	KYW	256		35	19	29	36	5	24	19	16	19	4	KYW	8.6		12.0	9.1	16.7	22.6	2.2	8.1	8.8	8.5	10.4	1.1	
83		17	5		5		19	4			11	WBVO	74		17	5		5		19	4			11	WBVO	2.5		5.8	2.4		3.1		6.4	1.8			3.0	
64				21	5	5			6	4	4	*WEEU	52				9	5	5			6	4	4	*WEEU	1.7				5.2	3.1	2.2		3.2	2.2	1.1		
46	6	4	10		5		4	3	4	4	4	WHUM	46	6	4	10		5			4	3	4	4	WHUM	1.5	2.6	1.4	4.8		3.1		1.8	1.6	2.2	1.1		
217	12	22	24	43	15	10	29	12	15	11	4	WIOQ	217	12	22	24	43	15	10	29	12	15	11	4	WIOQ	7.3	5.2	7.6	11.5	24.7	9.4	4.3	9.8	5.5	7.9	6.0	1.1	
82	6		5	13	9		10		10		3	WJBR FM	74	6		5	13	5		10		6		3	WJBR FM	2.5	2.6		2.4	7.5	3.1		3.4		3.2		.8	
59	6	13		5			10	12	3		10	WMGK	59	6	13		5			10	12	3		10	WMGK	2.0	2.6	4.5		2.9			3.4	5.5	1.6		2.8	
132		17	10	12		25	33	8	9	4	7	WRFY	101		17	10			15	33	8		4	7	WRFY	3.4		5.8	4.8			6.5	11.1	3.7		2.2	1.9	
56				5	5	5	10	4	6	8		WWSH	56				5	5	5	10	4	6	8		WWSH	1.9				2.9	3.1	2.2	3.4	1.8	3.2	4.4		
51	18	13				5					15	WYSP	51	18	13				5					15	WYSP	1.7	7.8	4.5				2.2					4.1	

TOTAL LISTENING IN METRO SURVEY AREA 2840 212 282 199 160 148 226 286 209 179 174 355 95.3 91.8 96.9 95.2 92.0 93.1 97.8 96.6 96.3 94.7 95.6 97.8

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

LANSING-EAST LANSING
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
95	7	18	6		4	22	25	3	2	1	7	WFMK	67	4	14	5		2	18	16	3	1	1	3	WFMK	11.0	5.4	15.6	11.9		8.0	25.4	27.6	7.7	2.8	2.8	5.2
4	1	1						1			1	*WGWY	4	1	1							1	1	*WGWY	.7	1.4	1.1						2.6			1.7	
19	1	6	1			3	2	2	2	1		WILS	18	1	6	1			3	2	2	1	1	WILS	2.9	1.4	6.7	2.4			4.2	3.4	5.1	2.8	2.8		
43	16	12				8	3			1	3	WILS FM	41	16	11				8	2		1	3	WILS FM	6.7	21.6	12.2			11.3	3.4		2.8		5.2		
7		1		1				1			2	*WION	7		1		1					1	2	*WION	1.1		1.1		4.0			2.6		5.6			
12	1	1	1	2	1				2		1	WITL	12	1	1	1	2	1					2	WITL	2.0	1.4	1.1	2.4	8.0	4.0			5.1		1.7		
92	2	7	8	10	4	4	8	17	6	5	4	WITL FM	76	1	6	7	8	3	4	6	10	6	5	3	WITL FM	12.4	1.4	6.7	16.7	32.0	12.0	5.6	10.3	25.6	16.7	13.9	5.2
19	1	2	1	1	1	1	2	1	3	1		WJIM	19	1	2	1	1	1	1	2	1	3	1	WJIM	3.1	1.4	2.2	2.4	4.0	4.0	1.4	3.4	2.6	8.3	2.8		
46	1	2	5	3	3	2	2	7	8	6		WJIM FM	42	1	2	5	2	3	1	2	7	6	6	WJIM FM	6.9	1.4	2.2	11.9	8.0	12.0	1.4	3.4	17.9	16.7	16.7		
19	4	2	2			4	3	1			3	*WVIC	17	4	2	2			3	2	1		3	*WVIC	2.8	5.4	2.2	4.8			4.2	3.4	2.6		5.2		
43	4	4	4			8	8	1	1	1	12	WVIC FM	34	4	4	3			6	6	1	1	1	8	WVIC FM	5.6	5.4	4.4	7.1			8.5	10.3	2.6	2.8	2.8	13.8

13	1	3		3		2	1				1	WCUZ FM	13	1	3		3		2	1			1	WCUZ FM	2.1	1.4	3.3		12.0		2.8	1.7			2.8		
13	1		2	3	1					5		WGER	4	1			1						2	WGER	.7	1.4			4.0					5.6			
6		1				2	1		1		1	WGRD FM	6		1				2	1		1	1	WGRD FM	1.0		1.1			2.8	1.7			2.8		1.7	
5		1				2	1				1	*WJFM	4		1				1	1			1	*WJFM	.7		1.1			1.4	1.7					1.7	
121	1	10	9	10	12	2	9	4	13	18	2	WJR	49		7	6	3	6		3	1	7	5	WJR	8.0		7.8	14.3	12.0	24.0		5.2	2.6	19.4	13.9		
5							1	1			1	WJR FM	3							1				1	WJR FM	.5						1.7				1.7	
107	31	15	2			13	11	1			34	WJXQ	61	24	7	1			8	4	1		16	WJXQ	10.0	32.4	7.8	2.4		11.3	6.9	2.6			27.6		
13	2	4				1	2				4	WLAV	11	1	3				1	2			4	WLAV	1.8	1.4	3.3			1.4	3.4				6.9		
-1												WOOD	-1											WOOD													
24			1	3	3	2	1	1	3	7	1	WOOD FM	23			1	3	3	2	1	1	3	6	1	WOOD FM	3.8		2.4	12.0	12.0	2.8	1.7	2.6	8.3	16.7	1.7	
6			1	1					1	1	1	WPLB FM	6			1	1					1	1	1	WPLB FM	1.0		2.4	4.0			2.6	2.8			1.7	
6	1	1				1					3	WQLR	6	1	1							1	3	WQLR	1.0	1.4	1.1			1.4					5.2		
50	15	11	4			7	7				6	WRIF	8	3	4								1	WRIF	1.3	4.1	4.4								1.7		
17			1			2	2	4		1	4	WWWW	5									1	3	WWWW	.8					1.4				2.8	5.2		
5		1				1	1				2	WZZR	5		1					1	1			2	WZZR	.8	1.1			1.4	1.7					3.4	
TOTAL LISTENING IN METRO SURVEY AREA													611	74	90	42	25	25	71	58	39	36	36	58													

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

LANSING-EAS LAHSING
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
1363	139	230	100	42	25	291	267	52	37	17	133	WFMK	959	89	156	59	22	17	225	185	35	27	9	104	WFMK	24.9	18.1	36.4	23.5	11.5	10.4	49.8	45.2	13.8	13.6	5.1	22.7	
87	22	8	3			8	4	8	11		10	*WGMY	80	22	8	3			8	4	8	4		10	*WGMY	2.1	4.5	1.9	1.2			1.8	1.0	3.2	2.0		2.2	
477	5.	73	38	14	6	62	85	54	22	17	15	WILS	432	51	59	31	14	6	55	75	54	15	17	15	WILS	11.2	10.4	13.8	12.4	7.3	3.7	12.2	18.3	21.3	7.6	9.7	3.3	
657	180	113	19			127	79	13	21		99	WILS FM	620	180	99	19			127	62	13	15		99	WILS FM	16.1	36.7	23.1	7.6			28.1	15.2	5.1	7.6		21.6	
113		13		11		16	7	4	4	17	4	*WION	113		13		11		16	7	4	4	17	4	*WION	2.9		3.0		5.7		3.5	1.7	1.6	2.0	9.7	9	
263	26	30	35	25	15	6	15	27	7	5	8	WITL	259	26	30	35	21	15	6	15	27	7	5	8	WITL	6.7	5.3	7.0	13.9	10.9	9.1	1.3	3.7	10.7	3.5	2.9	1.7	
1145	51	109	107	130	56	63	96	166	79	56	88	WITL FM	850	35	79	90	90	42	28	79	97	73	51	55	WITL FM	22.0	7.1	18.4	35.9	46.9	25.6	6.2	19.3	38.3	36.9	29.1	12.0	
453	26	38	55	25	17	57	62	16	50	24	9	WJIM	428	26	38	55	25	17	57	62	16	43	15	9	WJIM	11.1	5.3	8.9	21.9	13.0	10.4	12.6	15.2	6.3	21.7	8.6	2.0	
660	50	43	46	41	50	59	43	66	91	71	5	WJIM FM	556	50	29	39	31	39	48	43	50	78	55	5	WJIM FM	14.4	10.2	6.8	15.5	16.1	23.8	10.6	10.5	19.8	39.4	31.4	1.1	
359	59	30	22	6		56	57	35	7		69	*WVIC	301	47	30	22	6		47	47	35	7		42	*WVIC	7.8	9.6	7.0	8.8	3.1		10.4	11.5	13.8	3.5		9.2	
980	15	119	70	10		161	146	34	15	21	242	WVIC FM	847	141	110	63	10		144	111	34	15	15	193	WVIC FM	22.0	28.7	25.6	25.1	5.2		31.9	27.1	13.4	7.6	8.6	42.0	
237	23	54	4	10		28	27	19	11	8	28	WCUZ FM	213	23	54	4	10		28	17	19	4	8	28	WCUZ FM	5.5	4.7	12.6	1.6	5.2		6.2	4.2	7.5	2.0	4.6	6.1	
205	26		19	21	23	16	12	16	15	8	5	WGER	93	26			5	6	16	4	8	7		5	WGER	2.4	5.3			2.6	3.7	3.5	1.0	3.2	3.5	1.1		
95	12	10				23	11		7		32	WGRD FM	95	12	10				23	11		7		32	WGRD FM	2.5	2.4	2.3				5.1	2.7		3.5		7.0	
121		14		3		36	26	7		3	17	*WJFM	101		14		3		28	20	7		3	17	*WJFM	2.6		3.3		1.6		6.2	4.9	2.8		1.7	3.7	
1520	56	162	154	157	150	48	108	63	147	120	80	WJR	646	13	106	88	56	62	6	48	26	53	43	24	WJR	16.8	2.6	24.7	35.1	29.2	37.8	1.3	11.7	10.3	26.8	24.6	5.2	
192		16	5	9	14	20	15	12	7	40	9	WJR FM	80		7	5	3		8	8	4		12	9	WJR FM	2.1		1.6	2.0	1.6		1.8	2.0	1.6		6.9	2.0	
1341	29	225	27	8		181	159	41		11	398	WJXQ	802	224	104	13	4		145	63	26			223	WJXQ	20.8	45.6	24.2	5.2	2.1		32.1	15.4	10.3			48.6	
216	72	40				15	24	4		4	57	WLAV	176	56	26				15	14	4		4	57	WLAV	4.6	11.4	6.1				3.3	3.4	1.6		2.3	12.4	
68	12	10		9	5			4	16	7		WOOD	62	12	10		9	5			4	10	7		WOOD	1.6	2.4	2.3		4.7	3.0			1.6	5.1	4.0		
353		13	25	37	24	23	26	28	29	65	8	WOOD FM	316		13	25	32	24	23	20	28	29	59	8	WOOD FM	8.2		3.0	10.0	16.7	14.6	5.1	4.9	11.1	14.6	33.7	1.7	
99		13	4	10	4		7	8	16		19	WPLB FM	99		13	4	10	4		7	8	16		19	WPLB FM	2.6		3.0	1.6	5.2	2.4		1.7	3.2	8.1		4.1	
118	38	11		3	7	12	8	4	3	3	21	WQLR	103	38	11		3		12	8	4	3	3	21	WQLR	2.7	7.7	2.6		1.6		2.7	2.0	1.6	1.5	1.7	4.6	
606	141	125	39			87	61	29			124	WRIF	129	35	46				14	20				14	WRIF	3.3	7.1	10.7				3.1	4.9				3.1	
358	42	22	36	18	9	59	32	40	4	15	39	WWW	136	26	5	3	10		32	8	8	4	5	24	WWW	3.5	5.3	1.2	1.2	5.2		7.1	2.0	3.2	2.0	2.9	5.2	
80	12	20		3		15	15	4	3		8	WZZR	80	12	20		3		15	15	4	3		8	WZZR	2.1	2.4	4.7		1.6		3.3	3.7	1.6	1.5		1.7	
TOTAL LISTENING IN METRO SURVEY AREA												3659	478	415	242	177	159	435	381	239	195	170	425	94.9	97.4	96.7	96.4	92.2	97.0	96.2	93.2	94.5	98.5	97.1	92.6			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
42	3	3	3	4	5	1	1	2	3	5		KDWN	39	3	3	2	4	4	1	1	2	3	5		KDWN	6.0	5.1	3.7	4.2	8.5	12.5	1.9	1.6	3.6	6.1	15.2	
22	1	5	1	1		2	4	1			7	KENO	22	1	5	1	1		2	4	1			7	KENO	3.4	1.7	6.1	2.1	2.1		3.8	6.3	1.8		10.8	
47	20	6				8	3				10	KENO FM	47	20	6				8	3				10	KENO FM	7.3	33.9	7.3				15.1	4.7			15.4	
21	3	2	3	2		5	4	2				KFMS	21	3	2	3	2		5	4	2				KFMS	3.3	5.1	2.4	6.3	4.3		9.4	6.3	3.6			
31	2	2	2	1		4	4	2			14	KLAV	31	2	2	2	1		4	4	2			14	KLAV	4.8	3.4	2.4	4.2	2.1		7.5	6.3	3.6		21.5	
66	11	17	4	2		10	5	5	1		11	KLUC	64	9	17	4	2		10	5	5	1		11	KLUC	9.9	15.3	20.7	8.3	4.3		18.9	7.8	8.9	2.0	16.9	
33	2	10	3			1	7	6		3	1	KMJJ	32	2	10	3		1	7	5		3	1	KMJJ	5.0	3.4	12.2	6.3			1.9	10.9	8.9		9.1 1.5		
20				7	3		1		2	1		*KNUU	20				7	3		1		2	1	*KNUU	3.1				14.9	9.4		1.6		4.1	3.0		
21		2	3	2	2		1	3	1	3	1	KORK	21		2	3	2	2	1	3	1	3	1	KORK	3.3		2.4	6.3	4.3	6.3		1.6	5.4	2.0	9.1 1.5		
58	1	1	3	7	9		4	5	8	9		KORK FM	58	1	1	3	7	9	4	5	8	9		KORK FM	9.0	1.7	1.2	6.3	14.9	28.1		6.3	8.9	16.3	27.3		
31		5	5	3	1	1	2	5	5	1	1	KRAM	31		5	5	3	1	1	2	5	5	1	1	KRAM	4.8		6.1	10.4	6.4	3.1	1.9	3.1	8.9	10.2	3.0 1.5	
44	6	9	2	3		8	8	3	4			KUDO	44	6	9	2	3		8	8	3	4		KUDO	6.8	10.2	11.0	4.2	6.4		15.1	12.5	5.4	8.2			
63	1	6	6	7	3	3	7	8	8	3	1	KVEG	62	1	6	5	7	3	3	7	8	8	3	1	KVEG	9.6	1.7	7.3	10.4	14.9	9.4	5.7	10.9	14.3	16.3	9.1 1.5	
40	4	4	2	1	1	3	4	3	2	15	*KVOV	40	4	4	2	1	1	3	4	3	2	15	*KVOV	6.2	6.8	4.9	4.2	2.1	3.1	5.7	6.3	5.4	4.1	23.1			
59		2	5	6	9	3	3	7	11	4		KXTZ	56		2	5	5	7	3	3	7	11	4	KXTZ	8.7		2.4	10.4	10.6	21.9	5.7	4.7	12.5	22.4	12.1		
TOTAL LISTENING IN METRO SURVEY AREA												646	59	82	48	47	32	53	64	56	49	33	65														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
600	2E	68	51	61	68	16	22	30	40	66	18	KDWN	516	28	58	37	50	53	16	22	27	28	58	18	KDWN	13.5	9.2	12.7	12.3	18.9	25.0	5.3	4.9	9.6	11.2	29.7	3.8												
568	3E	109	27	7	4	49	100	37	26		161	KENO	568	35	109	27	7	4	49	100	37	26		161	KENO	14.9	11.6	23.9	9.0	2.7	1.9	16.2	22.5	13.2	10.4		33.6												
582	141	77	11	19	4	108	44	16	13	15	134	KENO FM	582	141	77	11	19	4	108	44	16	13	15	134	KENO FM	15.2	46.5	16.9	3.7	7.2	1.9	35.8	9.9	5.7	5.2	7.7	28.0												
379	49	58	27	33	4	70	67	21	13	10	15	KFMS	379	49	58	27	33	4	70	67	21	13	10	15	KFMS	9.9	16.2	12.7	9.0	12.5	1.9	23.2	15.1	7.5	5.2	5.1	3.1												
513	28	58	21	21		54	61	37	10		209	KLAV	513	28	58	21	21		54	61	37	10		209	KLAV	13.4	9.2	12.7	7.0	8.0		17.9	13.7	13.2	4.0		43.6												
886	146	186	32	18		146	95	48	32	10	160	KLUC	869	134	186	32	18		146	95	48	32	10	155	KLUC	22.7	44.2	40.8	10.7	6.8		48.3	21.3	17.1	12.9	5.1	32.4												
640	63	135	52	9	8	65	145	41	26	15	59	KMJJ	620	56	135	48	6	8	65	145	37	26	15	59	KMJJ	16.2	18.5	29.6	16.0	2.3	3.8	21.5	32.6	13.2	10.4	7.7	12.3												
293		19	16	61	28	11	11	11	35	24		*KNUU	293		19	16	61	28	11	11	11	35	24		*KNUU	7.7		4.2	5.3	23.1	13.2	3.6	2.5	3.9	14.1	12.3													
457		68	48	54	37	16	28	37	48	34	23	KORK	447		58	48	54	37	16	28	37	48	34	23	KORK	11.7		12.7	16.0	20.5	17.5	5.3	6.3	13.2	19.3	17.4	4.8												
617	21	26	54	62	69	5	44	71	77	83	10	KORK FM	610	21	26	54	62	69	5	44	64	77	83	10	KORK FM	16.0	6.9	5.7	18.0	23.5	32.5	1.7	9.9	22.8	30.9	42.6	2.1												
484	14	71	54	62	33	16	56	41	45	19	33	KRAM	478	14	71	54	62	33	16	56	37	45	19	33	KRAM	12.5	4.6	15.6	18.0	23.5	15.6	5.3	12.6	13.2	18.1	9.7	6.9												
514	63	90	21	33		92	106	21	36	5	34	KUDO	514	63	90	21	33		92	106	21	36	5	34	KUDO	13.4	20.8	19.7	7.0	12.5		30.5	23.8	7.5	14.5	2.6	7.1												
703	28	71	62	82	38	49	106	69	62	24	72	KVEG	693	28	71	59	82	33	49	106	69	62	24	72	KVEG	18.1	9.2	15.6	19.7	31.1	15.6	16.2	23.8	24.6	24.9	12.3	15.0												
300	35	26	14	12	4	22	28	27	19		106	*KVOV	297	35	26	11	12	4	22	28	27	19		106	*KVOV	7.8	11.6	5.7	3.7	4.5	1.9	7.3	6.3	9.6	7.6		22.1												
610		32	46	54	62	38	56	69	81	68	29	KXTZ	598		32	43	50	57	38	56	69	81	68	29	KXTZ	15.6		7.0	14.3	18.9	26.9	12.6	12.6	24.6	32.5	34.9	6.1												
TOTAL LISTENING IN METRO SURVEY AREA													3658	296	443	278	251	191	291	434	276	226	180	479														95.7	97.7	97.1	92.7	95.1	90.1	96.4	97.5	98.2	90.8	92.3	99.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
14		1	1	4		1	1	2	1	1		*WAXU	10		1	1	3		1	1	2	1	1		*WAXU	2.4		3.8	18.8		1.6	2.4	7.4	4.8	4.3		
24	1	4	7		1	1	2	4	1	1		*WAXU FM	11	1	1	3		1	1	2	2	1		*WAXU FM	2.6	1.8	2.1	11.5		1.6		7.4	4.3	4.3			
38	1	5	8	4	1	2	3	6	2	2		TOTAL	21	1	1	4	3	1	1	4	1	2		TOTAL	5.0	1.8	2.1	15.3	18.8	1.6	2.4	14.8	4.8	8.6			
4		1				1						*WBGR	4		1				1					*WBGR	.9		2.1			1.6							
5		1				1				1		*WBGR FM	5		1				1					*WBGR FM	1.2		2.1			1.6			4.3				
5				1		1	1					WJMM	4					1	1					WJMM	.9				1.6	2.4							
137	44	22	3		1	22	6	2	1	1	34	WKQQ	90	29	17	1		18	4	1		1	19	WKQQ	21.2	50.9	36.2	3.8		29.0	9.8	3.7		4.3	46.3		
36	2	4	2	2	1	1	4	4	4	3	1	WLAP	27		2	1	2	1	1	2	4	4	2	1	WLAP	6.4		4.3	3.8	12.5	10.0	1.6	4.9	14.8	19.0	8.7	2.4
184	32	25	4	1	1	48	25	6	2	2	35	WLAP FM	91	21	10	3		1	23	12	3	1	1	14	WLAP FM	21.4	36.8	21.3	11.5		10.0	37.1	29.3	11.1	4.8	4.3	34.1
12					1						1	*WNVL	11						1					*WNVL	2.6				10.0								
54	1	2	9	4	5	7	9	6	2	2	3	WTKC	38	1	2	7	3	1	7	6	4	1	1	1	WTKC	8.9	1.8	4.3	26.9	18.8	10.0	11.3	14.6	14.8	4.8	4.3	2.4
75	8	11	6	5	3	3	11	8	4	4	4	WVLK	51	3	8	3	3	2	1	7	7	4	4	3	WVLK	12.0	5.3	17.0	11.5	18.8	20.0	1.6	17.1	25.9	19.0	17.4	7.3
73	1	1	4	5	6	2	7	5	10	11		WVLK FM	40	1	1	2	4	2	2	4	2	7	5	WVLK FM	9.4	1.8	2.1	7.7	25.0	20.0	3.2	9.8	7.4	33.3	21.7		
4						1		1		1		*WWKY	4						1		1			*WWKY	.9					1.6		3.7			4.3		
47	1	3	5	2	5	2	5	4	2	2	2	WHAS	12		1	1		1	1	3		1	1	WHAS	2.8		2.1	3.8		10.0	1.6	7.3		4.8	4.3		
TOTAL LISTENING IN METRO SURVEY AREA											425	57	47	26	16	10	62	41	27	21	23	41															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS—TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS—METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS—METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
296		26	21	49	4	41	19	26	18	29	21	*WAXU	162		6	13	25	4	6	19	15	12	18	13	*WAXU	6.2		2.0	7.3	18.2	3.4	2.1	6.4	8.1	8.3	13.2	4.6										
423	26	48	82	18	7	33	35	60	37	22	21	*WAXU FM	241	26	30	38	18	4	17	10	36	15	11	6	*WAXU FM	9.2	9.8	10.0	21.5	13.1	6.0	3.4	19.5	10.4	8.1	2.1											
629	26	68	103	56	11	52	53	74	51	36	38	TOTAL	345	26	30	51	31	4	17	28	45	22	25	16	*WAXU FM TOTAL	13.2	9.8	10.0	28.8	22.6	3.4	6.0	9.4	24.3	15.3	18.4	5.7										
84	8	11			7	10	9			10	10	*WBGR	74	8	11			7	10	9			10	10	*WBGR	2.8	3.0	3.7			5.9	3.6	3.0			7.4											
57	3	11			4	11	4		3	10		*WBGR FM	57	9	11			4	11	4		3	10		*WBGR FM	2.2	3.4	3.7			3.4	3.9	1.3		2.1	7.4											
186		18	15	16		22	35	9	19	8	5	WJMM	114		18		7		11	29	3	10		5	WJMM	4.4		6.0		5.1		3.9	9.8	1.6	6.9		1.8										
1472	343	231	58	7	11	251	92	47	29	29	340	WKQQ	777	190	132	13	7	4	165	52	27	12	14	161	WKQQ	29.7	71.4	44.1	7.3	5.1	3.4	58.7	17.5	14.6	8.3	10.3	56.9										
930	53	108	70	47	50	74	109	70	75	77	54	WLAP	613	17	60	50	42	29	38	65	65	57	41	39	WLAP	23.4	6.4	20.1	28.2	30.7	24.6	13.5	21.9	35.1	39.6	30.1	13.8										
1936	288	260	58	16	25	392	247	86	62	39	392	WLAP FM	1035	171	166	37	10	20	203	145	36	27	21	167	WLAP FM	39.6	64.3	55.5	20.9	7.3	16.9	72.2	48.8	19.5	18.8	15.4	59.0										
99			4	7	4	6		9	9	14		*WVNL	92			4	7	4	6		9	9	7		*WVNL	3.5			2.3	5.1	3.4	2.1		4.9	6.3	5.1											
682	40	52	88	41	33	88	91	60	31	21	82	WTKC	424	18	41	46	18	16	55	62	36	22	14	41	WTKC	16.2	6.8	13.7	26.0	13.1	13.6	19.6	20.9	19.5	15.3	10.3	14.5										
1617	153	258	118	77	64	150	272	97	59	74	133	WVLC	974	86	150	55	40	41	83	174	60	44	59	80	WVLC	37.2	32.3	50.2	31.1	29.2	34.7	29.5	58.6	32.4	30.6	43.4	28.3										
942	34	64	77	58	77	64	104	95	83	118	27	WVLC FM	523	18	36	42	38	37	38	65	45	56	56	12	WVLC FM	20.0	6.8	12.0	23.7	27.7	31.4	13.5	21.9	24.3	38.9	41.2	4.2										
96	8	11	4	3		10	4	17	7	10	7	*WVKY	96	8	11	4	3		10	4	17	7	10	7	*WVKY	3.7	3.0	3.7	2.3	2.2		3.6	1.3	9.2	4.9	7.4	2.5										
1083	58	98	117	72	88	49	96	47	82	52	74	WHAS	273	9	30	25	14	32	27	33	6	16	27	13	WHAS	10.4	3.4	10.0	14.1	10.2	27.1	9.6	11.1	3.2	11.1	19.9	4.6										
TOTAL LISTENING IN METRO SURVEY AREA												2513	266	299	164	133	106	275	283	179	133	132	283													96.1	99.9	99.9	92.7	97.1	89.8	97.9	95.3	96.8	92.4	97.1	99.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
128	12	30	16	3		17	14	12	5	8	5	KBHL	90	6	18	11	3		5	14	9	5	8	5	KBHL	5.5	2.8	10.5	10.9	3.8		2.5	8.9	8.8	6.0	9.1	3.1			
219	13	19	25	26	27	5	8	12	20	17	2	*KECK	134	13	4	25	15	7	5	8	9	7	14	2	*KECK	8.2	6.1	2.3	24.8	19.0	10.0	2.5	5.1	8.8	8.3	15.9	1.2			
496	153	85	6		5	136	30	9	5		64	KFMQ	410	130	51	6		5	119	22	9	5		60	KFMQ	25.0	60.7	29.7	5.9		7.1	59.2	14.0	8.8	6.0	37.0				
616	58	63	50	21	41	54	45	30	40	50	26	KFOR	538	52	51	42	21	37	49	36	30	38	44	26	KFOR	32.9	24.3	29.7	41	6	26	6	52.9	24.4	22.9	29.4	45.2	50.0	16.0	
540	108	71	11	3		109	46	17	14	2	153	KFRX	380	65	40	6	3		92	33	9	8	2	116	KFRX	23.2	30.4	23.3	5	9	3	8	45	8	21.0	8.8	9.5	2.3	71.6	
293	71	40	11	3	2	60	39	12	7	4	36	KHAT	281	71	40	6	3	2	60	39	9	7	4	32	KHAT	17.2	33.2	23.3	5	9	3	8	2	9	29.9	24.8	8.8	8.3	4.5	19.8
310	6	33	31	29	14	16	14	35	37	26	6	KLIN	301	6	33	31	29	14	16	14	35	34	26	6	KLIN	18.4	2.8	19.2	30.7	36.7	20.0	8.0	8.9	34.3	40.5	29.5	3.7			
461	13	36	32	27	43	52	51	42	44	39	15	KLIN FM	384	13	29	22	27	30	43	41	28	38	36	15	KLIN FM	23.5	6.1	16.9	21.8	34.2	42.9	21.4	26.1	27.5	45.2	40.9	9.3			
318	26	61	17	6	10	54	52	15	13	12	38	KLMS	290	26	51	17	6	4	54	52	15	6	12	33	KLMS	17.7	12.1	29.7	16.8	7.6	5.7	26.9	33.1	14.7	7.1	13.6	20.4			
-----													-----													-----														
303	98	29				52	16	20	4		84	KEZO	152	65	22				33	8		2		22	KEZO	9.3	30.4	12.8				16.4	5.1		2.4		13.6			
811	23	50	79	49	74	14	44	67	46	80	40	KFAB	310	13	22	39	8	33	5	22	28	16	30	13	KFAB	18.9	6.1	12.8	38.6	10.1	47.1	2.5	14.0	27.5	19.0	34.1	8.0			
210	43	23				40	28	5	12		59	KGOR	123	39	18				27	14	2	2		21	KGOR	7.5	18.2	10.5				13.4	8.9	2.0	2.4		13.0			
49				3	3				2	15		*KMA	25				3						6		*KMA	1.5					3	8				6.8				
137	12	18	11			47	20	2	2	5	2	KOIL	91	6	18	6			33	14	2	2	2	2	KOIL	5.6	2.8	10.5	5.9			16.4	8.9	2.0	2.4	2.3	1.2			
124	23	16			3	16	6	3		3	54	KQKQ	55	13	11				16					15	KQKQ	3.4	6.1	6.4				8.0					9.3			
224	24	17	21	19	30	18	11	20	20	12	15	*KSRD	80	13	11	11	7	4		3	9	5	2	4	*KSRD	4.9	6.1	6.4	10.9	8.9	5.7		1.9	8.8	6.0	2.3	2.5			
655	105	109	32	26	17	92	87	40	19	14	95	WOW	274	45	47	17	7	2	60	28	20	6	4	35	WOW	16.7	21.0	27.3	16.8	8.9	2.9	29.9	17.8	19.6	7.1	4	5	21.6		
TOTAL LISTENING IN METRO SURVEY AREA													1564	207	168	95	73	65	201	151	100	77	80	162	95.5	96.7	97.7	94.1	92.4	92.9	99.9	96.2	98.0	91.7	90.9	99.9				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
92	15	22	4	1	1	12	14	4	2	4	8	28	6	6	2						2	3	2				1	4	KAAY	6.3	14.0	10.7	8.3			4.9	5.5	6.3	4.5	7.4
66	10	8	2			7	4	3	1	31	23	3	2								4	2	1				11	KLPQ	5.2	7.0	3.6			9.8	3.6	3.1		20.4		
26		2	4	3	4		2	2	2	2	1	24		2	3	3	4				1	2	2	2			1	KARN	5.4		3.6	12.5	13.6	14.8		1.8	6.3	8.3	9.1	1.9
2										2		2															2	*KBBA	.5										9.1	
61		3	3		5	2	7	4	2	9		35		2	3		4				1	5	4	2	5			KEZQ	7.9		3.6	12.5		14.8	2.4	9.1	12.5	8.3	22.7	
4		1						1	1			3										1	1					*KITA	7							1.8	3.1			
112	13	20	2	1	3	29	13	5	2	2	15	38	4	5	1	1	1			9	9	2	2			4	KKYK	8.6	9.3	8.9	4.2	4.5	3.7	22.0	16.4	6.3	8.3		7.4	
65	7	8	2	2		14	10	2	2	1	16	38	3	4		2				5	8	2	2			12	KLAZ	8.6	7.0	7.1		9.1		12.2	14.5	6.3	8.3		22.2	
56		2	4	6	8		1	2	5	5	1	38			3	4	8					1	5	4				KLRA	8.6			12.5	18.2	29.6			3.1	20.8	18.2	
59	7	4	2	2	4	7	11	3	3	1	13	59	7	4	2	2	4			7	11	3	3	1		13	KOKY	13.4	16.3	7.1	8.3	9.1	14.8	17.1	20.0	9.4	12.5	4.5	24.1	
311	17	53	34	15	18	33	37	36	14	16	20	97	9	23	8	8	3			5	8	13	5	6		4	KSSN	22.0	20.9	41.1	33.3	36.4	11.1	12.2	14.5	40.6	20.8	27.3	7.4	
15		3	4	1	1		3	1			1	12		3	2	1	1				3	1						KXLR	2.7		5.4	8.3	4.5	3.7		5.5	3.1			
37	11	4				8	3			4	7	23	10	3						5	2					3	KMJX	5.2	23.3	5.4				12.2	3.6				5.6	
TOTAL LISTENING IN METRO SURVEY AREA												441	43	56	24	22	27	41	55	32	24	22	54																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
2157	345	297	135	39	50	272	298	118	78	89	270	KAAY	691	84	109	62	13	5	83	107	57	18	23	90	KAAY	21.7	33.6	30.8	27.3	7.4	3.2	31.8	29.1	23.2	9.6	12.7	23.1
1229	169	108	46	22	24	153	126	63	27	17	470	KLPQ	456	61	46	8	14	5	51	46	23	16	7	175	KLPQ	14.3	24.4	13.0	3.5	8.0	3.2	19.5	12.5	9.3	8.6	3.9	45.0
673	7	77	67	40	88	7	72	46	59	47	35	KARN	496	7	51	59	32	46	7	41	46	46	37	23	KARN	15.6	2.8	14.4	26.0	18.3	29.7	2.7	11.1	18.7	24.6	20.4	5.9
60		6	6	5	14		14		4	11		*KBBA	60		6	6	5	14		14		4	11		*KBBA	1.9			1.7	2.6	2.9	9.0		3.8		2.1	6.1
717	7	51	39	29	89	46	54	75	27	94	9	KEZQ	407	7	39	30	18	44	22	37	65	27	35	9	KEZQ	12.8	2.8	11.0	13.2	10.3	28.4	8.4	10.1	26.4	14.4	19.3	2.3
93		15	3			11	16	26	6	11		*KITA	62		2	3			11	16	8	6	11		*KITA	1.9			6	1.3		4.2	4.3	3.3	3.2	6.1	
1815	215	233	62	23	60	363	212	80	55	39	405	KKYK	650	82	91	42	9	4	104	121	46	24	4	114	KKYK	20.4	32.8	25.7	18.5	5.1	2.6	39.8	32.9	18.7	12.8	2.2	29.3
1322	171	146	53	17	24	262	158	31	36	18	356	KLAZ	595	78	87	18	10	5	85	95	31	12	7	157	KLAZ	18.7	31.2	24.6	7.9	5.7	3.2	32.6	25.8	12.6	6.4	3.9	40.4
956	14	61	81	85	104		48	73	68	91	34	KLRA	575	14	12	61	51	87		14	46	48	53	14	KLRA	18.0	5.6	3.4	26.9	29.1	56.1		3.8	18.7	25.7	29.3	3.6
495	64	45	20	28	10	59	57	29	33	5	106	KOKY	495	64	45	20	28	10	59	57	29	33	5	106	KOKY	15.5	25.6	12.7	8.8	16.0	6.5	22.6	15.5	11.8	17.6	2.8	27.2
2863	199	311	254	160	175	253	363	253	158	151	279	KSSN	911	84	117	79	77	41	87	101	98	51	54	64	KSSN	28.6	33.6	33.1	34.8	44.0	26.5	33.3	27.4	39.8	27.3	29.8	16.5
475	33	58	95	39	18	7	62	52	15	16	35	KXLR	365	14	48	67	27	18	7	43	42	15	16	23	KXLR	11.4	5.6	13.6	29.5	15.4	11.6	2.7	11.7	17.1	8.0	8.8	5.9
589	135	48	6			153	38			10	199	KMJX	294	101	37	6			58	28				64	KMJX	9.2	40.4	10.5	2.6			22.2	7.6				16.5
TOTAL LISTENING IN METRO SURVEY AREA												2978	235	335	221	160	151	258	358	238	169	144	377		93.4	94.0	94.6	97.4	91.4	97.4	98.9	97.3	96.7	90.4	79.6	96.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

LOS ANGELES
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
1305	29	108	92	101	106	30	50	56	139	145	17	KABC	1158	14	99	81	90	93	25	46	47	136	123	16	KABC	8.5	1.3	6.1	8.4	11.4	12.9	2.1	2.9	4.9	13.6	15.2	1.3
191	41	45	5	2		22	32	6	1	1	32	KACE	190	41	45	5	2		22	32	6	1	1	32	KACE	1.4	3.7	2.8	.5	.3		1.8	2.0	.6	.1	.1	2.5
154	7	27	8	2	1	18	35	29	12		11	KALI	150	3	27	8	2	1	18	35	29	12		11	KALI	1.1	.3	1.7	.8	.3	1	1.5	2.2	3.0	1.2		.9
914	20	31	82	67	89	42	79	109	119	105	8	KBIG	743	20	21	68	54	77	38	66	92	101	87	7	KBIG	5.5	1.8	1.3	7.1	6.8	10.7	3.1	4.2	9.7	10.1	10.8	.6
123	11	33	2	1	1	11	36	12	2	1	12	*KBRT	85	2	29	1	1	1	4	25	7	2	1	11	*KBRT	.6	.2	1.8	.1	.1	.1	.3	1.6	.7	2	.1	.9
189	14	8	6	7	3	38	38	22	4	2	46	KDAY	189	14	8	6	7	3	38	38	22	4	2	46	KDAY	1.4	1.3	.5	.6	.9	.4	3.1	2.4	2.3	.4	.2	3.7
89	20	7	3			21	7			2	28	KEZY	85	18	7	3			21	7			2	26	KEZY	.6	1.6	.4	.3			1.7	.4		.2		2.1
59	17	5				11	16	3			7	KEZY FM	59	17	5				11	16	3			7	KEZY FM	.4	1.5	.3				.9	1.0	.3			.6
69	2	1	7	14	6		1	3	13	9		KFAC	68	2	1	7	13	6		1	3	13	9		KFAC	.5	2	1	7	1.6	.8		.1	.3	1.3	1.1	
156	6	28	17	15	9	4	11	9	21	9	2	KFAC FM	125	6	24	15	11	9	3	10	5	15	9	1	KFAC FM	.9	.5	1.5	1.6	1.4	1.2	2	.6	.5	1.5	1.1	.1
552	50	91	53	46	11	59	69	43	30	21	48	KFI	343	21	55	36	36	6	41	35	28	24	14	29	KFI	2.5	1.9	3.4	3.8	4.6	8	3.4	2.2	2.9	2.4	1.7	2.3
545	3	38	38	55	58	3	29	31	40	57	3	KFWB	519	3	36	36	52	55	3	28	31	38	56	3	KFWB	3.8	.3	2.2	3.8	6.6	7.6	2	1.8	3.3	3.8	6.9	.2
183	6	9	5	8	3	30	8	12	17	12	66	KGJFJ	183	6	9	5	8	3	30	8	12	17	12	66	KGJFJ	1.4	.5	.6	.5	1.0	.4	2.5	.5	1.3	1.7	1.5	5.2
82			7	16	13		1	7	15	6		KGIL	79			7	16	13		1	4	15	6		KGIL	.6			.7	2.0	1.8		.1	.4	1.5	.7	
22	5	1		4	1	6		2	1			KGIL FM	22	5	1		4	1	6		2	1			KGIL FM	.2	.4	.1		.5	.1	.5		.2	.1		
104	5	1	7	20	14	6	1	9	16	6		TOTAL	101	5	1	7	20	14	6	1	6	16	6		TOTAL	.8	.4	.1	7	2.5	1.9	.5	.1	.6	1.6	.7	
40	1			11	8		1	3	9			*KGRB	34	1			9	8			1	3	9		*KGRB	.3	.1			1.1	1.1			.1	.3	1.1	
8				4	3			1				KBOB	8				4	3				1			KBOB	.1				.5	.4			.1	.1		
48	1			15	11		1	4	9			TOTAL	42	1			13	11			1	4	9		TOTAL	.4	1			1.6	1.5			.1	.4	1.1	
274	12	17	40	15	23	13	56	20	17	24	8	KHJ	256	10	17	32	15	23	12	53	19	16	24	8	KHJ	1.9	9	1.0	3.3	1.9	3.2	1.0	3.4	2.0	1.6	3.0	.6
415	61	62	13	9		77	97	42	12	5	32	KHTZ	400	60	58	13	8		76	90	42	12	5	31	KHTZ	3.0	5.4	3.6	1.4	1.0		6.3	5.8	4.4	1.2	.6	2.5
100	3	5	5	15		5	1	4	22			*KIEV	89		3	5	5	14		5	1	4	19		*KIEV	7		.2	.5	.6	1.9		3	1	.4	2.3	
462	36	32	34	2	4	100	89	14	25	2	115	KIIS	404	33	30	25	1	3	90	80	13	21	2	97	KIIS	3.0	3.0	1.8	2.6	.1	.4	7.4	5.1	1.4	2.1	.2	7.7
50	2	13	8	1	1	4	9	2	8	1		KIKF	44	2	9	8	1	1	4	9	2	8			KIKF	.3	.2	.6	.8	.1	.1	.3	.6	.2	.8		
362	39	56	27	3	1	57	56	23	15	1	83	KIQQ	352	37	53	27	3	1	55	54	23	15	1	82	KIQQ	2.6	3.3	3.2	2.8	.4	.1	4.5	3.5	2.4	1.5	.1	6.5
211	36	48	20	1		19	63	8	2	6	7	KJLH	211	36	48	20	1		19	63	8	2	6	7	KJLH	1.6	3.2	2.9	2.1	.1		1.6	4.0	8	.2	.7	6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

LOS ANGELES
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
550	5	34	30	41	40	15	24	41	78	88	9	KJOI	513	3	30	29	40	36	15	20	36	77	78	8	KJOI	3.8	.3	1.8	3.0	5.1	5.0	1.2	1.3	3.8	7.7	9.6	6
246	29	70	32	28	7	6	37	12	12	6	2	KKGO	201	16	58	32	27	6	5	28	11	7	6	1	KKGO	1.5	1.4	3.6	3.3	3.4	8	4	1.8	1.2	7	7	1
487	10	35	63	72	71	12	22	61	45	39	7	KLAC	394	6	27	55	65	58	11	19	42	36	32	6	KLAC	2.9	5	1.7	5.7	8.2	8.0	9	1.2	4.4	3.6	4.0	5
604	159	128	13	5	1	89	54	7	6	2	139	KLOS	488	115	112	9	5	1	79	46	3	6	2	109	KLOS	3.6	10.3	6.9	.9	6	1	6.5	2.9	3	6	2	8.7
163	7	19	18	6		3	23	25	20	24	7	KLVE	150	7	12	17	6		2	22	25	17	24	7	KLVE	1.1	6	.7	1.8	8		2	1.4	2.6	1.7	3.0	6
761	188	131	23	9	8	119	66	9	6	1	195	KMET	617	163	112	22	9	8	105	40	6	6	1	139	KMET	4.6	14.6	6.9	2.3	1.1	1.1	8.6	2.6	6	6	1	11.0
395	12	28	50	60	34	6	8	42	38	38	8	KMPC	344	10	24	45	50	30	6	6	32	37	32	8	KMPC	2.5	9	1.5	4.7	6.3	4.2	5	4	3.4	3.7	4.0	6
145	1	6	12	12	18	2	12	20	34	13		KNOB	136	1	6	9	12	17	2	12	19	32	13		KNOB	1.0	.1	4	9	1.5	2.4	2	8	2.0	3.2	1.6	
693	7	27	68	60	124	5	11	26	50	115	2	KNX	509	5	18	47	39	104	2	8	21	42	91	2	KNX	3.8	4	1.1	4.9	4.9	14.4	.2	5	2.2	4.2	11.2	2
471	54	08	31	5	3	104	102	34	9	4	9	KNX FM	378	42	88	22	4	3	89	75	31	9	3	7	KNX FM	2.8	3.8	5.4	2.3	5	4	7.3	4.8	3.3	9	4	6
427	1	24	40	27	57	8	30	45	76	44	9	KOST	342		22	35	20	49	8	23	36	66	30	9	KOST	2.5		1.3	3.6	2.5	6.8	.7	1.5	3.8	6.6	3.7	7
529	60	94	62	7	7	80	86	27	27	9	65	KRLA	503	59	87	58	7	7	79	81	25	27	5	65	KRLA	3.7	5.3	5.3	6.0	9	1.0	6.5	5.2	2.6	2.7	6	5.2
234	67	55	1			18	18	3	7		65	KROQ FM	224	65	49	1			18	18	3	7		63	KROQ FM	1.7	5.8	3.0	1			1.5	1.2	3	7		5.0
536	61	50	34	4	3	51	161	24	15	5	25	KRTH	416	55	110	24	4	2	38	124	19	12	4	22	KRTH	3.1	4.9	6.7	2.5	5	3	3.1	7.9	2.0	1.2	5	1.7
263	11	63	14	10	2	17	58	35	7	1	19	KTNQ	251	10	62	10	9	2	17	56	34	7	1	19	KTNQ	1.9	9	3.8	1.0	1.1	3	1.4	3.6	3.6	7	1	1.5
306	41	22	9	2	1	97	31	15	6	1	81	KUTE	271	33	18	9	2	1	84	26	15	6	1	76	KUTE	2.0	3.0	1.1	.9	3	1	6.9	1.7	1.6	6	1	6.0
43	1	3		5	2	4	10	4	11	2	1	KWIZ	42	1	3		5	2	3	10	4	11	2	1	KWIZ	3	1	.2		.6	3	2	6	4	1.1	2	1
41		6	3	4	2	2	9	6	6	2		KWIZ FM	41		6	3	4	2	2	9	6	6	2		KWIZ FM	.3		.4	.3	.5	3	2	6	6	6	2	
199	1	24	6	8	3	13	22	33	13	15	12	KWKW	198	1	24	6	8	3	13	22	33	13	15	12	KWKW	1.5	.1	1.5	6	1.0	4	1.1	1.4	3.5	1.3	1.9	1.0
343	117	35	7	1	5	42	22	7	4	2	101	KWST	314	113	34	6	1		41	22	6	4	2	85	KWST	2.3	10.1	2.1	6	1		3.4	1.4	6	4	2	6.8
46	3	12	1			10	17	1	1			KYMS	46	3	12		1		10	17	1	1			KYMS	.3	.3	7		1		8	1.1	1	1		
25		1	3	3		3	1	4	2	6		KZLA	25		1	3	3		3	1	4	2	6		KZLA	.2		1	.3	4		2	1	4	2	7	
239	8	24	39	29	10	16	32	49	8	8	6	KZLA FM	227	7	24	32	28	10	16	32	47	8	7	6	KZLA FM	1.7	6	1.5	3.3	3.5	1.4	1.3	2.0	4.9	8	9	5
59		1				4	15	10	11	1	2	*XPRS	58		1				3	15	10	11	1	2	*XPRS	4		.1				2	1.0	1.1	1.1	1	2
373	42	42	10	4	6	40	59	15	14	3	136	XTRA	216	17	18	7	1	5	25	36	7	9	3	88	XTRA	1.6	1.5	1.1	.7	.1	7	2.1	2.3	7	9	4	7.0

TOTAL LISTENING IN METRO SURVEY AREA 13555 1118 1633 960 789 721 1216 1561 951 1002 809 1258

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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Cume Listening Estimates

LOS ANGELES
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
17203	659	1821	1424	1279	1402	573	1076	948	1363	1517	756	KABC	15053	458	1628	1267	1125	1260	481	875	740	1309	1301	673	KABC	19.2	7.5	18.8	21.9	22.2	31.0	7.7	10.3	12.6	24.6	28.4	7.5
2812	442	504	135	62	31	403	443	119	57	33	431	KACE	2793	442	504	135	62	31	403	443	119	57	24	431	KACE	3.6	7.3	5.8	2.3	1.2	.8	6.4	5.2	2.0	1.1	5.4	8
2154	96	424	79	104	43	283	285	311	218	38	181	KALI	1992	45	413	79	104	43	233	285	311	168	38	181	KALI	2.5	7	4.8	1.4	2.0	1.1	3.7	3.4	5.3	3.2	8	2.0
12468	423	760	857	874	1100	651	1104	1235	1352	1298	404	KBIG	10240	386	605	730	685	927	576	958	1040	1145	1025	371	KBIG	13.0	6.3	7.0	12.6	13.5	22.8	9.2	11.3	17.8	21.5	22.4	4.2
1519	63	294	60	75	60	169	317	205	73	23	103	*KBRT	1065	12	231	41	53	39	115	204	154	73	20	67	*KBRT	1.4	2	2.7	7	1.0	1.0	1.8	2.4	2.6	1.4	4	8
3407	396	294	133	123	19	557	456	371	150	45	844	KDAY	3376	396	290	119	123	19	551	456	371	150	45	837	KDAY	4.3	6.5	3.4	2.1	2.4	.5	8.8	5.4	6.3	2.8	1.0	9.4
2301	527	165	20	12		379	184	37	45	28	869	KEZY	2128	482	165	20	12		369	184	37	45	20	767	KEZY	2.7	7.9	1.9	.3	2		5.9	2.2	.6	.8	.4	8.6
1770	426	185		14	12	351	255	38	59	36	394	KEZY FM	1606	386	152		14	12	327	248	28	50	19	370	KEZY FM	2.0	6.3	1.8		3	3	5.2	2.9	5	.9	4	4.1
1909	69	86	213	226	156	32	68	73	281	134		KFAC	1834	69	86	213	202	156		68	73	281	115		KFAC	2.3	1.1	1.0	3.7	4.0	3.8		8	1.2	5.3	2.5	
3694	148	712	331	212	236	191	389	238	290	301	90	KFAC FM	3153	141	610	269	153	210	133	369	183	264	276	75	KFAC FM	4.0	2.3	7.1	4.7	3.0	5.2	2.1	4.3	3.1	5.0	6.0	8
12598	1179	1550	1045	835	338	1636	1540	931	707	378	1751	KFI	8294	693	981	633	646	253	1067	939	647	533	299	1120	KFI	10.6	11.4	11.4	11.0	12.7	6.2	17.0	11.1	11.1	10.0	6.5	12.6
12742	203	1232	1150	1218	1263	126	829	993	932	1169	216	KFWB	12034	203	1132	1088	1142	1211	126	788	951	907	1089	216	KFWB	15.3	3.3	13.1	18.8	22.5	29.8	2.0	9.3	16.2	17.0	23.8	2.4
3034	283	157	114	143	78	378	276	246	173	155	823	KGJF	3024	283	157	114	143	78	378	276	246	163	155	823	KGJF	3.8	4.6	1.8	2.0	2.8	1.9	6.0	3.3	4.2	3.1	3.4	9.2
1189	24	17	99	114	182	27	54	83	194	100	16	KGIL	1146	24	17	99	114	182	27	54	59	194	81	16	KGIL	1.5	.4	2	1.7	2.2	4.5	4	.6	1.0	3.6	1.8	2
489	24	60		46	29	47	27	73	22	29	20	KGIL FM	471	24	60		46	29	47	27	73	22	20	20	KGIL FM	6	.4	.7		9	7	7	3	1.2	.4	4	2
1537	48	77	99	137	182	74	54	136	216	129	36	TOTAL	1477	48	77	99	137	182	74	54	113	216	101	36	TOTAL	1.9	.8	9	1.7	2.7	4.5	1.2	6	1.9	4.1	2.2	4
991	51	12		177	232	15	35	57	100	196		*KGRB	906	38			163	232	15	27	57	90	187		*KGRB	1.2	6			3.2	5.7	.2	3	1.0	1.7	4.1	
280	24			23	86			40	22	40		KBOB	270	24			23	86		40	22	40			KBOB	3	4			.5	2.1			.7	4	.9	
1054	51	12		200	232	15	35	57	100	236		TOTAL	969	38			186	232	15	27	57	90	227		TOTAL	1.2	6			3.7	5.7	.2	3	1.0	1.7	5.0	
5808	478	514	655	512	351	347	863	592	361	311	406	KHJ	5226	440	451	572	501	351	302	711	529	334	302	400	KHJ	6.7	7.2	5.2	9.9	9.9	8.6	4.8	8.4	9.0	6.3	6.6	4.5
7246	962	1086	506	149	20	1182	1360	581	164	129	1056	KHTZ	6830	895	1003	486	122	20	1127	1244	563	164	129	1026	KHTZ	8.7	14.7	11.6	8.4	2.4	5	18.0	14.7	9.6	3.1	2.8	11.5
1840		101	151	78	194		49	40	141	308		*KIEV	1684		89	151	70	182		42	30	141	271		*KIEV	2.1		1.0	2.6	1.4	4.5		.5	5	2.6	5.9	
9251	969	969	491	93	155	1722	1290	464	394	108	2513	KIIS	7916	889	886	397	80	135	1421	1142	416	377	89	2018	KIIS	10.1	14.6	10.3	6.9	1.6	3.3	22.7	13.5	7.1	7.1	1.9	22.6
658	55	46	101	25	10	76	127	88	65	9	46	KIKF	619	55	35	101	25	10	76	118	88	65		46	KIKF	8	.9	.4	1.7	5	.2	1.2	1.4	1.5	1.2		.5
7889	1005	1126	343	73	96	1451	953	521	220	87	1940	KIQQ	7538	956	1049	333	73	96	1351	917	512	207	85	1885	KIQQ	9.6	15.7	12.1	5.8	1.4	2.4	21.5	10.8	8.7	3.9	1.9	21.1
2967	453	559	315	32	19	485	563	177	72	59	214	KJLH	2967	453	559	315	32	19	485	563	177	72	59	214	KJLH	3.8	7.4	6.5	5.5	6	.5	7.7	6.6	3.0	1.4	1.3	2.4

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

LOS ANGELES
SPRING 198

MONDAY-SUNDAY
6 COAM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS										CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
7625	170	445	495	695	709	214	364	601	836	970	185	KJOI	6888	132	413	429	640	619	214	340	486	802	866	143	KJOI	8 8	2.2	4 8	7.4	12 6	15.3	3 4	4 0	8 3	15 0	18 9	1 6
3789	396	940	449	395	94	219	509	262	204	114	104	KKGO	3347	331	816	423	383	61	196	453	246	168	101	95	KKGO	4 3	5.4	9 4	7 3	7 5	1 5	3 1	5 3	4 2	3 2	2 2	1 1
8065	210	635	902	1080	826	263	564	817	663	664	412	KLAC	6664	185	453	749	870	694	234	485	627	554	585	387	KLAC	8 5	3 0	5 2	13 0	17 1	17 1	3 7	5 7	10 7	10 4	12 8	4 3
11348	2740	1948	246	116	57	1745	1048	216	159	41	2994	KLOS	9390	2261	1666	179	106	49	1455	770	173	159	36	2504	KLOS	11 9	37 1	19 3	3 1	2 1	1 2	23 2	9 1	3 0	3 0	8 28	1
2212	146	346	240	67		96	423	295	211	80	216	KLVE	2080	146	299	227	67		84	385	295	189	80	216	KLVE	2 6	2 4	3 5	3 9	1 3		1 3	4 5	5 0	3 5	1 7	2 4
13261	2881	2129	331	129	49	1947	1355	376	140	59	3745	KMET	10728	2383	1705	286	94	49	1606	1074	314	131	59	2907	KMET	13 7	39.1	19 7	5 0	1 9	1 2	25 6	12 7	5 4	2 5	1 3	32 6
8182	388	715	765	1220	657	175	250	671	692	771	271	KMPC	6951	294	562	705	1023	564	175	179	540	637	670	263	KMPC	8.8	4 8	6 5	12.2	20 2	13 9	2 8	2 1	9 2	11 9	14 6	2 9
2474	41	132	163	337	191	39	164	341	306	292	46	KNOB	2371	41	132	150	337	184	39	164	322	299	274	46	KNOB	3 0	7	1.5	2 6	6 6	4 5	6	1 9	5 5	5 6	6 0	5
13847	314	851	1428	1404	1915	159	550	923	1144	1454	250	KNX	9850	255	677	1016	974	1440	99	418	682	897	967	183	KNX	12 5	4 2	7 8	17 6	19 2	35 5	1 6	4 9	11 7	16 8	21.1	2 1
7436	870	1536	608	196	88	1043	1482	444	262	204	345	KNX FM	5889	739	1189	483	175	67	852	1103	394	234	180	270	KNX FM	7.5	12 1	13 8	8 4	3 4	1 7	13 6	13 0	6 7	4 4	3 9	3 0
6273	60	308	470	531	585	234	445	669	993	630	253	KOST	5211	36	272	360	459	539	214	344	570	885	498	233	KOST	6 6	6	3 1	6 2	9 0	13 3	3 4	4 1	9 7	16 6	10 9	2 6
8519	848	1277	930	249	189	1039	1314	698	345	326	1041	KRLA	7820	838	1127	885	222	176	1017	1107	639	331	276	1015	KRLA	10 0	13 8	13 0	15 3	4.4	4 3	16 2	13 0	10 9	6 2	6 0	11 4
4718	1039	855	72	52	61	560	284	151	77	20	1547	KROQ FM	4559	1005	821	66	52	61	543	276	142	77	20	1496	KROQ FM	5.8	16 5	9 5	1.1	1 0	1 5	8 7	3 3	2 4	1 4	4 16.8	
9730	1110	2346	605	135	40	1294	2083	638	300	134	974	KRTH	7801	900	1801	431	135	29	1046	1612	546	270	132	857	KRTH	9 9	14.8	20 8	7.5	2 7	7	16 7	19 0	9 3	5 1	2 9	9 6
2936	186	651	317	148	29	155	552	275	116	49	204	KTNQ	2651	148	606	233	139	22	155	524	255	116	38	204	KTNQ	3 4	2 4	7 0	4 0	2 7	5	2 5	6 2	4 4	2 2	8 2 3	
5416	918	460	239	55	19	1220	630	267	151	15	1407	KUTE	4826	803	398	229	44	19	1040	556	244	151	15	1300	KUTE	6 1	13 2	4 6	4 0	9	5	16 6	6 6	4 2	2 8	3 14 6	
1113	26	183	45	88	60	70	252	125	155	48	46	KWIZ	1067	14	164	45	88	60	61	246	125	155	48	46	KWIZ	1 4	2	1 9	.8	1 7	1 5	1 0	2 9	2 1	2 9	1 0	5
730	26	35	81	55	50	70	133	70	90	59	31	KWIZ FM	709	14	35	81	55	50	61	133	70	90	59	31	KWIZ FM	9	2	4	1 4	1 1	1 2	1 0	1 6	1 2	1 7	1 3	3
2375	38	377	157	169	43	132	309	352	120	191	133	KWKW	2337	38	377	157	169	43	110	309	352	120	183	133	KWKW	3 0	.6	4 4	2 7	3 3	1 1	1 8	3 6	6 0	2 3	4 0	1 5
6630	1770	823	109	31	60	838	604	155	76	61	2093	KWST	6059	1614	807	86	12	39	798	597	114	76	61	1855	KWST	7 7	26 5	9 3	1 5	2	1 0	12 7	7 0	1 9	1 4	1 3	20 8
725	68	199	12	10	176	189	35	12	9			KYMS	725	68	199		12	10	176	189	35	12	9		KYMS	.9	1 1	2 3		2	2	2.8	2 2	6	2	2	
949		42	124	69	57	148	42	110	108	110	71	KZLA	890		31	101	69	57	148	42	104	98	101	71	KZLA	1 1		4	1 7	1 4	1 4	2 4	5	1 8	1 8	2 2	8
3589	320	293	518	315	216	277	337	634	188	196	176	KZLA FM	3334	284	282	465	289	205	249	321	606	178	169	176	KZLA FM	4 2	4 7	3 3	8 1	5 7	5 1	4 0	3 8	10 4	3 3	3 7	2 0
694	10	56				103	109	138	61	20	39	*XPRS	619		48				57	109	127	61	20	39	*XPRS	.8		6				9	1 3	2 2	1 1	4	4
8923	790	805	447	161	72	1084	1232	593	340	100	3169	XTRA	5305	313	451	275	37	39	599	760	349	244	89	2073	XTRA	6 8	5 1	5 2	4 8	.7	1 0	9 6	9 0	6 0	4 6	1 9	23 2
TOTAL LISTENING IN METRO SURVEY AREA													74431	5855	8483	5383	4770	3862	6112	8072	5563	4970	4368	8668	94.7	96 1	98 1	93 2	94 0	95 1	97 5	95 1	95 0	93 2	95 3	97 2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
72	8	12	6	2		9	14	6	3	2	7	WAKY	51	7	8	4	2		7	11	5	2	1	2	WAKY	5.0	7.2	7.0	6.3	4.4		8.3	10.3	6.3	2.9	1.3	1.7	
174	29	22	15	10	4	15	22	21	15	6	7	WAMZ	107	21	14	7	6	2	9	11	14	11	3	3	WAMZ	10.6	21.6	12.3	11.1	13.3	4.2	10.7	10.3	17.5	16.2	3.9	2.5	
90	1	5	5	6	6			2	3	9	13	3	WAVE	83	1	5	5	6	6		1	3	8	12	2	WAVE	8.2	1.0	4.4	7.9	13.3	12.5		.9	3.8	11.8	15.8	1.7
85	5	12	6	6	3	4	14	10	4	5	7	WCII	68	2	11	5	4	2	3	11	9	4	4	7	WCII	6.7	2.1	9.6	7.9	8.9	4.2	3.6	10.3	11.3	5.9	5.3	5.9	
20		1		1	1			1		2	6	*WFIA	13											5	*WFIA	1.3									1.5	6.6		
184	9	23	18	13	13	5	21	15	13	15	5	WHAS	98	5	11	8	7	8	1	11	8	7	9	3	WHAS	9.7	5.2	9.6	12.7	15.6	16.7	1.2	10.3	10.0	10.3	11.8	2.5	
36		2	2	3	7			2	2	8	5	WINN	36		2	2	3	7			2	2	8	5	WINN	3.6		1.8	3.2	6.7	14.6		1.9	2.5	11.8	6.6		
8	2	1				1	1	1	1	1	1	WJYL	4	1							1	1		1	1	WJYL	4	1.0						.9	1.3		1.3	
122	27	6	1	2	1	21	11	9	2		42	WKJJ	88	18	4	1	1	1	15	8	8	2		30	WKJJ	8.7	18.6	3.5	1.6	2.2	2.1	17.9	7.5	10.0	2.9		25.4	
67	7	5	4	2		11	8	5	1	3	18	*WLOU	64	7	5	4	2		11	8	5	1	2	16	*WLOU	6.3	7.2	4.4	6.3	4.4		13.1	7.5	6.3	1.5	2.6	13.6	
74	16	10	1	1		13	6	1			26	WLRS	61	10	10	1	1		9	6	1			23	WLRS	6.0	10.3	8.8	1.6	2.2		10.7	5.6	1.3			19.5	
108	31	18	1			19	6	1	1		31	WQMF	62	16	8	1			13	5	1			18	WQMF	6.1	16.5	7.0	1.6			15.5	4.7	1.3			15.3	
71	4	18	5		1	13	15	5	2	1	6	WRKA	69	4	18	5		1	12	15	5	1	1	6	WRKA	6.8	4.1	15.8	7.9		2.1	14.3	14.0	6.3	1.5	1.3	5.1	
34	1	4	9		4	1	3	2	4	1	1	*WTMT	23	1	3	2		4	1	1	1	4	1	1	*WTMT	2.3	1.0	2.6	3.2		8.3	1.2	.9	1.3	5.9	1.3	.8	
139		2	11	12	15	2	11	15	12	24	1	WVEZ	105		1	11	7	11	2	10	12	11	18	1	WVEZ	10.4		.9	17.5	15.6	22.9	2.4	9.3	15.0	16.2	23.7	8	
13	1		1	1		1	3	1	1	1	3	WXLN	12	1		1	1				3	1	1	3	WXLN	1.2	1.0		1.6	2.2		2.8	1.3	1.5	1.3	2.5		
21			1	1	5			1	2	10		WXVW	21			1	1	5			1	2	10		WXVW	2.1			1.6	2.2	10.4		1.3	2.9	13.2			
TOTAL LISTENING IN METRO SURVEY AREA												1014	97	114	63	45	48	84	107	80	68	76	118															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
1834	156	268	132	67	25	228	390	168	53	59	169	WAKY	1317	99	205	114	59	18	166	258	136	43	28	111	WAKY	17.9	17.6	26.3	21.4	13.4	4.9	28.3	32.4	23.8	9.2	6.5	11.6										
2183	320	265	230	126	66	226	250	204	167	82	162	WAMZ	1286	177	167	114	86	41	151	122	128	117	49	83	WAMZ	17.4	31.5	21.4	21.4	19.5	11.1	25.7	15.3	22.4	25.1	11.3	8.7										
1788	71	104	142	149	149	24	93	99	180	190	86	WAVE	1507	58	94	124	137	124	24	58	90	132	161	80	WAVE	20.4	10.3	12.1	23.3	31.1	33.5	4.1	7.3	15.7	28.3	37.1	8.4										
1588	130	202	158	49	53	119	202	165	94	88	205	WCII	1230	68	171	120	34	42	78	166	135	78	68	182	WCII	16.7	12.1	22.0	22.5	7.7	11.4	13.3	20.9	23.6	16.7	15.7	19.0										
368	12	19	23	30	21	13	20	21	29	48	3	WFIA	292	12		15	24	16		20	11	23	39	3	WFIA	4.0	2.1		2.8	5.4	4.3		2.5	1.9	4.9	9.0	3										
3487	183	380	378	217	245	128	461	254	239	197	201	WHAS	1817	68	212	187	121	131	41	260	155	124	93	108	WHAS	24.6	12.1	27.2	35.1	27.4	35.4	7.0	32.7	27.1	26.6	21.4	11.3										
907	33	72	70	96	113	16	69	69	120	94	30	WINN	881	33	72	62	85	113	16	69	69	120	87	30	WINN	11.9	5.9	9.2	11.6	19.3	30.5	2.7	8.7	12.1	25.8	20.0	3.1										
347	98	39	26	4		62	31	21	9	14	31	WJYL	242	55	17	26	4		47	31	21	4	6	31	WJYL	3.3	9.8	2.2	4.9	9		8.0	3.9	3.7	9	1.4	3.2										
2002	343	201	56	33	14	282	230	116	49	6	651	WKJJ	1349	186	113	47	24	14	207	160	78	40	2	470	WKJJ	18.3	33.1	14.5	8.8	5.4	3.8	35.3	20.1	13.6	8.6	5	49.1										
800	64	45	40	43	15	108	82	59	35	44	201	WLOU	752	64	45	40	43	15	101	82	59	35	36	168	WLOU	10.2	11.4	5.8	7.5	9.8	4.1	17.2	10.3	10.3	7.5	8.3	17.5										
1349	277	192	25	18		208	127	49	25	2	418	WLRS	1199	220	192	25	18		178	127	43	25	2	361	WLRS	16.3	39.1	24.6	4.7	4.1		30.3	16.0	7.5	5.4	5	37.7										
1691	399	258	25	12	13	222	190	36	37	7	483	WQMF	1084	232	162	25	12	7	137	114	23	25		338	WQMF	14.7	41.3	20.8	4.7	2.7	1.9	23.3	14.3	4.0	5.4		35.3										
1034	90	203	47	14	19	195	176	77	32	26	114	WRKA	1001	90	193	47	14	19	189	176	72	20	26	114	WRKA	13.6	16.0	24.8	8.8	3.2	5.1	32.2	22.1	12.6	4.3	6.0	11.9										
441	10	84	60	33	31	20	41	44	30	13	22	WTMT	307	10	51	23	33	31	13	15	29	26	13	22	WTMT	4.2	1.8	6.5	4.3	7.5	8.4	2.2	1.9	5.1	5.6	3.0	2.3										
1530	15	72	137	104	166	47	137	170	129	207	46	WVEZ	1229	15	53	127	67	135	47	117	151	123	165	36	WVEZ	16.7	2.7	6.8	23.8	15.2	36.5	8.0	14.7	26.4	26.4	38.0	3.8										
254	22		19	14	5	24	50	22	22	19	37	WXLN	228	22		19	14	5	10	50	16	16	19	37	WXLN	3.1	3.9		3.6	3.2	1.4	1.7	6.3	2.8	3.4	4.4	3.9										
324	9	19	29	30	49	13	25	29	24	67		WXVW	324	9	19	29	30	49	13	25	29	24	67		WXVW	4.4	1.6	2.4	5.4	5.8	13.2	2.2	3.1	5.1	5.2	15.4											
TOTAL LISTENING IN METRO SURVEY AREA												6979	555	708	519	390	347	572	780	543	445	418	932													94.6	98.8	90.9	97.4	86.4	93.8	97.4	98.0	94.9	95.5	96.3	97.3

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %				
22	1	1	4	3		2	4	1	2	1		KEND	17	1	1	2	3		1	3	1	2	1		KEND	6.7	2.9	3.4	10.5	21.4		3.0	9.7	5.3	20.0	7.7				
49	17	9	1			6	5				11	KFMX	29	13	2	1			6	4				3	KFMX	11.4	37.1	6.9	5.3		18.2	12.9				9.7				
35		4	8	2	1		3	1	3	2	1	KFYO	19		3	3	1	1		1	1	1	1	1	KFYO	7.5		10.3	15.8	7.1	20.0		3.2	5.3	10.0	7.7	3.2			
5				2		1		1			1	KJAK	5			2			1		1			1	KJAK	2.0				14.3		3.0		5.3		7.7				
10	2	3				2	2				1	KKAM	10	2	3				2	2				1	KKAM	3.9	5.7	10.3			6.1	6.5				3.2				
12		1	5	2	1			2			1	KLFB	8			5		1					1	1	KLFB	3.1			26.3		20.0			5.3		7.7				
21	1	4	2	1		3	4	4	2			*KLLL	14	1	4		1		3	2	3			*KLLL	5.5	2.9	13.8		7.1	9.1	6.5	15.8								
113	14	20	4	3	8	16	13	12	5	2	10	KLLL FM	58	7	8	2	2	1	12	9	5	3	1	6	KLLL FM	22.7	20.0	27.6	10.5	14.3	20.0	36.4	29.0	26.3	30.0	7.7	19.4			
11		1	2	1				2	2	2		*KRLB	9		1	2	1				1	2	1	1	*KRLB	3.5		3.4	10.5	7.1				5.3	20.0	7.7				
39	2	5	1	1		9	3	3	1	1	13	KSEL	22	2	3	1			2	3	1		1	9	KSEL	8.6	5.7	10.3	5.3		6.1	9.7	5.3			7.7	29.0			
64	17	5	1	2		7	6	3	1	1	21	KSEL FM	32	6	3	1			5	5	3			9	KSEL FM	12.5	17.1	10.3	5.3		15.2	16.1	15.8				29.0			
33		1	1	5	3		2	3	6	9		KTEZ	21		1	1	2	2		2	2	2	6	6	KTEZ	8.2		3.4	5.3	14.3	40.0		6.5	10.5	20.0	46.2				
TOTAL LISTENING IN METRO SURVEY AREA												255	35	29	19	14	5	33	31	19	10	13	31																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %
402	36	38	56	26	23	30	35	27	16	25	24	KEND	255	27	29	26	20	8	23	28	11	16	21	10	KEND	14.9	11.8	16.2	23.0	23.3	11.1	11.2	15.6	9.4	17.6	25.3	4.9	
522	138	64	12		3	100	51	19	2	2	126	KFMX	354	95	38	12		3	94	39	12	2	2	52	KFMX	20.7	41.5	21.2	10.6		4.2	45.6	21.8	10.3	2.2	2.4	25.2	
528	9	55	60	27	18	10	55	20	45	55	19	KFYO	311	9	25	35	22	18	10	24	15	24	36	9	KFYO	18.1	3.9	14.0	31.0	25.6	25.0	4.9	13.4	12.8	26.4	43.4	4.4	
74	2	3	11	5		23	6	5	3	10	1	KJAK	68	2	3	11	5		23	6	5	3	4	1	KJAK	4.0	.9	1.7	9.7	5.8		11.2	3.4	4.3	3.3	4.8	5	
199	24	49	20	3		38	33	7	4	2	12	KKAM	182	24	38	20	3		38	33	7	4	2	6	KKAM	10.6	10.5	21.2	17.7	3.5		18.4	18.4	6.0	4.4	2.4	2.9	
123	7	13	25	18	6		5	20	9	5	13	KLFB	88	7	5	17	4	6		5	15	9	5	13	KLFB	5.1	3.1	2.8	15.0	4.7	8.3		2.8	12.8	9.9	6.0	6.3	
372	16	61	41	13	10	65	41	35	24	27	20	*KLLL	245	7	40	25	13	10	49	24	28	8	10	17	*KLLL	14.3	3.1	22.3	22.1	15.1	13.9	23.8	13.4	23.9	8.8	12.0	8.3	
1069	112	165	66	43	48	106	136	105	52	22	127	KLLL FM	593	79	89	23	35	16	84	96	42	30	10	65	KLLL FM	34.6	34.5	49.7	20.4	40.7	22.2	40.8	53.6	35.9	33.0	12.0	31.6	
166	4	9	17	18	18	13	9	17	17	22		*KRLB	131	4	9	17	10	8	13	9	12	17	10		*KRLB	7.6	1.7	5.0	15.0	11.6	11.1	6.3	5.0	10.3	18.7	12.0		
626	40	43	31	35	7	99	76	38	27	17	195	KSEL	378	31	35	24	6	7	58	43	24	19	17	107	KSEL	22.1	13.5	19.6	21.2	7.0	9.7	28.2	24.0	20.5	20.9	20.5	51.9	
830	169	88	21	15	3	146	90	31	15	20	215	KSEL FM	463	78	54	20	7	3	86	62	21	7	8	108	KSEL FM	27.0	34.1	30.2	17.7	8.1	4.2	41.7	34.6	17.9	7.7	9.6	52.4	
502	11	30	29	51	47	20	33	70	73	85	7	KTEZ	303	11	19	21	27	36	13	33	35	31	38	3	KTEZ	17.7	4.8	10.6	18.6	31.4	50.0	6.3	18.4	29.9	34.1	45.8	1.5	
TOTAL LISTENING IN METRO SURVEY AREA													1577	205	172	103	76	62	190	172	108	86	81	195		92.0	89.5	96.1	91.2	88.4	86.1	92.2	96.1	92.3	94.5	97.6	94.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
4						1				1		*WBRG	4								1						*WBRG	2.5						5.3				8.3									
11		2	1		1	2	2	1		2		WCNV	7		1	1					2	1					WCNV	4.4		6.7	12.5			12.5	5.3												
26	2	2	3			4	4	2	1		6	WGOL	16	2	1	2					4	3				2	WGOL	10.1	16.7	6.7	25.0			25.0	15.8			13.3									
28	4	1				1	5	2	2	2	1	5	WJJS	22	4	1					1	3	2	2	1	1	2	WJJS	13.8	33.3	6.7			14.3	18.8	10.5	25.0	9.1	8.3	13.3							
1												*WKDE	1														*WKDE	.6																			
-1												*WKDE FM	-1														*WKDE FM	.6																			
1												TOTAL	1														TOTAL	.6																			
3		1									1	*WKZZ	3		1											1	*WKZZ	1.9		6.7				5.3				8.3									
1		1										*WLGW	1		1												*WLGW	.6		6.7																	
3		1									1	*WLLL	3		1											1	*WLLL	1.9		6.7				5.3				8.3									
17		3	1	2	1		3	1	2	2		WLVA	15		3	1	2	1			2		2	2	2	2	WLVA	9.4	20.0	12.5	25.0	14.3		10.5		18.2	16.7										
12	1		1		3		1	2	2		1	*WTTX FM	6				1				1	1	2			1	*WTTX FM	3.8				14.3		5.3	12.5	18.2											
15			2	1	1		1	1	2	1		*WWOD	13			1	1	1					2	1			*WWOD	8.2		12.5	12.5	14.3		5.3		18.2	8.3										
8		2	1			1	2	1	1			WAKG	4		1						1	1					WAKG	2.5		6.7				6.3	5.3		9.1										
5					1		1					*WFLO	2										1				*WFLO	1.3						5.3													
33		2	2	6	3	2	2	3	3	5	1	WPVR	23		1	1	4	2			1	1	3	3	3	1	WPVR	14.5		6.7	12.5	50.0	28.6	6.3	5.3	37.5	27.3	25.0	6.7								
13	4	3	1			1	2				2	WSLQ	5	1	1						1					2	WSLQ	3.1	8.3	6.7			6.3					13.3									
37	6	4	1	1		8	5	2			10	WXLK	20	3	2		1				4	2	1			7	WXLK	12.6	25.0	13.3		12.5		25.0	10.5	12.5		46.7									
TOTAL LISTENING IN METRO SURVEY AREA											159	12	15	8	8	7	16	19	8	11	12	15																									

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

TOT. PERS. 12+	CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											STATION CALL LETTERS	TOT. PERS. 12+	CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											STATION CALL LETTERS	TOT. PERS. 12+ %	CUME RATINGS--METRO SURVEY AREA										TNS. 12-17 %
	MEN					WOMEN					MEN					WOMEN					MEN						WOMEN										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	18-24			25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	18-24	25-34			35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	18-24	25-34	
86	4	8	3	5	12	1	7	8	3	3	WBRG	65	4	6	3	8	1	4	8	3	3	*WBRG	5.0	3.2	6.8	4.1	6.1	1.1	4.8	9.5	2.1						
186	13	29	14	3	9	21	26	14	8	4	17	127	10	18	12	3	4	21	13	6	6	4	12	9.8	10.4	14.4	13.6	4.1	5.5	17.5	9.9	6.7	7.1	4.8	8.2		
319	26	26	16	5	2	42	47	13	15	13	105	222	26	21	10	5	2	36	38	4	8	7	56	17.1	27.1	16.8	11.4	6.8	2.7	30.0	29.0	4.5	9.5	8.3	38.4		
305	31	20	11	3	10	52	24	26	14	19	60	258	31	16	11	3	10	43	22	23	7	19	38	19.8	32.3	12.8	12.5	4.1	13.7	35.8	16.8	25.8	8.3	22.6	26.0		
25	6	2	2					1	2			25	6	2	2					1	2			1.9	4.8	2.3	2.7					1.1	2.4				
52	7	10	7	5	4	8	2	2	2	4		40	7	3				4	8	2	2	4		3.1	8.0	4.1				3.1	9.0	2.4	2.4	2.7			
71	6	7	12	5	4	9	4	2	4	4		59	6	7	5			4	9	4	2	4		4.5	4.8	8.0	6.8			3.1	10.1	4.8	2.4	2.7			
83	8	10	6		8	4	14	2	5	10	11	76	8	10	2		8	4	14	2	5	10	8	5.8	8.3	8.0	2.3		11.0	3.3	10.7	2.2	6.0	11.9	5.5		
34		12	6			8	1	3	2	2	2	34		12	6				8	1	3	2	2	2.6		9.6	6.8			6.1	1.1	3.6	2.4	1.4			
146	3	20	6	5	7	11	15	16	13	13	23	120	3	20	6	5	7	11	15	13	10	7	14	9.2	3.1	16.0	6.8	6.8	9.6	9.2	11.5	14.6	11.9	8.3	9.6		
407	12	57	27	29	24	31	59	27	26	26	26	366	12	57	22	29	19	21	56	19	26	20	22	28.2	12.5	45.6	25.0	39.2	26.0	17.5	42.7	21.3	31.0	23.8	15.1		
133	8	9	20	5	25		2	23	11	4	19	76		9	10	5	10		2	9	11	4	9	5.8		7.2	11.4	6.8	13.7		1.5	10.1	13.1	4.8	6.2		
162		14	17	15	12		12	8	22	21	3	140		14	12	15	12		9	5	22	10	3	10.8		11.2	13.6	20.3	16.4		6.9	5.6	26.2	11.9	2.1		
123		24	8	8	2	11	26	9	3	11	10	75		15	5	8	2	11	8	6	3		6	5.8		12.0	5.7	10.8	2.7	9.2	6.1	6.7	3.6		4.1		
51		3	1		17		13	4		2	3	23		3	1		2		3	4		2	3	1.8		2.4	1.1		2.7		2.3	4.5		2.4	2.1		
361	12	23	30	36	37	12	27	36	20	42	12	251	12	17	17	29	22	5	20	28	13	31	12	19.3	12.5	13.6	19.3	39.2	30.1	4.2	15.3	31.5	15.5	36.9	8.2		
231	57	34	14	5	4	31	24	10	6	2	44	137	28	15	2	5	4	31	11	6	3	2	30	10.5	29.2	12.0	2.3	6.8	5.5	25.8	8.4	6.7	3.6	2.4	20.5		
571	96	79	21	3	10	97	58	29	13	14	126	336	38	45	9	3	5	59	38	17	11	8	82	25.8	39.6	36.0	10.2	4.1	6.8	49.2	29.0	19.1	13.1	9.5	56.2		
TOTAL LISTENING IN METRO SURVEY AREA												1210	93	122	82	62	62	116	129	82	80	81	139	93.1	96.9	97.6	93.2	83.8	84.9	96.7	98.5	92.1	95.2	96.4	95.2		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

WACON
SPRING 1931

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
42		4	4	9	2		3	12	3	2		*WAVC	42		4	4	9	2		3	12	3	2		*WAVC	2.1		1.9	2.6	7.2	2.2		1.3	7.5	2.2	1.8	
111		17	12		3	6	12	7	10	8	3	*WBML	87		17	12		3	6	12	7	10	8	3	*WBML	4.3		8.3	7.9		3.2	3.5	5.3	4.4	7.5	7.2	1.1
469	65	30	16	15	11	91	43	38	27	13	81	WODO	456	65	30	16	15	11	91	43	38	27	13	81	WODO	22.4	40.1	14.6	10.6	12.0	11.8	52.6	19.1	23.9	20.1	11.7	28.9
66		6	16	10	5		5	8	2	8	6	*WDEN	66		6	16	10	5		5	8	2	8	6	*WDEN	3.2		2.9	10.6	8.0	5.4		2.2	5.0	1.5	7.2	2.1
679	17	93	82	59	56	15	88	73	65	29	44	WDEN FM	382	17	69	49	26	25	15	54	42	27	20	20	WDEN FM	18.7	10.5	33.5	32.5	20.8	26.9	8.7	24.0	26.4	20.1	18.0	7.1
455	46	27	9	9	14	65	50	27	37	17	76	*WIBB	343	46	27	9	9	14	49	32	22	28	17	56	*WIBB	16.8	28.4	13.1	6.0	7.2	15.1	28.3	14.2	13.8	20.9	15.3	20.0
835	38	77	61	61	49	81	71	44	79	54	44	*WMAZ	530	24	49	54	56	33	31	42	30	50	41	38	*WMAZ	26.0	14.8	23.8	35.8	44.8	35.5	17.9	18.7	18.9	37.3	36.9	13.6
1379	136	171	52	29	25	101	198	110	49	39	372	*WMAZ FM	714	82	91	38	13	16	78	118	46	14	16	157	*WMAZ FM	35.0	50.6	44.2	25.2	10.4	17.2	45.1	52.4	28.9	10.4	14.4	56.1
262	19	37	9	6	9	22	41	22	13	24	31	WNEX	236	19	37	9	6	9	22	41	22	13	11	31	WNEX	11.6	11.7	18.0	6.0	4.8	9.7	12.7	18.2	13.8	9.7	9.9	11.1
724	28	50	45	61	61	46	66	82	60	85	25	WPEZ	461	28	28	45	44	25	24	58	60	38	36	13	WPEZ	22.6	17.3	13.6	29.8	35.2	26.9	13.9	25.8	37.7	28.4	32.4	4.6
429	66	27	13	4	14	110	64	20	17		94	WPGA FM	196	36	27	13		3	21	30	13	2		51	WPGA FM	9.6	22.2	13.1	8.6		3.2	12.1	13.3	8.2	1.5		18.2
60		13	4	8	2	7	11			2	10	*WRBN	60		13	4	8	2	7	11			2	10	*WRBN	2.9		6.3	2.6	6.4	2.2	4.0	4.9			1.8	3.6
244	43	26	6		2	33	27	10	2	2	90	*WRBN FM	230	43	26	6		2	33	27	10	2	2	76	*WRBN FM	11.3	26.5	12.6	4.0		2.2	19.1	12.0	6.3	1.5	1.8	27.1
190		47	10	12	9	23	7	7	14		3	*WCEH	7			4	3							3	*WCEH	.3			2.6	2.4							1.1
243	34	21	27		9	21	38	27	19		3	WCEH FM	49	9		7	3	8	5	7	3		3	WCEH FM	2.4	5.6		4.6		3.2	4.6	2.2	4.4	2.2		1.1	
359	34	57	31	16	21	31	38	27	26		3	TOTAL	56	9		11	3	3	8	5	7	3	3	TOTAL	2.7	5.6		7.3	2.4	3.2	4.6	2.2	4.4	2.2		1.1	
14									7		7	*WIZY	-1											42	*WIZY	6.5	19.1		6.0	3.2		11.0	7.6	5.0	1.5		15.0
300	47		32	4		19	41	15	16		126	WIZY FM	132	31		9	4		19	17	8	2	42	WIZY FM	6.5	19.1		6.0	3.2		11.0	7.6	5.0	1.5		15.0	
300	47		32	4		19	41	15	16		126	TOTAL	132	31		9	4		19	17	8	2	42	TOTAL	6.5	19.1		6.0	3.2		11.0	7.6	5.0	1.5		15.0	
153	24	14	12	6		14		3	3		67	WKLS FM	71	24			3		14		3	3	14	WKLS FM	3.5	14.8		2.4			8.1		1.9	2.2		5.0	
TOTAL LISTENING IN METRO SURVEY AREA												1895	156	199	137	107	85	173	225	159	119	98	267	92.9	96.3	96.6	90.7	85.6	91.4	99.9	99.9	99.9	88.8	88.3	95.4		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
50	4	6	3	5	3	3	3	3	4	2	WIBA	47	4	5	3	4	3	2	3	3	4	2	WIBA	10.4	7.0	7.2	9.4	16.0	15.0	3.8	10.0	14.3	20.0	5.3			
60	16	10	1	1		10	9	2		11	WIBA FM	44	11	8		1		8	7	1		8	WIBA FM	9.7	19.3	11.6		4.0		14.3	13.5	3.3		21.1			
28	3	7	3			6	5	1		3	WISM	25	3	7	3			6	3	1		2	WISM	5.5	5.3	10.1	9.4			10.7	5.8	3.3		5.3			
51	5	9	1	1	1	15	12	3	2	1	WISM FM	37	4	6	1	1	1	11	7	2	2	1	WISM FM	8.2	7.0	8.7	3.1	4.0	5.0	19.6	13.5	6.7	9.5	5.0	2.6		
35	10	6				7	3	1		8	WMAD	30	10	5				5	2	1		7	WMAD	6.6	17.5	7.2				8.9	3.8	3.3		18.4			
83	2	3	12	7	9	3	7	11	10	7	WTSO	61	1	3	8	4	9	3	3	10	5	6	WTSO	13.5	1.8	4.3	25.0	16.0	45.0	5.4	5.8	33.3	23.8	30.0	5.3		
27	5	4	2	3		2	5	2	2	1	WWQM FM	27	5	4	2	3		2	5	2	2	1	WWQM FM	6.0	8.8	5.8	6.3	12.0		3.6	9.6	6.7	9.5	2.6			
130	32	21	2	1		20	13	3	1	1	WZEE	48	10	11	1			8	4	2		12	WZEE	10.6	17.5	15.9	3.1			14.3	7.7	6.7		31.6			
48	7	2		17	2		3	5	4	2	WFAW FM	9		2		4				1	1		WFAW FM	2.0		2.9		16.0				3.3	4.8				
35		2	1		8				6	2	WGN	3		1	1		1						WGN	7		1.4	3.1		5.0								
11	1	4				1	2				WISN	2	1	1									WISN	4	1.8	1.4											
6	2		1			1	1				WLUV FM	5	2		1				1	1			WLUV FM	1.1	3.5		3.1			1.9	3.3						
60		2	4	5	13	2	6	3	10	9	WLVE	35		2	4	4	5	2	3	2	3	6	WLVE	7.7		2.9	12.5	16.0	25.0	3.6	5.8	6.7	14.3	30.0			
59	1	14	10	1	3	3	7	6	4	2	WMAQ	6		1	2			1	1			1	WMAQ	1.3		1.4	6.3			1.8	1.9			2.6			
20	1	3	1		4	1		1	1	5	WTMJ	3	1							1		1	WTMJ	7	1.8						3.3		5.0				
TOTAL LISTENING IN METRO SURVEY AREA											452	57	69	32	25	20	56	52	30	21	20	38															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
878	104	106	80	82	43	27	74	54	42	40	49	WIBA	805	104	92	65	62	43	27	50	54	42	40	49	WIBA	29.4	29.6	28.0	38.0	50.0	41.0	7.6	16.2	31.2	32.3	33.9	16.3										
1114	241	179	34	25		165	137	65	17		239	WIBA FM	724	179	96	12	25		146	75	10	17		152	WIBA FM	26.4	51.0	29.2	7.0	20.2		41.0	24.4	5.8	13.1		50.5										
756	134	131	52	14		124	98	42	10	21	94	WISM	654	112	116	45	14		124	81	42	6	6	85	WISM	23.9	31.9	35.3	26.3	11.3		34.8	26.3	24.3	4.6	5.1	28.2										
1079	178	143	35	21	7	280	187	59	28	12	129	WISM FM	728	134	108	20	21	7	221	106	32	19	12	48	WISM FM	26.6	38.2	32.8	11.7	16.9	6.7	62.1	34.4	18.5	14.6	10.2	15.9										
603	138	109	8	3	8	139	73	6	6		109	WMAD	448	127	72	8	3		108	37	6	6		77	WMAD	16.4	36.2	21.9	4.7	2.4		30.3	12.0	3.5	4.6		25.6										
1233	75	55	177	112	56	53	114	140	86	90	96	WTSO	734	52	48	85	62	47	43	56	77	53	50	65	WTSO	26.8	14.8	14.6	49.7	50.0	44.8	12.1	18.2	44.5	40.8	42.4	21.6										
403	52	63	33	32	4	81	58	16	13	6	34	WWQM FM	385	52	56	33	32	4	81	47	16	13	6	34	WWQM FM	14.1	14.8	17.0	19.3	25.8	3.8	22.8	15.3	9.2	10.0	5.1	11.3										
1737	301	248	69	20	26	309	169	74	37	18	466	WZEE	718	134	116	20	13		140	75	32	11	3	174	WZEE	26.2	38.2	35.3	11.7	10.5		39.3	24.4	18.5	8.5	2.5	57.8										
454	22	16	12	81	32	5	29	45	49	37	31	WFAW FM	142		16	12	20	7	5	6	19	17	9	8	WFAW FM	5.2		4.9	7.0	16.1	6.7	1.4	1.9	11.0	13.1	7.6	2.7										
401	22	29	15	37	54		3	20	38	17	13	WGN	120	22	16	8	10	14		3	6	8	3	13	WGN	4.4	6.3	4.9	4.7	8.1	13.3		1.0	3.5	6.2	2.5	4.3										
257	34	76	21	9	9	22	36			3		WISN	79	22	20	8			11	6			3		WISN	2.9	6.3	6.1	4.7			3.1	1.9			2.5											
92	15		16				3	33	9	3		WLUV FM	59	15		16				3	13	9	3		WLUV FM	2.2	4.3		9.4				1.0	7.5	6.9	2.5											
766	7	39	59	84	84	59	88	74	93	97	15	WLVE	452	7	24	37	62	33	59	40	48	48	47	7	WLVE	16.5	2.0	7.3	21.6	50.0	31.4	16.6	13.0	27.7	36.9	39.8	2.3										
1066	46	136	129	67	29	51	135	108	86	39	75	WMAQ	162	15	16	24	17		22	16	10	5	6	23	WMAQ	5.9	4.3	4.9	14.0	13.7		6.2	5.2	5.8	3.8	5.1	7.6										
429	22	55	26	28	53	22	26	17	23	50	24	WTMJ	110	22	12	4	7	4	11	16	3	8	6	8	WTMJ	4.0	6.3	3.6	2.3	5.6	3.8	3.1	5.2	1.7	6.2	5.1	2.7										
TOTAL LISTENING IN METRO SURVEY AREA												2660	343	325	163	124	105	345	308	166	127	112	290													97.1	97.7	98.8	95.3	99.9	99.9	96.9	99.9	96.0	97.7	94.9	96.3

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64						
31	6	2	1	5	4	3	3	1	3	WFEA	26	5	2	1	4	4	2	2	3	3	3	WFEA	11	6	20.8	15	4	9	1	22.2	16	0	13.3	12	5	15.8						
34	2	2	3	2	3	1	2	6	4	*WGIR	28	2	2	2	2	3	1	1	4	3	3	*WGIR	12	4	11.1	8	3	15.4	18	2	27	3	4	0	6	7	25	0	20	0		
12	2	3	2	2	1	1	2	4	3	1	9	2	2	2	1	1	1	1	1	1	1	WGIR FM	4	0	11	1	8	3	15	4	5	6	4	0	0	0	0	0				
24	2	1	2	2	1	3	2	4	3	WKBR	23	2	1	2	1	1	3	2	4	3	3	WKBR	10	2	8	3	7	7	18	2	9	1	5	6	12	0	13	3	25	0	20	0
40	1	2	2	3	2	4	5	6	6	WZID	25	2	2	2	2	1	2	3	4	4	4	WZID	11	1	15	4	18	2	18	2	4	0	13	3	18	8	26	7	0	0		
9	2			1	1					5	WAAF	6	1			1	1				3	WAAF	2	7	5.6					5	6	4	0					15	8			
11	4	3				2				2	WBCN	6	4	1							1	WBCN	2	7	22.2	4	2					4	0									
3			1			2					WBOS	1				1						WBOS	4								5	6										
36	6	6	1	3	7	5	3	1	1	WBZ	7	1	1	1	1	1					1	WBZ	3	1	4	2	7	7	9	1	4	0	6	7								
12	1	3	1		4	2	1			WCGY	3	1			1	1					1	WCGY	1	3		4	2				5	6	4	0								
65	20	9	1		4	9	1			21	WCOZ	17	5	1		2	1				8	WCOZ	7	6	27	8	4	2		11	1	4	0					42	1			
7	1	1	1	3	1	1				WEEI FM	5	1	1		2	1					1	WEEI FM	2	2	5.6	4	2			11	1	4	0									
3	1			1	1					WHOH	1	1									1	WHOH	.4		4.2																	
15				4	1		1	2		WHOM	1				1						1	WHOM	.4								4	0										
18		1	3	3	1		3	2		WJIB	9		1		1			1	1	1	1	WJIB	4	0			9	1		5	6			6	3	6	7					
45	2	8	4	7	2	4	3	4	2	4	3	1	3	1	2	1		1	1	1	1	WOKQ	13	5	5.6	12	5	7	7	18	2	9	1	4	0	6	7		6	7		
8	1	3	1		1		1	1		WOTW FM	1	1										WOTW FM	.4	5	6																	
10	5	1			1	1	1			WRKO	3	1					1				1	WRKO	1	3		4	2					6	7									
15	3	1	2		4	4	1			WROR	7	2			2	2	1				1	WROR	3	1		8	3			11	1	8	0	6	7							
13		1	2		1	2		2	1	WSSH	6		1			1				2	1	WSSH	2	7			9	1			6	7			13	3	5	3				
26	6	3	1		4	5	2		5	WVBF	7	1			1	2	1			2	2	WVBF	3	1		4	2			5	6	8	0	6	7			10	5			
9	1	1			3	1	1		2	WXKS FM	4		1		1	1				1	1	WXKS FM	1	8		7	7			5	6	4	0					5	3			
TOTAL LISTENING IN METRO SURVEY AREA												225	18	24	13	11	11	18	25	15	16	15	19																			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

MANCHESTER
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
523	22	64	40	15	11	65	65	61	32	24	82	WFEA	405	22	54	28	15	11	43	52	36	25	15	62	WFEA	29.3	20.4	40.0	28.9	18.1	14.7	39.8	38.2	36.4	28.7	17.2	36.0	
605	37	68	45	54	54	12	36	35	43	50	29	*WGIR	419	22	29	27	46	36	12	22	30	34	34	14	*WGIR	30.3	20.4	21.5	27.8	55.4	48.0	11.1	16.2	30.3	39.1	39.1	8.1	
401	91	31	28	19	8	64	42	24	6	12	40	WGIR FM	217	60	12	16	7	2	31	16	14	6	12	14	WGIR FM	15.7	55.6	8.9	16.5	8.4	2.7	28.7	11.8	14.1	6.9	13.8	8.1	
367	17	32	23	26	31	27	43	25	24	31	35	WKBR	355	17	32	17	26	25	27	43	25	24	31	35	WKBR	25.7	15.7	23.7	17.5	31.3	33.3	25.0	31.6	25.3	27.6	35.6	20.3	
569		25	44	53	57	22	31	53	60	62	25	WZID	316		15	26	33	28	11	17	23	38	30	5	WZID	22.8		11.1	26.8	39.8	37.3	10.2	12.5	23.2	43.7	34.5	2.9	
222	71	7	8			26	6	10	1		93	WAAF	122	40	7	2			15	6	5	1		46	WAAF	8.8	37.0	5.2	2.1			13.9	4.4	5.1	1.1		26.7	
171	35	26	2		2	20	31	2	3	2	48	WBCN	105	35	16	2		2	9	17	2	3	2	17	WBCN	7.6	32.4	11.9	2.1		2.7	8.3	12.5	2.0	3.4	2.3	9.9	
130	4	3	21	4		39	10	10	18	2	19	WBOS	36	4	3	2			6	10			1	2	8	WBOS	2.6	3.7	2.2	2.1			5.6	7.4		1.1	2.3	4.7
691	20	90	92	43	39	42	94	59	43	38	55	WBZ	207	4	22	30	7	15	9	29	24	11	14	3	WBZ	15.0	3.7	16.3	30.9	8.4	20.0	8.3	21.3	24.2	12.6	16.1	1.7	
269	24	29	17	16		63	33	25	7	8	47	WCGY	83	9	10	11			19	13	4			17	WCGY	6.0	8.3	7.4	11.3			17.6	9.6	4.0			9.9	
670	141	50	24	10		100	59	22	16	2	244	WCOZ	260	47	21	6	2		45	26	7	3	2	99	WCOZ	18.8	43.5	15.6	6.2	2.4		41.7	19.1	7.1	3.4	2.3	57.6	
173	13	39	15	8		51	22	4	3		9	WEEI FM	74	13	9	9			18	9	4	3		9	WEEI FM	5.3	12.0	6.7	9.3			16.7	6.6	4.0	3.4		5.2	
99		8	12	8	10		17	4	7	8	8	WHDH	52		8	6	4	4		3	4	3		3	WHOH	3.8		5.9	6.2	4.8	5.3		2.2	4.0	3.4		1.7	
250		11	19	13	14	14	13	2	26	38	10	WHOM	51		2		5	2	3	6	2	7	7		WHOM	3.7		1.5		6.0	2.7	2.8	4.4	2.0	8.0	8.0		
190		9	20	24	35	3	6	16	23	20		WJIB	99		9	8	8	11	3	6	11	6	12		WJIB	7.2		6.7	8.2	9.6	14.7	2.8	4.4	11.1	6.9	13.8		
510	40	45	64	59	29	37	34	52	37	14	52	WOKQ	157	9	25	21	15	11	5	8	23	5	6	10	WOKQ	11.3	8.3	18.5	21.6	18.1	14.7	4.6	5.9	23.2	5.7	6.9	5.8	
129	4	10	16	12		28	3	20	4	2	27	WOTW FM	27	4		4			6	3			2	5	WOTW FM	2.0	3.7		4.1			5.6	2.2			2.3	2.9	
355	9	26	31	15		39	36	29	18	10	22	WRKO	118	9	28	6	7		6	17	15	4	3	12	WRKO	8.5	8.3	20.7	6.2	8.4		5.6	12.5	15.2	4.6	3.4	7.0	
365	21	67	36	16	2	60	77	31	5	3	38	WROR	129	5	28	11		2	16	24	16	1	3	23	WROR	9.3	4.6	20.7	11.3		2.7	14.8	17.6	16.2	1.1	3.4	13.4	
214		10	31	13	10	3	21	30	25	18	12	WSSH	101			13	5	4	3	7	15	8	18	7	WSSH	7.3			13.4	6.0	5.3	2.8	5.1	15.2	9.2	20.7	4.1	
372	51	26	31	9	2	64	45	39	4		98	WVBF	128	4	16	6	5	2	20	18	14			40	WVBF	9.2	3.7	11.9	6.2	5.0	2.7	18.5	13.2	14.1			23.3	
212	16	18	27	8	2	54	18	30			39	WXKS FM	78		8	8		2	21	12	4			23	WXKS FM	5.6		5.9	8.2		2.7	19.4	8.8	4.0			13.4	
TOTAL LISTENING IN METRO SURVEY AREA												1348	108	129	93	81	71	108	134	97	87	85	166	97.4	99.9	95.6	95.9	97.6	94.7	99.9	98.5	98.0	99.9	97.7	96.5			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
106	16	10	2	4		18	15	5			35	KBFM	93	11	10	2	3			17	15	5			29	KBFM	14.8	21.6	23.3	5.1	12.0		26.6	20.8	9.4			29.6
40	6	5	4			5	4	4			12	KBOR	39	6	5	4			4	4	4			12	KBOR	6.2	11.8	11.6	10.3			6.3	5.6	7.5			12.2	
16			2	1	2	2	1	2	2	2		KDUV	16			2	1	2	2	1	2	2	2		KDUV	2.5			5.1	4.0	7.7	3.1	1.4	3.8	6.1	4.3		
60	7	5	5	3	1	11	11	4	1	1	6	KELT	54	7	4	5	3	1	10	10	3		1	6	KELT	8.6	13.7	9.3	12.8	12.0	3.8	15.6	13.9	5.7		2.1	6.1	
214	5	9	11	15	20	6	17	21	21	35	7	KGBT	209	5	8	11	14	20	5	17	21	21	35	6	KGBT	33.2	9.8	18.6	28.2	56.0	76.9	7.8	23.6	39.6	63.6	74.5	6.1	
7		2	1			1	2	1				*KIRT	6		1	1			1	2	1				*KIRT	1.0		2.3	2.6			1.6	2.8	1.9				
17		2	2	1		1	2	5	1	1	1	KIWW	17		2	2	1		1	2	5	1	1	1	KIWW	2.7		4.7	5.1	4.0		1.6	2.8	9.4	3.0	2.1	1.0	
7		1				1	1				4	*KQXX	2		1					1					*KQXX	3		2.3				1.4						
36	4	2	2		1	6	3	2	1	1	11	KRGV	33	4	2	2			6	3	1	1	1	10	KRGV	5.2	7.8	4.7	5.1			9.4	4.2	1.9	3.0	2.1	10.2	
72	6	3	4	2		7	10	8	3		29	KRIO	64	6	3	4	1		7	10	5	3		25	KRIO	10.2	11.8	7.0	10.3	4.0		10.9	13.9	9.4	9.1		25.5	
11	5	1				1	1				3	KRIX	11	5	1				1	1				3	KRIX	1.7	9.8	2.3				1.6	1.4				3.1	
14			1			1			1	1	1	*KURV	8				1	1					1	1	*KURV	1.3					3.8	1.6				2.1	1.0	
15	1	2								3		KVLY	11	1	2								2		KVLY	1.7	2.0	4.7									4.3	
19	1	2	5	1		2	1	2		1	3	KSOX	13	1	1	2			2	1	2		1	3	KSOX	2.1	2.0	2.3	5.1			3.1	1.4	3.8		2.1	3.1	
4												KTRH	4												KTRH	6												
3						1				1		XEOQ	3							1				1	XEOQ	5						1.4				2.1		
TOTAL LISTENING IN METRO SURVEY AREA												630	51	43	39	25	26	64	72	53	33	47	98															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %					
1028	129	115	49	36	3	170	119	60	6	9	318	KBFM	927	102	106	49	31	3	160	106	60	4	9	283	KBFM	25.9	35.2	35.8	21.9	17.2	1.7	49.1	29.9	21.3	2.0	4.4	46.6										
421	52	44	25		3	73	27	29	12	2	134	KBOR	402	62	44	25		3	67	27	29	12	2	131	KBOR	11.2	21.4	14.9	11.2		1.7	20.6	7.6	10.3	6.0	1.0	21.6										
151	9	8	14	11	6	11	11	9	16	14		KDUV	151	9	8	14	11	6	11	11	9	16	14		KDUV	4.2	3.1	2.7	6.3	6.1	3.4	3.4	3.1	3.2	8.0	6.9											
643	74	53	38	35	13	104	72	42	23	35	118	KELT	550	60	48	30	35	13	88	63	37	16	27	100	KELT	15.3	20.7	16.2	13.4	19.4	7.4	27.0	17.7	13.1	8.0	13.3	16.5										
1401	63	96	74	112	111	87	134	139	111	127	76	KGBT	1326	50	82	74	102	111	71	121	139	108	127	73	KGBT	37.0	17.2	27.7	33.0	56.7	63.1	21.8	34.1	49.3	53.7	62.6	12.0										
134	5	24	10	6		30	26	14		8		*KI RT	108	5	14	10	6		27	21	14				*KI RT	3.0	1.7	4.7	4.5	3.3		8.3	5.9	5.0													
157	3	15	10	10		9	14	24	11	9	16	KIWW	157	3	15	10	10		9	14	24	11	9	16	KIWW	4.4	1.0	5.1	4.5	5.6		2.8	3.9	8.5	5.5	4.4	2.6										
74		4	5			8	4	11			33	*KQXX	49		4	5			4	4	11			12	*KQXX	1.4		1.4	2.2			1.2	1.1	3.9			2.0										
664	107	40	22	9	25	98	45	30	23	27	207	KRGV	577	93	35	22	9	13	82	45	24	16	20	187	KRGV	16.1	32.1	11.8	9.8	5.0	7.4	25.2	12.7	8.5	8.0	9.9	30.8										
776	96	53	32	25	12	135	88	48	27	8	245	KRIO	659	83	53	32	20		115	79	43	20		214	KRIO	18.4	28.6	17.9	14.3	11.1		35.3	22.3	15.2	10.0		35.3										
180	51	11	5			18	7	7		12	69	KRIX	172	51	11	5		18	7	7		4	69	KRIX	4.8	17.6	3.7	2.2			5.5	2.0	2.5		2.0	11.4											
120			14	2	19	4	4	9	12	5	7	*KURV	90			6	2	8	4		9	5	5	7	*KURV	2.5			2.7	1.1	4.5	1.2		3.2	2.5	2.5	1.2										
154	20	16		2		4	11	2	5	15	1	KVLY	118	7	16		2		4	7	2	5	7	1	KVLY	3.3	2.4	5.4		1.1		1.2	2.0	.7	2.5	3.4	2										
352	29	31	43	23	14	45	26	50	3	13	61	KSOX	262	29	26	20	13	3	42	22	45	2	6	50	KSOX	7.3	10.0	8.8	8.9	7.2	1.7	12.9	6.2	16.0	1.0	3.0	8.2										
54	5			4			2	5		8	11	KTRH	43	5				4		2	5		8	KTRH	1.2	1.7					2.3		6	1	8	3	9										
76						9	4	5	7	13	16	XEOQ	76						9	4	5	7	13	16	XEOQ	2.1						2.8	1.1	1.8	3.5	6.4	2.6										
TOTAL LISTENING IN METRO SURVEY AREA												3335	270	272	191	170	145	321	342	266	166	192	575													93.0	93.1	91.9	85.3	94.4	82.4	98.5	96.3	94.3	82.6	94.6	94.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS										SHARES-METRO SURVEY AREA																													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
17	2	3				3	1	2			5	*KBOY	13	1	3						2	1	2			3	*KBOY	8.4	11.1	20.0				14.3	6.7	22.2			23.1										
19	2	5	1			3	2	1			5	KBOY FM	13	2	2						2	2	2			4	KBOY FM	8.4	22.2	13.3	9.1			14.3	13.3			30.8											
36	4	8	1			6	3	3			10	TOTAL	26	3	5	1					4	3	2			7	TOTAL	16.8	33.3	33.3	9.1			28.6	20.0	22.2			53.9										
19		1	3	2	2	1	1	2	2	1	2	KCMX	18		1	3	2	2		1	1	2	2	1	1	1	KCMX	11.6		6.7	27.3	15.4	18.2	7.1	6.7	22.2	18.2	12.5	7.7										
6	1	1				1	1				2	KCMX FM	5	1	1					1	1				1	KCMX FM	3.2	11.1	6.7				7.1	6.7			7.7												
5			1	1				1			1	*KDOV	5		1	1						1			1	*KDOV	3.2			9.1	7.7			6.7			12.5												
11			2	3	1	1		1	1	1	1	*KHUG	10		2	3	1	1				1	1		1	*KHUG	6.5			18.2	23.1	9.1	7.1			9.1	12.5												
4						1	1				1	*KISD	4							1	1				1	*KISD	2.6						7.1	6.7															
15	1	1		1	1	1	1	1	1	1	1	KMED	14	1	1		1	1	1	1	1	1		1	1	KMED	9.0	11.1	6.7		7.7	9.1	7.1	6.7	11.1		12.5												
13		1	2	2	2	1	1	1	1	1	1	KRWQ	8		1	2	1	1			1	1		1	1	KRWQ	5.2		6.7	18.2	7.7	9.1		6.7	11.1		12.5												
43		1	2	4	5	1	2	2	7	6	6	KTMT	29		1	1	3	5			2	1	5	3	3	KTMT	18.7		6.7	9.1	23.1	45.5		13.3	11.1	45.5	37.5												
24	3	4	1	1		4	4	1	2		3	KYJC	24	3	4	1	1			4	4	1	2	3	3	KYJC	15.5	33.3	26.7	9.1	7.7		28.6	26.7	11.1	18.2	23.1												
3										1	1	KAGO	1													KAGO	.6																						
28			1		6			2	1	5	5	*KAJO	3				1									*KAJO	1.9					9.1																	
TOTAL LISTENING IN METRO SURVEY AREA												155	9	15	11	13	11	14	15	9	11	8	13																										

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
300	25	40	10		2	39	29	41	4	5	100	*KBOY	246	19	30	10		2	32	25	38	4	5	76	*KBOY	22.0	25.0	27.8	13.0		2.8	39.5	22.9	46.9	6.0	7.1	58.9										
300	55	49	13	3		53	25	23		2	72	KBOY FM	261	52	39	10	3		46	25	20		2	64	KBOY FM	23.4	68.4	36.1	13.0	4.5		56.8	22.9	24.7		2.9	49.6										
463	67	63	21	3	2	71	45	51	4	6	120	TOTAL	392	57	53	18	3	2	63	40	45	4	6	96	TOTAL	35.1	75.0	49.1	23.4	4.5	2.8	77.8	36.7	55.6	6.0	8.6	74.4										
246	10	23	24	21	21	11	17	23	21	15	30	KCMX	233	10	23	24	21	21	11	17	23	21	15	22	KCMX	20.9	13.2	21.3	31.2	31.3	29.6	13.6	15.6	28.4	31.3	21.4	17.1										
125	27	14	2		5	21	17	5	2	2	28	KCMX FM	102	24	14	2		5	21	11	5	2	2	14	KCMX FM	9.1	31.6	13.0	2.6		7.0	25.9	10.1	6.2	3.0	2.9	10.9										
72	5	2	8	3		4	8	9	4	5	7	*KDOV	72	5	2	8	3		4	8	9	4	5	7	*KDOV	6.5	6.6	1.9	10.4	4.5		4.9	7.3	11.1	6.0	7.1	5.4										
108	14	5	17	12	7	7	4	5	4	8	8	*KHUG	99	14	5	14	12	7	7	4	2	4	8	5	*KHUG	8.9	18.4	4.6	18.2	17.9	9.9	8.6	3.7	2.5	6.0	11.4	3.9										
87		9	2	8	8	11	15	5	8	5	5	*KISD	84		9	2	8	5	11	15	5	8	5	5	*KISD	7.5		8.3	2.6	11.9	7.0	13.6	13.8	6.2	11.9	7.1	3.9										
264	22	16	22	16	17	18	21	14	17	17	12	KMED	247	19	16	22	12	14	18	21	11	13	17	12	KMED	22.1	25.0	14.8	28.6	17.9	19.7	22.2	19.3	13.6	19.4	24.3	9.3										
209	14	14	19	19	25	16	11	22	7	28	19	KRWQ	146	14	14	16	8	14	11	11	14	2	17	19	KRWQ	13.1	18.4	13.0	20.8	11.9	19.7	13.6	10.1	17.3	3.0	24.3	14.7										
456	5	31	24	35	49	24	45	31	50	46	13	KTMT	299	5	21	14	26	40	11	34	16	34	30	5	KTMT	26.8	6.6	19.4	18.2	38.8	56.3	13.6	31.2	19.8	50.7	42.9	3.9										
389	41	50	22	11	7	35	46	28	16	14	74	KYJC	383	38	50	22	11	7	35	46	25	16	14	74	KYJC	34.3	50.0	46.3	28.6	16.4	9.9	43.2	42.2	30.9	23.9	20.0	57.4										
52	3	5	7	2			2		2	8	13	KAGO	28		5		2					2	5	2	KAGO	2.5		4.6		3.0			1.8		3.0	7.1	1.6										
218	6	2	15	13	38			12	9	31		*KAJO	33		2	2	2	5					2		*KAJO	3.0		1.9	2.6	3.0	7.0				6.0	2.9											
TOTAL LISTENING IN METRO SURVEY AREA												1013	71	103	73	57	61	74	103	74	63	61	115	TOTAL LISTENING IN METRO SURVEY AREA												90.8	93.4	95.4	94.8	85.1	85.9	91.4	94.5	91.4	94.0	87.1	89.1

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

MELBOURNE-TITUSVILLE-COCOA, FL
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
6	1		2								2	WAJX	6	1		2						2	WAJX	1.7	4.8		7.4						3.3				4.2
9		1	1	3	1			1	2			WAMT	9		1	1	3	1			1	2		WAMT	2.5		2.1	3.7	14.3	7.1			3.3	10.5			
56	5	11	3			7	9	5	1		15	WCKS	56	5	11	3			7	9	5	1	15	WCKS	15.7	23.8	22.9	11.1			19.4	18.4	16.7	5.3		31.3	
8	1		2	1	2			1	1		1	WCWR	8	1		2	1	2			1	1	1	WCWR	2.2	4.8		7.4	4.8	14.3			3.3	5.3			
16	1	1		2	1	3	1	3	1	1		WEZY	16	1	1		2	1	3	1	3	1	1	WEZY	4.5	4.8	2.1		9.5	7.1	8.3	2.0	10.0	5.3	8.3		
4		1				1		1			1	*WKKO	4		1				1		1		1	*WKKO	1.1		2.1				2.8		3.3		2.1		
16		1			3		3	1	1	3		WLLV	15		1			3		3	1	1	2	WLLV	4.2		2.1			21.4		6.1	3.3	5.3	16.7		
32		5	4	1	2	2	9	1	2		2	WMEL	32		5	4	1	2	2	9	1	2	2	WMEL	9.0		10.4	14.8	4.8	14.3	5.6	18.4	3.3	10.5		4.2	
14		3	1			2	4				3	WMMB	14		3	1			2	4			3	WMMB	3.9		6.3	3.7			5.6	8.2				6.3	
2	1										1	*WRKT	2	1									1	*WRKT	6	4.8									2.1		
9		1	3				1	2	1		1	*WRKT FM	9		1	3				1	2	1	1	*WRKT FM	2.5		2.1	11.1				2.0	6.7	5.3	2.1		
11	1	1	3				1	2	1		2	TOTAL	11	1	1	3				1	2	1	2	TOTAL	3.1	4.8	2.1	11.1				2.0	6.7	5.3	4.2		
6			1	1				1				*WTAI	6			1	1				1		1	*WTAI	1.7			3.7	4.8			3.3			8.3		
20		4	1			2	6	2	2	1		WYRL	20		4	1			2	6	2	2	1	WYRL	5.6		8.3	3.7			5.6	12.2	6.7	10.5	8.3		
2							1				1	WBJW	2									1		1	WBJW	.6							2.0				2.1
4											1	WDBO	4										1	WDBO	1.1												8.3
45			2	7	4		4	8	6	4		WDBO FM	42			2	7	3		4	7	6	4	WDBO FM	11.8			7.4	33.3	21.4		8.2	23.3	31.6	33.3		
66	10	12	2			17	4	1			20	WDIZ	66	10	12	2			17	4	1		20	WDIZ	18.5	47.6	25.0	7.4			47.2	8.2	3.3			41.7	
3			1		1			1				WELE FM	3			1		1			1			WELE FM	.8			3.7		7.1		2.0					
4				1			1	1		1		WHOO FM	4				1				1	1	1	WHOO FM	1.1				4.8			2.0	3.3			8.3	

TOTAL LISTENING IN METRO SURVEY AREA 356 21 48 27 21 14 36 49 30 19 12 48

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

MELBOURNE-TITUSVILLE-COCOA, FL
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
166	16	8	33			17	8	19			65	WJX	166	16	8	33			17	8	19			65	WJX	7.2	9.7	2.9	15.2			10.9	2.8	9.0			20.2
225	8	32	26	34	9	12	16	24	21	12	20	WAMT	215	8	32	26	34	8	12	16	24	18	11	20	WAMT	9.3	4.8	11.8	12.0	22.4	8.8	7.7	5.6	11.4	12.7	11.6	6.2
843	69	163	46	7	5	79	153	76	24		215	WCKS	808	63	152	46	7	5	75	150	76	24		205	WCKS	35.0	38.2	55.9	21.2	4.6	5.5	48.1	52.6	36.2	16.9		63.9
148	8	8	33	19	11		8	24	7	5	19	WCWR	148	8	8	33	19	11		8	24	7	5	19	WCWR	6.4	4.8	2.9	15.2	12.5	12.1		2.8	11.4	4.9	5.3	5.9
206	24	24		17	16	23	24	24	14	14	5	WEZY	204	24	24		17	16	23	24	24	14	14	5	WEZY	8.8	14.5	8.8		11.2	17.6	14.7	8.4	11.4	9.9	14.7	1.6
124		40	13	3	1	17	8	5	6	6	19	*WKKO	122		40	13	3		17	8	5	6	5	19	*WKKO	5.3		14.7	6.0	2.0		10.9	2.8	2.4	4.2	5.3	5.9
158		8	4	7	21		24	19	15	20	5	WLLV	149		8		7	21		24	19	15	19	5	WLLV	6.5		2.9		4.6	23.1		8.4	9.0	10.6	20.0	1.6
378		72	46	35	19	14	71	29	24	7	15	WMEL	371		72	46	35	19	12	71	29	24	5	15	WMEL	16.1		26.5	21.2	23.0	20.9	7.7	24.9	13.8	16.9	5.3	4.7
212		16	33	6	5	17	24	5	12	4	74	WMVB	210		16	33	6	5	17	24	5	12	4	74	WMVB	9.1		5.9	15.2	3.9	5.5	10.9	8.4	2.4	8.5	4.2	23.1
87	16		13	3	5			10		4	25	*WRKT	87	16		13	3	5			10		4	25	*WRKT	3.8	9.7		6.0	2.0	5.5			4.8		4.2	7.8
196	8	16	26	11	3	6	32	33	12	4	43	*WRKT FM	196	8	16	26	11	3	6	32	33	12	4	43	*WRKT FM	8.5	4.8	5.9	12.0	7.2	3.3	3.8	11.2	15.7	8.5	4.2	13.4
250	16	16	39	14	5	6	32	38	12	5	56	TOTAL	250	16	16	39	14	5	6	32	38	12	5	56	TOTAL	10.8	9.7	5.9	18.0	9.2	5.5	3.8	11.2	18.1	8.5	5.3	17.4
84		8	13	13			8	14	4	4		*WTAI	83		8	13	13			8	14	4	4		*WTAI	3.6		2.9	6.0	8.6			2.8	6.7	2.8	4.2	
300	8	59	39	13	3	17	66	36	26	7	10	WYRL	287	8	56	39	13	3	17	63	33	22	7	10	WYRL	12.4	4.8	20.6	18.0	8.6	3.3	10.9	22.1	15.7	15.5	7.4	3.1
70	8	8	7		3	6	16			3	19	WBJW	69	8	8	7		3	6	16			2	19	WBJW	3.0	4.8	2.9	3.2		3.3	3.8	5.6			2.1	5.9
49				3	9					4	10	5	WDBO	44				3	8				4	9	5	WDBO	1.9				2.0	8.8			2.8	9.5	1.6
426		8	26	55	50	6	55	49	42	41	5	WDBO FM	403		8	26	55	43	6	55	48	42	39	5	WDBO FM	17.5		2.9	12.0	26.2	47.3	3.8	19.3	22.9	29.6	41.1	1.6
613	79	96	26	3	5	104	55	33	12	5	193	WDIZ	613	79	96	26	3	5	104	55	33	12	5	193	WDIZ	26.6	47.9	35.3	12.0	2.0	5.5	66.7	19.3	15.7	8.5	5.3	60.1
66		8	13	4	3		24	10	2	2		WELE FM	66		8	13	4	3		24	10	2	2		WELE FM	2.9		2.9	6.0	2.6	3.3		8.4	4.8	1.4	2.1	
64			7	3	3		16	10	9	4	10	WHOO FM	62			7	3	3		16	10	9	4	10	WHOO FM	2.7			3.2	2.0	3.3		5.6	4.8	6.3	4.2	3.1
TOTAL LISTENING IN METRO SURVEY AREA												2090	133	264	204	133	72	144	277	205	129	70	301	90.6	80.6	97.1	94.0	87.5	79.1	92.3	97.2	97.6	90.8	73.7	93.8		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																										
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %											
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64												
27		2	1	6	3	1	2	1	1	3	1	*KSUD	12		2	1					1	2	1	1	1	1	*KSUD	1.3		1.7	1.7				1.2	1.8		1.9		9								
23	2	3	1	2	1	1	7	3	1	1		*KWAM	19	1	3	1					1	7	3	1	1	1	*KWAM	2.1	1.0	2.6	1.7				1.2	6.3	3.7	1.9	1.8									
9	1						2	2		1		KWAM FM	7	1												1	KWAM FM	.8	1.0							1.8		1.8										
81	6	5	3	1	2	9	10	6	3	14	11	WDIA	50	3	4	3		2	4	7	4	2	9	4	4	WDIA	5.4	3.1	3.5	5.2		6.1	4.7	6.3	4.9	3.8	15.8	3.4										
181		24	20	24	8	3	15	20	22	15	2	WEZI	100		11	10	6	8	3	6	17	16	7	1	1	WEZI	10.8		9.6	17.2	16.7	24.2	3.5	5.4	20.7	30.2	12.3	9										
70	13	18	3	1		4	13	5	2	1	6	WHBO	41	4	12	2			3	10	3	1	1	3	3	WHBO	4.4	4.2	10.4	3.4			3.5	9.0	3.7	1.9	1.8	2.6										
147	29	17	4	2		27	11	4	4	3	46	WHRK	89	15	16	4	2		12	9	3	2	1	25	25	WHRK	9.6	15.6	13.9	6.9	5.6		14.1	8.1	3.7	3.8	1.8	21.6										
7												*WKBL	4													*WKBL	.4																					
47	8	2	1	1	1	12	7	4		2	6	WLOK	47	8	2	1	1	1	12	7	4		2	6	6	WLOK	5.1	8.3	1.7	1.7	2.8	3.0	14.1	6.3	4.9		3.5	5.2										
51		8	5	2	1	10	6	8	8	2	1	WLVS	48		8	5	1	1	9	6	7	8	2	1	1	WLVS	5.2		7.0	8.6	2.8	3.0	10.6	5.4	8.5	15.1	3.5	9										
159	13	16	13	13	11	14	13	15	15	7	3	WMC	109	6	13	11	12	8	4	11	12	10	6	2	2	WMC	11.8	6.3	11.3	19.0	33.3	24.2	4.7	9.9	14.6	18.9	10.5	1.7										
214	28	31	1	2	3	21	28	9	6	3	79	WMC FM	95	10	12	1	2	1	8	18	4	1	2	35	35	WMC FM	10.3	10.4	10.4	1.7	5.6	3.0	9.4	16.2	4.9	1.9	3.5	30.2										
147	7	12	33	7	8	9	9	12	13	17	6	WMPS	64	2	4	7	5	3	2	2	11	5	13	4	4	WMPS	6.9	2.1	3.5	12.1	13.9	9.1	2.4	1.8	13.4	9.4	22.8	3.4										
44	1	2	5	4	4		1	3	3	8		WREC	27	1	2	4	2	1			2	2	7			WREC	2.9	1.0	1.7	6.9	5.6	3.0			2.4	3.8	12.3											
82	8	9	4	3	4	15	16	11	2	1	7	WRVR	61	2	7	4	2	4	12	14	8	2	1	5	5	WRVR	6.6	2.1	6.1	6.9	5.6	12.1	14.1	12.6	9.8	3.8	1.8	4.3										
13			1	1	3			1	1	1		*WVEE	13			1	1	3			1	1	1			*WVEE	1.4			1.7	2.8	9.1			1.2	1.9	1.8											
184	55	26	2		1	25	9	3		2	61	WZXR	106	42	16	2			8	7	1		2	28	28	WZXR	11.5	43.8	13.9	3.4			9.4	6.3	1.2		3.5	24.1										
TOTAL LISTENING IN METRO SURVEY AREA											923	96	115	58	36	33	85	111	82	53	57	116																										

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
291		17	28	40	29	9	29	22	30	22	28	*KSUD	176		17	28	10		9	29	12	23	6	17	*KSUD	2.4		2.3	5.8	2.5		1.4	3.6	2.2	5.2	1.4	1.7
406	41	42	25	18	21	14	54	58	25	30	27	*KWAM	271	19	21	18	5	6	14	40	43	25	30	8	*KWAM	3.7	3.0	2.8	3.7	1.3	1.7	2.2	5.0	7.7	5.6	7.1	8
324	28	21	7	14		22	71	38	23	16	61	KWAM FM	271	28	21		14		22	71	16	23	16	37	KWAM FM	3.7	4.4	2.8		3.5	3.5	8.8	2.9	5.2	3.8	3.7	
1759	183	98	67	29	50	224	242	137	96	182	231	WOIA	1080	91	88	51	19	50	134	131	97	51	84	133	WOIA	14.7	14.3	11.7	10.6	4.8	14.1	21.5	16.3	17.5	11.5	20.0	13.2
2130	31	177	178	226	132	52	191	193	244	218	112	WEZI	1149		99	84	81	99	33	121	107	152	107	66	WEZI	15.7		13.2	17.4	20.4	27.9	5.3	15.0	19.3	34.3	25.5	6.6
1878	224	284	114	41	10	162	353	103	81	52	269	WHBQ	1053	156	165	71	36	6	75	207	28	44	43	106	WHBQ	14.4	24.5	22.0	14.7	9.0	1.7	12.0	25.7	5.0	9.9	10.2	10.5
1747	272	172	76	26	12	280	191	100	57	32	505	WHRK	1276	206	151	59	26	12	205	141	71	28	16	361	WHRK	17.4	32.3	20.2	12.2	6.5	3.4	32.9	17.5	12.8	6.3	3.8	35.9
108		14		4	18		18	9	6	5	5	*WKBL	72		14		4	6		5	9	6	5	5	*WKBL	1.0		1.9		1.0	1.7		.6	1.6	1.4	1.2	.5
978	86	79	40	20	13	136	147	70	30	45	204	WLOK	971	86	79	40	20	13	136	147	70	30	45	197	WLOK	13.2	13.5	10.5	8.3	5.0	3.7	21.8	18.2	12.6	6.8	10.7	19.6
791	11	137	75	49	45	115	88	82	72	49	68	WLVS	698	11	125	75	39	15	101	88	74	62	49	59	WLVS	9.5	1.7	16.7	15.5	9.8	4.2	16.2	10.9	13.3	14.0	11.7	5.9
2231	191	187	166	129	205	155	186	150	149	159	229	WMC	1501	109	131	127	108	155	68	144	118	134	121	99	WMC	20.5	17.1	17.5	26.3	27.1	43.7	10.9	17.9	21.3	30.2	28.8	9.8
3249	408	423	114	37	101	283	398	206	125	64	1019	WMC FM	1657	189	211	55	34	42	140	203	107	48	32	567	WMC FM	22.6	29.6	28.2	11.4	8.5	11.8	22.5	25.2	19.3	10.8	7.6	56.4
1918	152	135	268	105	173	152	199	115	125	128	105	WMPS	807	66	76	94	52	50	48	67	67	61	68	46	WMPS	11.0	10.3	10.1	19.5	13.1	14.1	7.7	8.3	12.1	13.8	16.2	4.6
1289	9	118	112	94	123	17	53	75	89	156	39	WREC	744	9	82	85	55	44	17	40	44	57	105	39	WREC	10.1	1.4	10.9	17.6	13.8	12.4	2.7	5.0	7.9	12.9	25.0	3.9
1682	129	216	116	65	28	211	288	162	49	42	287	WRVR	1183	46	174	91	26	28	137	232	108	41	42	215	WRVR	16.1	7.2	23.2	18.8	6.5	7.9	22.0	28.8	19.5	9.3	10.0	21.4
214		19	21	19	34	7	12	12	23	24	11	*WWEE	214		19	21	19	34	7	12	12	23	24	11	*WWEE	2.9		2.5	4.3	4.8	9.6	1.1	1.5	2.2	5.2	5.7	1.1
1770	357	197	33	18	16	314	118	64	29	13	590	WZXR	1047	253	121	22	18		135	81	32	24	13	342	WZXR	14.3	39.7	16.2	4.6	4.5		21.7	10.0	5.8	5.4	3.1	34.0
TOTAL LISTENING IN METRO SURVEY AREA												6827	607	749	443	358	330	614	749	521	395	375	997		93.1	95.1	99.9	91.7	89.9	93.0	98.6	92.9	93.9	89.2	89.3	99.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

MIAMI
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
2190	140	307	209	103	19	241	373	214	112	40	313	WAIA	892	76	144	57	18	9	130	151	56	49	19	159	WAIA	6.5	8.5	12.5	6.2	2.2	1.2	14.0	11.9	5.5	5.3	1.9	11.7
570	23	62	52	75	20	18	54	110	63	37	18	*WCMQ	559	23	62	52	69	20	18	54	110	58	37	18	*WCMQ	4.1	2.6	5.4	5.6	8.3	2.6	1.9	4.3	10.7	6.3	3.8	1.3
993	54	91	74	64	55	56	185	128	105	115	31	WCMQ FM	993	54	91	74	64	55	56	185	128	105	115	31	WCMQ FM	7.2	6.0	7.9	8.0	7.7	7.0	6.0	14.6	12.5	11.4	11.7	2.3
1313	160	159	46	61	37	197	188	77	56	33	265	WEDR	1232	151	159	46	61	37	173	181	77	56	25	258	WEDR	9.0	16.9	13.9	5.0	7.3	4.7	18.7	14.3	7.5	6.1	2.6	19.0
2033	101	284	197	85	56	224	251	192	58	117	167	WGBS	1079	86	116	108	37	37	122	149	81	23	63	116	WGBS	7.9	9.6	10.1	11.7	4.5	4.7	13.2	11.8	7.9	2.5	6.4	8.5
732	38	15	82	42	41	17	100	94	88	72	71	WHTT	700	23	15	82	42	41	17	100	94	88	72	71	WHTT	5.1	2.6	1.3	8.9	5.1	5.2	1.8	7.9	9.2	9.5	7.3	5.2
3310	22	157	133	241	274	5	139	108	185	373	19	WINZ	1569	22	83	49	85	108	5	93	49	86	189	19	WINZ	11.4	2.5	7.2	5.3	10.2	13.8	5	7.3	4.8	9.3	19.3	1.4
3830	480	368	144	27	36	473	529	299	70	91	1116	WINZ FM	2555	439	243	76	8	19	366	278	165	36	29	781	WINZ FM	18.6	49.2	21.2	8.2	1.0	2.4	39.5	21.9	16.1	3.9	3.0	57.4
2580	40	176	302	207	201	113	102	143	183	249	99	WIOD	1106	109	172	61	107	47	58	56	94	77	46	WIOD	8.1	9.5	18.6	7.3	13.7	5.1	4.6	5.5	10.2	7.9	3.4		
763	19	72	12	115	15	51	50	123	15	50	123	WKAT	552	19	51	73	15	32	32	74	15	32	74	WKAT	4.0	1.7	5.5	9.3	1.2	3.1	3.5	7.6	6.3	3.8	1.3		
2954	14	67	151	209	311	72	114	143	285	355	47	WLYF	1106	27	91	83	118	31	19	71	111	98	41	WLYF	8.1	2.4	9.8	10.0	15.1	3.3	1.5	6.9	12.0	10.0	3.0		
334	7	31	12	30	14	23	42	60	6	31	31	WMBM	246	7	31	12	23	14	15	42	17	6	31	WMBM	1.8	2.7	1.3	2.8	1.8	1.6	3.3	1.7	6	3.2	6		
2629	131	178	96	207	18	99	87	151	304	37	37	WNWS	1246	96	78	56	7	99	17	74	113	8	8	WNWS	9.1	8.4	8.4	7.2	8	7.8	1.7	8.0	11.5	6	6		
651	15	86	51	47	8	56	101	62	101	13	13	WOCN	641	15	76	51	47	8	56	101	62	101	13	WOCN	4.7	1.3	8.2	6.1	6.0	9	4.4	9.8	6.7	10.3	1.0		
2336	119	246	355	238	108	131	232	203	167	115	203	WQAM	1297	90	138	146	143	73	86	115	111	86	52	122	WQAM	9.5	10.1	12.0	15.8	17.2	9.3	9.3	9.1	10.8	9.3	5.3	9.0
1578	54	51	126	167	138	31	150	166	205	208	27	WQBA	1526	54	51	116	154	138	31	150	151	191	208	27	WQBA	11.1	6.0	4.4	12.5	18.5	17.6	3.3	11.8	14.7	20.6	21.2	2.0
779	42	88	21	24	47	87	151	70	97	14	119	WQBA FM	756	42	88	21	24	47	87	151	70	83	14	119	WQBA FM	5.5	4.7	7.7	2.3	2.9	6.0	9.4	11.9	6.8	9.0	1.4	8.8
1091	12	15	116	80	75	13	56	117	130	179	35	*WRHC	1074	12	15	116	73	70	13	56	117	125	179	35	*WRHC	7.8	1.3	1.3	12.5	8.8	9.0	1.4	4.4	11.4	13.5	18.3	2.6
1193	89	40	125	75	17	68	37	88	134	7	7	WTMI	646	48	30	78	37	5	42	31	53	46	46	WTMI	4.7	4.2	3.2	9.4	4.7	5	3.3	3.0	5.7	4.7	4.7		
1482	28	34	77	208	128	23	35	125	136	128	8	WVCG	1020	28	20	74	155	77	23	8	85	113	74	8	WVCG	7.4	3.1	1.7	8.0	18.7	9.8	2.5	6	8.3	12.2	7.6	6
1883	218	82	94	56	28	372	360	85	47	16	165	WWWL	1025	134	206	57	32	9	226	196	52	21	92	92	WWWL	7.5	15.0	17.9	6.2	3.9	1.2	24.4	15.5	5.1	2.3	6.8	
1427	20	51	49	97	160	51	9	83	149	239	17	WYOR	912	20	37	41	73	82	31	44	93	147	17	WYOR	6.7	2.2	3.2	4.4	8.8	10.5	3.3	4.3	10.1	15.0	1.3		
2338	267	222	209	52	9	235	462	157	88	88	206	WAXY	998	131	256	105	18	9	91	148	68	34	19	119	WAXY	7.3	14.7	22.3	11.4	2.2	1.2	9.8	11.7	6.6	3.7	1.9	8.8
1834	387	38	46	10	313	98	95	27	13	676	676	WCKO	555	122	38	15	147	8	27	10	188	188	WCKO	4.0	13.7	3.3	1.6	15.9	6	2.6	1.1	13.8	13.8	13.8			
4682	418	619	185	114	46	638	755	347	124	101	1241	WHYI	2435	270	320	51	39	23	396	378	128	37	34	696	WHYI	17.8	30.2	27.9	5.5	4.7	2.9	42.8	29.8	12.5	4.0	3.5	51.2
2216	527	437	27	18	352	197	103	13	18	506	506	WSHE	883	188	187	18	139	63	49	13	10	216	216	WSHE	6.4	21.1	16.3	2.3	15.0	5.0	4.8	1.4	1.0	15.9	15.9		
845	31	91	91	19	28	99	167	88	73	73	73	WWJF	268	10	60	5	7	21	88	25	16	16	16	WWJF	2.0	9	6.5	6	8	1.7	8.6	2.7	1.6	1.6	1.6		
2168	37	63	91	155	189	48	73	68	238	364	42	WKQS	390	17	22	48	9	7	12	76	48	36	36	WKQS	2.8	1.5	2.4	5.8	1.2	8	1.2	8.2	4.9	2.6	2.6		
TOTAL LISTENING IN METRO SURVEY AREA												12390	810	1073	801	773	698	903	1183	927	864	868	1267	90.3	90.7	93.5	86.6	93.0	89.3	97.5	93.4	90.3	93.4	88.6	93.2		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

MILWAUKEE-RACINE
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA																			
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %						
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64							
13	1			1		2	2	2	2	1	2	*WAWA	13	1			1		2	2	2	2	1	2	*WAWA	.6	5			.9		1	0	1.0	1.1	1.2	7	1	1				
198	7	18	35	14	13	13	25	29	16	12	4	WBCS	183	7	13	32	14	12	13	21	28	16	11	4	WBCS	8.3	3.3	6.0	19.6	12.7	9.9	6	8	10.2	16.0	9.8	7.2	2.1					
21		3		6			1	2	1	3	1	*WBKV	20		3		6			1	2	1	3	1	*WBKV	9		1.4		5.5		.5	1.1	.6	2.0	5							
42				6	4		3	2	3	10		WBKV FM	18				1	2		3	1	1	1		WBKV FM	.8				9	1	7		1.5	.6	.6	.7						
22	1	2	1	7	1		1	3	3	1		WEMP	21	1	2	1	7	1		1	2	3	1		WEMP	.9	.5	9	6	6.4	.8		.5	1.1	1	8	.7						
272	2	9	20	23	33	2	21	37	31	33	1	WEZW	252	1	9	14	18	33	2	17	36	30	32	1	WEZW	11.4	.5	4.1	8.6	16.4	27	3	1	0	8.3	20.6	18.3	20.9	.5				
51	2	9	9	2	1	1	4	4	3	5	1	WFMR	50	2	9	9	2	1	1	3	4	3	5	1	WFMR	2.3	.9	4.1	5.5	1.8	.8	.5	1.5	2.3	1.8	3.3	.5						
253	18	28	29	14	14	18	30	13	21	13	11	WISN	223	17	23	26	13	14	11	27	12	20	12	11	WISN	10.1	7.9	10.6	16.0	11.8	11.6	5	7	13.2	6.9	12.2	7.8	5	9				
95	13	17	2	1	1	21	20	1	2	1	16	WKTI	87	13	16	2	1		18	19	1	1	1	15	WKTI	3.9	6.1	7.3	1.2	.9		9	4	9.3	.6	.6	.7	8	0				
164	51	12	2			31	6	1	1		59	WLPX	139	46	11	1			26	6	1		47	WLPX	6.3	21.5	5.0	.6			13	5	2.9	.6			25	0					
57	9	7	1			14	7	3	2		12	WLUM	57	9	7	1		1	14	7	3	2		12	WLUM	2.6	4.2	3.2	6		.8	7	3	3.4	1.7	1.2		6	4				
45		5	8	4	1	1	11	4	1	2	1	WMKE	45		5	8	4	1	1	11	4	1	2	1	WMKE	2.0		2.3	4.9	3.6	.8	.5	5	4	2.3	.6	1	3	.5				
80	14	18	10			15	12	8		1	2	WMYX	79	14	17	10			15	12	8		1	2	WMYX	3.6	6	5	7.8	6.1		7	8	5	4.6		.7	1	1				
10	1	1				1		1	5		1	*WNOV	10	1	1				1		1	5		1	*WNOV	.5	.5	.5				.5		.6	3	0	.5						
94	7	13	4	5	4	9	14	11	5	2	8	WOKY	89	6	12	4	5	3	9	13	11	4	2	8	WOKY	4.0	2.8	5.5	2.5	4	5	2	5	4.7	6.3	6.3	2.4	1	3	4	3		
139	59	15				33	5				27	WQFM	132	58	15				32	5				22	WQFM	6.0	27.1	6.9				16	7	2.4				11	7				
24	1		1	1	1			2	2	1		*WRJN	24	1		1	1	1			2	2	1		*WRJN	1.1	.5		.6	.9	.8			1.1	1	2	7						
88	6	9	9			1	6	8	10		1	WRKR	63	5	6	1		1	5	8	5		1	31	WRKR	2.8	2.3	2	8	.6		.8	2	6	3	9	2	9	.7	16	5		
4	1					1				2		*WTKM	4	1				1					2		*WTKM	.2	.5				.8						1	3					
11			1	1	1			2	1	1		WTKM FM	6			1					1	1			WTKM FM	.3				.9		.6		.6	.6								
15	1		1	1	2			2	1	3		TOTAL	10	1		1	1				1	1	2		TOTAL	.5	.5		.9	.8		.6		.6	.6								
284	11	12	20	13	39	6	9	14	31	41	5	WTMJ	237	7	10	16	13	31	5	7	11	30	33	4	WTMJ	10.7	3	3	4.6	9.8	11.8	25	6	2.6	3.4	6.3	18	3	21	6	2		
39			4	5	2	2	3	8	8	5		WXJY	39			4	5	2	2	3	8	8	5		WXJY	1.8			2.5	4.5	1.7	1	0	1.5	4	6	4	9	3	3			
22				4	3				1	3		*WYLO	20			4	3					1	3		*WYLO	.9				3.6	2.5			.6	2	0							
43		11	1			1	7	9	5	2	2	1	*WZUU	43		11	1		1	7	9	5	2	2	1	*WZUU	1.9		5	0	.6	.8	3	6	4	4	2	9	1	2	1	3	.5
131	12	25	12	3		23	24	9	2	5	13	WZUU FM	117	7	22	12	3		21	20	9	2	5	13	WZUU FM	5.3	3	3	10	1	7	4	2	7	10	9	5	1	2	3	3	6	9
41	1	3	2	4	6		2	1	2	5	1	WBBM	25	1	2	1	1	3		1	1	1	2		WBBM	1.1	.5	.9	.6	.9	2	5		.5	.6	.6	1	3					
59		1	2	7	7		2	4	10	7		WGN	20		1	1		2		1		3	5		WGN	.9		.5	.6		1	7		.5		1	8	3	3				
53	3	1	2	3	2		1	3	10	13		WIND	40	3		2	3	1			3	10	9		WIND	1.8	1	4		1.2	2	7	.8			1	7	6	1	5	9		
83	3	5	19	8	4	2	9	8	10	3	5	WMAQ	29		2	8	1	1	1	2	3	5	3	1	WMAQ	1.3		.9	4	9	.9	.8	.5	1	0	1	7	3	0	2	0	.5	

TOTAL LISTENING IN METRO SURVEY AREA 2218 214 218 163 110 121 192 205 175 164 153 188

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.
ARBITRON

Cume Listening Estimates

WILWAUKEE-FACINE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
286	26	21	14	15	8	46	29	20	27	21	59	*WAWA	286	26	21	14	15	8	46	29	20	27	21	59	*WAWA	2.2	2.7	1.6	1.4	2.0	1.2	4.5	2.1	2.0	3.4	2.8	3.5	
2572	58	331	344	179	127	206	348	290	187	101	201	WBGS	2306	58	278	289	179	114	170	290	271	187	96	189	WBGS	17.8	6.0	20.9	29.7	23.6	16.6	16.5	21.2	27.3	23.6	12.6	11.3	
239		36	11	20		23	20	6	29	19		*WBKV	221		36	11	20		17	20	6	27	19		*WBKV	1.7		2.7	1.1	2.6			1.2	2.0	8	3.5	1.1	
639		18	23	49	104		24	42	54	98	24	WBKV FM	353		18	23	46		18	31	32	34	24	WBKV FM	2.7		1.4	2.4	6.7			1.3	3.1	4.0	4.5	1.4		
743	34	71	62	70	33	34	102	110	55	36	22	WEMP	696	15	71	62	63	28	34	102	100	55	36	22	WEMP	5.4	1.5	5.3	6.4	8.3	4.1	3.3	7.5	10.1	6.9	4.7	1.3	
3284	96	177	329	332	314	79	213	319	311	398	130	WEZW	3009	45	177	276	272	314	51	203	308	303	374	130	WEZW	23.2	4.6	13.3	28.4	35.8	45.6	5.0	14.9	31.0	38.2	49.1	7.8	
782	15	155	82	38	28	34	105	81	32	59	14	WFMR	766	15	147	82	38	28	34	97	81	32	59	14	WFMR	5.9	1.5	11.1	8.4	5.0	4.1	3.3	7.1	8.2	4.0	7.8	8	
4934	259	517	463	310	332	338	562	348	244	364	388	WISN	4306	234	401	385	293	327	280	473	324	228	343	363	WISN	33.2	24.0	30.2	39.6	38.6	47.5	27.2	34.6	32.6	28.7	45.1	21.7	
2218	310	290	74	40	22	403	318	78	27	44	580	WKTI	1981	285	272	58	40	9	339	298	67	18	34	552	WKTI	15.3	29.3	20.5	6.0	5.3	1.3	32.9	21.8	6.7	2.3	4.5	33.1	
2860	639	322	48	11	9	488	152	79	36	8	1047	WLPX	2319	513	261	34	11	9	397	133	79	25	8	828	WLPX	17.9	52.7	19.7	3.5	1.4	1.3	38.6	9.7	8.0	3.1	1.1	49.6	
880	95	148	34	41	11	174	93	50	47	9	171	WLUM	833	95	148	34	24	11	156	93	50	47	9	159	WLUM	6.4	9.8	11.1	3.5	3.2	1.6	15.2	6.8	5.0	5.9	1.2	9.5	
947		111	96	67	47	56	96	89	54	96	68	WMKE	931		111	80	67	47	56	96	89	54	96	68	WMKE	7.2		8.4	8.2	8.8	6.8	5.4	7.0	9.0	6.8	12.6	4.1	
1022	129	152	69	30		249	207	47	14	17	108	WMYX	946	110	137	69	30		231	185	45	14	17	108	WMYX	7.3	11.3	10.3	7.1	3.9		22.4	13.5	4.5	1.8	2.2	6.5	
258	26	15	10	3	20	30	16	14	55	11	49	*WNOV	258	26	15	10	3	20	30	16	14	55	11	49	*WNOV	2.0	2.7	1.1	1.0	.4	2.9	2.9	1.2	1.4	6.9	1.4	2.9	
2405	156	403	204	63	68	292	369	243	75	61	294	WOKY	2149	96	360	194	46	63	232	328	235	63	61	294	WOKY	16.6	9.9	27.1	20.0	6.1	9.2	22.5	24.0	23.7	7.9	8.0	17.6	
1999	562	224	23	8		323	172	11	16	3	646	WQFM	1828	512	208	23	8		305	164		16		581	WQFM	14.1	52.6	15.7	2.4	1.1		29.6	12.0		2.0		34.8	
377	15		11	37	27		19	37	40	27		*WRJN	377	15		11	37	27		19	37	40	27		*WRJN	2.9	1.5		1.1	4.9	3.9		1.4	3.7	5.0	3.5		
1687	142	230	98	11	18	187	187	88	34	17	666	WRKR	1256	105	123	45	11	18	146	152	44	34	17	552	WRKR	9.7	10.8	9.3	4.6	1.4	2.6	14.2	11.1	4.4	4.3	2.2	33.1	
83	13		7		8		8			17		*WTKM	57	13			8						17		*WTKM	4	1.3			1.2						2.2		
380			17	68	46		12	28	53	27	8	WTKM FM	260			10	62	35				20	46	23	8	WTKM FM	2.0			1.0	8.2	5.1			2.0	5.8	3.0	5
403	13		17	68	46		12	28	53	37	8	WTKM TOTAL	283	13		10	62	35				20	46	33	8	WTKM TOTAL	2.2	1.3		1.0	8.2	5.1			2.0	5.8	4.3	5
4049	159	267	316	280	441	134	192	349	247	482	218	WTMJ	3312	134	237	241	261	346	85	164	286	216	412	186	WTMJ	25.5	13.8	17.8	24.8	34.3	50.3	8.3	12.0	28.8	27.2	54.1	11.1	
479			67	52	36	10	39	103	97	27	9	WXJY	479			67	52	36	10	39	103	97	27	9	WXJY	3.7			6.9	6.8	5.2	1.0	2.9	10.4	12.2	3.5	.5	
425		10		63	82	11			32	69	11	*WYLO	390		10		63	76	11			32	69	11	*WYLO	3.0		8		8.3	11.0	1.1			4.0	9.1	.7	
754		99	48	19	9	149	177	45	41	31	68	*WZUU	748		93	48	19	9	149	177	45	41	31	68	*WZUU	5.8		7.0	4.9	2.5	1.3	14.5	12.9	4.5	5.2	4.1	4.1	
2629	253	478	216	53		454	351	173	105	86	381	WZUU FM	2366	179	412	209	53		400	323	173	94	86	358	WZUU FM	18.2	18.4	31.0	21.5	7.0		38.9	23.6	17.4	11.8	11.3	21.4	
1117	30	137	79	101	163		48	60	52	93	54	WBBM	760	30	104	44	47	104		17	45	39	62	19	WBBM	5.9	3.1	7.8	4.5	6.2	15.1		1.2	4.5	4.9	8.1	1.1	
984	15	98	76	61	109	11	42	49	45	108	19	WGN	522	15	73	47	8	65	11	18	24	24	76	9	WGN	4.0	1.5	5.5	4.8	1.1	9.4	1.1	1.3	2.4	3.0	10.0	5	
763	22	39	34	33	49	20	82	24	79	124	13	WINO	520	22	24	25	33	20	20	39	24	64	95		WINO	4.0	2.3	1.8	2.6	4.3	2.9	1.9	2.9	2.4	8.1	12.5		
1799	104	115	197	159	132	58	177	182	190	123	104	WMAQ	809	44	71	92	57	82	22	67	55	86	108	34	WMAQ	6.2	4.5	5.3	9.5	7.5	11.9	2.1	4.9	5.5	10.8	14.2	2.0	
TOTAL LISTENING IN METRO SURVEY AREA													12591	930	1292	931	728	662	1017	1330	993	780	757	1604														
													97.1	95.6	97.3	95.8	95.8	96.2	98.8	97.3	99.9	98.2	99.5	96.0														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

MINNEAPOLIS-ST. PAUL
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
109	9	11	2	1	2	21	12	2	1	2	46	KDWB	75	7	8	1	1	16	10	2	1	2	27	KDWB	2.6	2.9	2.4	.5	.7	6.0	2.9	.9	.6	1.1	10.2		
229	73	14				42	7	3	2		88	KDWB FM	182	53	10			36	4	2	2		75	KDWB FM	6.3	22.0	3.0			13.6	1.2	.9	1.1	28.4			
16		1	1	2	2	1	1	1	2	4		KEYE	14		1	1	1	1	1	1	2	4	KEYE	.5		.3	.5	.7	.8	.4	.3	.5	1.1	2.2			
193	3	11	11	23	11	8	16	28	17	20	2	KEYE FM	168	2	11	10	22	11	8	16	26	15	18	2	KEYE FM	5.9	.8	3.3	4.9	14.4	8.7	3.0	4.6	11.7	8.6	9.8	.8
23	8	5				5	3				2	KQRS	23	8	5			5	3				2	KQRS	.8	3.3	1.5			1.9	.9				.8		
201	66	31	1			37	15	1		1	48	KQRS FM	162	53	24	1		25	13	1		1	43	KQRS FM	5.6	22.0	7.2	.5		9.4	3.8	.5		16.3			
224	74	36	1			42	18	1		1	50	TOTAL	185	61	29	1		30	16	1		1	45	TOTAL	6.4	25.3	8.7	.5		11.3	4.7	.5		17.1			
31			1	4	3		4	1	7	7		KRSI	30			4	3		4	1	7	7	KRSI	1.0				2.6	2.4		1.2	5	4.0	3.8			
34		2	1	3	3	1	4	2	5	9		KRSI FM	33		2	1	2	3	1	4	2	5	9	KRSI FM	1.2		.6	.5	1.3	2.4	.4	1.2	.9	2.9	4.9		
117	11	27	12	4	3	7	13	4	5	4	6	KSTP	101	10	23	9	4	3	5	12	3	5	4	4	KSTP	3.5	4.1	6.9	4.4	2.6	2.4	1.9	3.5	1.4	2.9	2.2	1.5
433	53	63	20	7	1	70	93	42	13	4	64	KSTP FM	357	41	57	17	7	1	47	81	37	13	4	49	KSTP FM	12.4	17.0	17.1	8.4	4.6	.8	17.7	23.4	16.7	7.5	2.2	18.6
11	1	4	1				1	2	1			*KTCR	10	1	3	1			1	2	1			*KTCR	.3	.4	.9	.5			.3	.9	.6				
91	2	19	12	5	1	12	7	18	6	4	4	KTCR FM	80	2	9	11	5	1	12	7	18	6	4	4	KTCR FM	2.8	.8	2.7	5.4	3.3	.8	4.5	2.0	8.1	3.4	2.2	1.5
32	2	11	4	7		3	2	1	1			KTWN FM	28	2	8	4	7		2	2	1	1			KTWN FM	1.0	.8	2.4	2.0	4.6		.8	.6	.5	.6		
30		2	2		5	2	2	4		7		WAYL	28		2	2	4	2	2	4		6		WAYL	1.0		.6	1.0		3.1	.8	.6	1.8		3.3		
189	1	11	5	13	11	12	18	12	22	49	3	WAYL FM	139	1	5	4	13	9	8	16	8	16	28	2	WAYL FM	4.8	.4	1.5	2.0	8.5	7.1	3.0	4.6	3.6	9.2	15.2	.8
841	12	49	84	71	79	12	37	55	75	91	13	WCCO	579	9	29	62	47	60	8	25	43	58	60	7	WCCO	20.2	3.7	8.7	30.5	30.7	47.2	3.0	7.2	19.4	33.3	32.6	2.7
139	6	20	11	5	2	19	45	12	3	2	9	WCCO FM	110	6	19	8	3	1	15	42	5	2	2	3	WCCO FM	3.8	2.5	5.7	3.9	2.0	.8	5.7	12.1	2.3	1.1	1.1	1.1
252	14	41	40	19	12	21	31	34	14	10	9	WDGY	203	10	33	27	15	12	19	24	29	13	8	7	WDGY	7.1	4.1	9.9	13.3	9.8	9.4	7.2	6.9	13.1	7.5	4.3	2.7
145	14	23	7	1	1	26	30	6	2	1	34	WLOL	127	13	21	6		1	24	24	5	2	1	30	WLOL	4.4	5.4	6.3	3.0		.8	9.1	6.9	2.3	1.1	.5	11.4
17			1	1	1				5	1		*WMIN	15			1	1	1				5	1		*WMIN	.5			.5	.7	.8			2.9	.5		
97	6	27	16	2		17	28	1				WWTC	91	5	26	15	2		17	25	1				WWTC	3.2	2.1	7.8	7.4	1.3		6.4	7.2	.5			

TOTAL LISTENING IN METRO SURVEY AREA 2869 241 334 203 153 127 265 346 222 174 184 264

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.
ARBITRON

Cume Listening Estimates

MINNEAPOLIS-ST PAUL
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
3391	425	309	86	38	22	748	431	143	42	30	1105	KDWB	2624	377	233	68	26	7	587	351	119	35	30	779	KDWB	15.0	25.7	11.1	5.4	2.9	.9	35.3	17.0	9.6	3.8	3.5	35.9
3534	859	322	16	23		646	203	94	57	8	1306	KDWB FM	3020	737	287	16	9		557	158	79	44	8	1125	KDWB FM	17.3	50.2	13.6	1.3	1.0		33.5	7.6	6.3	4.7	9	51.9
504	11	41	35	73	41	33	59	31	54	48	8	KEEY	474	11	41	35	65	28	33	59	31	45	48	8	KEEY	2.7	.7	1.9	2.8	7.2	3.7	2.0	2.9	2.5	4.8	5.6	4
2687	69	178	255	237	215	96	261	312	217	256	79	KEEY FM	2351	59	159	232	224	191	93	259	279	188	236	51	KEEY FM	13.5	4.0	7.6	18.5	24.9	25.4	5.6	12.5	22.4	20.2	27.6	2.4
903	232	135	8	17		214	111	14	7		165	KQRS	872	228	135	8	17		187	111	14	7	165	KQRS	5.0	15.5	6.4	6	1.9		11.3	5.4	1.1	8	7.6		
3470	894	588	45	4		638	284	28	21	16	939	KQRS FM	2809	753	458	42			482	231	17	14	16	783	KQRS FM	16.1	51.3	21.8	3.3			29.0	11.2	1.4	1.5	1.9	36.1
3850	934	657	53	20		729	345	42	28	16	1013	TOTAL	3188	793	527	50	17		573	292	31	21	16	855	TOTAL	18.3	54.0	25.0	4.0	1.9		34.5	14.1	2.5	2.3	1.9	39.4
577		20	24	65	74	20	59	55	73	84	8	KRSI	557		20	15	65	74	12	59	55	73	84	8	KRSI	3.2		1.0	1.2	7.2	9.8	.7	2.9	4.4	7.8	9.8	4
799		107	56	96	48	12	130	55	123	110		KRSI FM	752		107	56	86	37	12	128	55	99	110		KRSI FM	4.3		5.1	4.5	9.6	4.9	.7	6.2	4.4	10.6	12.9	
3379	344	674	381	145	117	296	413	127	116	85	277	KSTP	2834	332	578	317	121	81	228	369	114	102	71	189	KSTP	16.2	22.6	27.5	25.2	13.5	10.8	13.7	17.8	9.2	11.0	8.3	8.7
5672	713	874	298	114	49	880	948	370	168	96	1051	KSTP FM	4582	590	720	247	114	38	640	770	318	146	78	830	KSTP FM	26.3	40.2	34.2	19.6	12.7	5.0	38.5	37.2	25.5	15.7	9.1	38.3
240	26	51	8	29	9	11	17	30	15	12	20	*KTCR	194	26	27	8	19	9	11	17	30	15	20	*KTCR	1.1	1.8	1.3	.6	2.1	1.2	.7	8	2.4	1.6		9	
1085	45	181	157	73	37	93	91	142	96	38	74	KTCR FM	1043	41	159	143	71	37	93	91	142	96	38	74	KTCR FM	6.0	2.8	7.6	11.4	7.9	4.9	5.6	4.4	11.4	10.3	4.4	3.4
661	57	225	32	47		84	115	33	14	8	19	KTWN FM	609	57	200	32	47		75	100	33	14	8	19	KTWN FM	3.5	3.9	9.5	2.5	5.2		4.5	4.8	2.7	1.5	9	9
859		69	79	25	96	38	75	62	56	118		WAYL	826		69	74	25	82	38	75	62	54	109		WAYL	4.7		3.3	5.9	2.8	10.9	2.3	3.6	5.0	5.8	12.7	
2515	29	140	161	234	187	152	249	186	257	340	90	WAYL FM	2113	29	107	144	202	145	123	222	163	216	242	74	WAYL FM	12.1	2.0	5.1	11.5	22.5	19.3	7.4	10.7	13.1	23.2	28.3	3.4
11061	452	1027	1001	876	871	325	928	811	802	880	613	WCCO	7181	328	669	664	585	567	236	623	553	527	566	326	WCCO	41.2	22.3	31.8	52.8	65.1	75.3	14.2	30.1	44.4	56.6	66.1	15.0
2929	183	511	154	90	61	455	540	184	100	88	322	WCCO FM	2379	178	478	114	70	33	416	478	147	66	62	206	WCCO FM	13.6	12.1	22.7	9.1	7.8	4.4	25.0	23.1	11.8	7.1	7.2	9.5
4980	249	519	452	277	153	278	632	496	212	143	382	WDGY	2934	179	380	309	180	132	236	433	386	172	107	275	WDGY	16.8	12.2	18.1	24.6	20.0	17.5	14.2	20.9	31.0	18.5	12.5	12.7
4252	347	587	116	47	44	504	512	168	76	50	789	WLOL	2928	313	574	100	19	38	460	450	155	74	47	686	WLOL	16.8	21.3	27.3	8.0	2.1	5.0	27.7	21.7	12.4	7.9	5.5	31.6
264		10	16	15	45		7	8	43	30		*WMIN	235		10	16	15	45		7	8	43	30		*WMIN	1.3		.5	1.3	1.7	6.0		.3	6	4.6	3.5	
1728	169	452	178	19		300	465	89		17	39	WWTC	1647	160	443	164	19		294	428	89		17	33	WWTC	9.4	10.9	21.0	13.0	2.1		17.7	20.7	7.1		2.0	1.5

TOTAL LISTENING IN METRO SURVEY AREA 16918 1427 2075 1229 850 726 1624 2043 1203 900 855 2088 97.0 97.2 98.6 97.8 94.7 96.4 97.8 98.7 96.6 96.7 99.9 96.3

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
16	2	2	1		1	1	2	2		1	4	16	2	2	1		1	2	2		1	4	16	3.0	5.0	3.8	2.9		4.8	1.9	2.9	5.6		2.5	6.0				
101	27	13	3			19	13	4	2	1	19	78	18	11	3			16	12	3	1	1	13	14.7	45.0	20.8	8.8			30.2	17.6	8.3	2.9	2.5	19.4				
95	13	10	2	4	1	14	12	6	5	1	26	51	4	5	2	2	1	6	9	3	2	1	15	9.6	10.0	9.4	5.9	7.4	4.8	11.3	13.2	8.3	5.9	2.5	22.4				
34	1	2	3		1	4	4	4	4	2	5	34	1	2	3		1	4	4	4	4	2	5	6.4	2.5	3.8	8.8		4.8	7.5	5.9	11.1	11.8	5.0	7.5				
38	1	3	3		1		1				6	37	1	3	3		1					6	7.0	2.5	5.7	8.8		4.8						15.0					
119	8	11	6		1	21	17	8	3	4	37	69	4	6	5		1	12	10	3	1	4	21	13.0	10.0	11.3	14.7		4.8	22.6	14.7	8.3	2.9	10.0	31.3				
5				2	1			1	1			5				2	1			1	1			.9				7.4	4.8		2.8	2.9							
144	7	16	14	12	9	9	28	12	17	8	7	126	7	14	12	11	7	9	22	10	16	6	7	23.8	17.5	26.4	35.3	40.7	33.3	17.0	32.4	27.8	47.1	15.0	10.4				
34		2	4	1	5	1	5	5	1	5		33		2	3	1	5	1	5	5	1	5		6.2		3.8	8.8	3.7	23.8	1.9	7.4	13.9	2.9	12.6					
13	1	2			1		1		2	1	1	13	1	2			1		1		2	1	1	2.5	2.5	3.8			4.8		1.5	5.9	2.5	1.5					
4											4	4										4		.8										10.0					
16		1	1	2	2				4	3	1	15		1	1	2	1				4	3	1	2.8		1.9	2.9	7.4	4.8			11.8	7.5	1.5					
54	16	9	1			8	9	1	2		8	2		1			1							.4		1.9				1.9									
31	5	5	1			3	3	1	1		12	2		1						1				4		1.9					2.8								
TOTAL LISTENING IN METRO SURVEY AREA											529	40	53	34	27	21	53	68	36	34	40	67																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
14	1		1	1	1	1		2		3		12	1		1	1	1		2		1		12	3.5	2.8		4.5	4.3	5.0	3.1		6.9		7.1			
36		1		2	5	5	4	6	4	4		35		1		2	5	5	3	6	4	4		10.3		2.6		8.7	25.0	15.6	7.0	20.7	23.5	28.6			
33		1	6	2	4		2	1	6	3	1	17		1	6	1	1				4	1		5.0		2.6	27.3	4.3	5.0		2.3		23.5	7.1			
10	1	1	1		1	1	1	1			3	7	1	1	1		1			1			2	2.1	2.8	2.6	4.5		5.0			3.4		6.1			
30	9	8	1			4	2	1			5	28	9	7	1		3	2	1			5	8.3	25.0	17.9	4.5			9.4	4.7	3.4			15.2			
79	19	4	2	2		8	6	1	4		33	28	7	1		3	2					14	8.3	19.4	2.6		4.3		9.4	4.7				42.4			
14			1			2	6	1	1		1	13			1		2	6	1			1	3.8			4.5			6.3	14.0	3.4			3.0			
15	1	3	1	2		2	4	1			1	14	1	3		2	4	1				1	4.1	2.8	7.7		8.7		6.3	9.3	3.4			3.0			
58	10	11	1			8	12	1	2		11	30	2	8		5	7	1				5	8.8	5.6	20.5			15.6	16.3	3.4				15.2			
33	4	2	3	2	8		1	2	3	2		20	4	1	2	1	2		2	2	1		5.9	11.1	2.6	9.1	4.3	10.0		2.3	6.9	11.8	7.1				
11		1	1	1		1	4	1				9		1	1	1		1	3	1			2.7		2.6	4.5	4.3		3.1	7.0	3.4						
47		2	4	7	11		1	3	2	6		19		1	1	4	4		1	1	1	1	5.6		2.6	4.5	17.4	20.0		2.3	3.4	5.9	7.1				
16	1	6	1			1	3	2			2	4	1	2					1				1.2	2.8	5.1				2.3								
56	13	9	1			11	5	2	1		14	5			1	2	1					1	1.5					3.1	4.7	3.4				3.0			
39			4	2	5	1	2	5	4	2		15			1	2	4			2	2	2	4.4			4.5	8.7	20.0			6.9	11.8	14.3				
44	3	13	5	3	1	1	7	3	1	2	1	15	1	3	1	1		1	3	2		1	4.4	2.8	7.7	4.5	4.3		3.1	7.0	6.9		7.1	3.0			
25	3	2	4	1		1	5	1	4		3	10		1	2	1		1	1	1		2	2.9		2.6	9.1	4.3		3.1	2.3	3.4	5.9		6.1			
71	1	6	10	15	4	3	4	7	5	4	2	17		2	1	5	1	2		3	1	2	5.0		5.1	4.5	21.7	5.0	6.3		10.3	5.9	14.3				
45	4	2	2	3	2	9	5	4	4	1	9	4						1	2		1		1.2					3.1	4.7		5.9						
TOTAL LISTENING IN METRO SURVEY AREA											339	36	39	22	23	20	32	43	29	17	14	33															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

MODESTO
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
273	15	12	13	35	18	17	11	22	13	35	9	KBEE	217	8	12	13	27	14	17	11	17	13	16	9	KBEE	9.9	5.0	5.6	9.0	20.1	10.8	10.1	5.0	11.0	9.0	11.8	3.2										
362		42	13	28	42	39	30	29	42	27	5	KBEE FM	341		29	13	28	42	39	22	29	42	27	5	KBEE FM	15.5		13.6	9.0	20.9	32.3	23.1	10.0	18.7	29.2	19.9	1.8										
463		45	38	36	42	14	36	44	50	33	53	KCEY	194		23	21	28	14	6	22	8	29	13	20	KCEY	8.8		10.8	14.6	20.9	10.8	3.6	10.0	5.2	20.1	9.6	7.1										
374	54	50	13	7	8	39	49	21	17	8	103	KFIV	301	54	29	13	7	8	34	38	21	3	8	81	KFIV	13.7	33.5	13.6	9.0	5.2	6.2	20.1	17.4	13.5	2.1	5.9	28.8										
433	77	54	13	7		81	44	18	4		125	KFIV FM	382	77	46	13	7		68	44	13			104	KFIV FM	17.4	47.8	21.6	9.0	5.2		40.2	20.1	8.4			37.0										
1159	181	89	55	19	18	132	105	41	61	24	426	KHOP	419	61	29	17	7	3	51	38	8	4	5	196	KHOP	19.0	37.9	13.6	11.8	5.2	2.3	30.2	17.4	5.2	2.8	3.7	69.8										
175	8	14	8	14	6	11	25	4	26	11	18	*KLOC	152	8	6	8	14	6	11	16	4	20	11	18	*KLOC	6.9	5.0	2.8	5.6	10.4	4.6	6.5	7.3	2.6	13.9	8.1	6.4										
274	15	35	15	4	6	56	22	16	7	11	72	KMIX	223	15	35	8	4	6	39	22	8	7	11	53	KMIX	10.1	9.3	16.4	5.6	3.0	4.6	23.1	10.0	5.2	4.9	8.1	18.9										
723	89	78	14	17	13	114	117	21	20	20	195	KOSO	322	23	52	4	11	8	39	66	13	9	8	74	KOSO	14.6	14.3	24.4	2.8	8.2	6.2	23.1	30.1	8.4	6.3	5.9	26.3										
544	30	28	32	45	57	20	16	52	44	50	26	KTRB	350	15	23	25	17	42	11	11	33	30	29	24	KTRB	15.9	9.3	10.8	17.4	12.7	32.3	6.5	5.0	21.3	20.8	21.3	8.5										
217	8	17	19	7	6	23	33	29	7	8	8	KAMB	152	8	12	8	7	6	23	27	13	7	8	8	KAMB	6.9	5.0	5.6	5.6	5.2	4.6	13.6	12.3	8.4	4.9	5.9	2.8										
825		55	86	105	127		22	70	61	92	8	KCBS	299		29	21	41	51		16	17	20	21	8	KCBS	13.6		13.6	14.6	30.6	39.2		7.3	11.0	13.9	15.4	2.8										
491	60	90	34	4	10	66	107	28	3	12	67	KFRC	136	23	35	8	4		11	33		3		14	KFRC	6.2	14.3	16.4	5.6	3.0		6.5	15.1		2.1		5.0										
558	59	47	14		6	100	50	45	11	5	216	KFYE	85		6	4		6	16	4				44	KFYE	3.9		2.8	2.8			3.6	7.3	2.6			15.7										
285	12	8	29	11	36	8	8	37	25	26	4	KMYT	101			8	11	17			13	11	16		KMYT	4.6		5.6	8.2	13.1			8.4	7.6	11.8												
802	53	139	95	60	27	33	119	82	39	40	29	KNBR	316	23	52	38	21	8	23	49	29	19	11	18	KNBR	14.4	14.3	24.4	26.4	15.7	6.2	13.6	22.4	18.7	13.2	8.1	6.4										
336	15	39	64	10	6	11	59	35	44	6	35	KQKK	164		29	25	4	6	11	22	25	20	3	19	KQKK	7.5		13.6	17.4	3.0	4.6	6.5	10.0	16.1	13.9	2.2	6.8										
856	22	70	124	80	68	46	85	61	64	61	43	KRAK	211		23	34	21	17	17	11	25	27	21	5	KRAK	9.6		10.8	23.6	15.7	13.1	10.1	5.0	16.1	18.8	15.4	1.8										
299	20	19	21	19	15	43	46	20	27	10	49	KSTN FM	48			4			11	11	4	4		14	KSTN FM	2.2		2.8				6.5	5.0	2.6	2.8		5.0										
TOTAL LISTENING IN METRO SURVEY AREA												2035	161	207	127	114	116	169	213	150	137	114	277													92.5	99.9	97.2	88.2	85.1	89.2	99.9	97.3	96.8	95.1	83.8	98.6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %
4					1					1	*WABT	2								1							.5					5.6					4.8		
53	4	2	4	9	10		2			2	*WBAM	17			2	1	1			2							4.6		8.7	6.3	5.6		5.1			4.8	4.2		
48	5	12	1		1	5	3	1		1	WBAM FM	31	5	6	1			4	2	1							8.4	17.2	15.8	4.3		10.8	5.1	5.0		4.8	22.9		
18		1		3	5		1			2	*WCOV	16		1		3	5			1							4.4		2.6		18.8	27.8		2.6		4.8	4.8		
2											*WETU	2															.5												
73	5	6	3	2	2	6	7	5	7	5	12 WHHY	72	4	6	3	2	2	6	7	5	7	5					19.6	13.8	15.8	13.0	12.5	11.1	16.2	17.9	25.0	33.3	23.8	25.0	
66	12	11	2	1	1	16	6	4	2	2	5 WHHY FM	45	6	9	2	1	1	8	4	3	2	1					12.3	20.7	23.7	8.7	6.3	5.6	21.6	10.3	15.0	9.5	4.8	8.3	
4	3	1									WLSQ	4	3	1													1.1	10.3	2.6										
110	12	11	10	16	5	9	16	7	8	6	6 WLWI	66	3	8	10	5	4	8	10	6	2	3					18.0	10.3	21.1	43.5	31.3	22.2	21.6	25.6	30.0	9.5	14.3	6.3	
4										1	*WMGY	3															.8												
32	6	7	1			2	5				11 WQIM	25	1	7	1			2	4								6.8	13.8	18.4	4.3		5.4	10.3				14.6		
35	1		2	1	3		2	3	5	8	WREZ	34	1		2	1	3		2	3	5	7					9.3	3.4		8.7	6.3	16.7		5.1	15.0	23.8	33.3		
31	1		1			8	4	3	3		6 WXVI	29	1		1			7	4	2	3						7.9	3.4		4.3		18.9	10.3	10.0	14.3		12.5		
3										1	WAPI	3															.8										4.8		
29	1				3	3		2	3	2	*WBIL	3	1					1									.8	3.4					2.7					2.1	
TOTAL LISTENING IN METRO SURVEY AREA											367	29	38	23	16	18	37	39	20	21	21	48																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

TOT. PERS. 12+	CUMI PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	CUME RATINGS--METRO SURVEY AREA											TNS. 12-17 %
	MEN					WOMEN					MEN					WOMEN					MEN								WOMEN											
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	18-24				25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	18-24	25-34				35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
155	11	9	3	17		9	15	9	11		*WABT	105	10	11	9	3	17		9	15	9	11		*WABT	4.7	5.1	5.8	2.4	15.0		3.9	8.6	6.5	7.9						
665	55	51	49	76	57	9	29	31	61	30	56	*WBAM	238	10	21	29	21	11	9	16	8	9	19	32	*WBAM	10.7	6.0	9.7	18.7	16.9	9.7	5.2	6.9	4.6	6.5	13.7	10.8			
629	48	101	37	8	18	87	64	17	5	37	160	WBAM FM	351	48	35	23	8	3	48	33	17	5	8	112	WBAM FM	15.8	28.7	16.2	14.8	6.5	2.7	27.6	14.2	9.7	3.6	5.8	37.8			
389	10	16	13	32	44		20	11	40	22	17	*WCOV	275	10	16	13	32	35		20	11	24	22	9	*WCOV	12.4	6.0	7.4	8.4	25.8	31.0		8.6	6.3	17.4	15.8	3.0			
82				6	18		11	4		4	10	*WETU	67			6	3			11	4		4	10	*WETU	3.0			4.8	2.7		4.7	2.3		2.9	3.4				
863	95	81	56	55	37	36	117	69	57	47	128	WHHY	779	49	81	56	41	27	36	103	69	57	47	128	WHHY	35.1	29.3	37.5	36.1	33.1	23.9	20.7	44.4	39.4	41.3	33.8	43.2			
1080	193	133	55	19	57	156	137	94	41	31	132	WHHY FM	569	61	73	55	19	18	65	73	57	31	15	70	WHHY FM	25.6	36.5	33.8	35.5	15.3	15.9	37.4	31.5	32.6	22.5	10.8	23.6			
104	60	26					9				9	WLSQ	104	60	26					9				9	WLSQ	4.7	35.9	12.0					3.9				3.0			
1161	130	105	97	108	86	44	133	102	84	75	151	WLWI	611	48	54	70	48	39	30	69	74	35	38	60	WLWI	27.5	28.7	25.0	45.2	38.7	34.5	17.2	29.7	42.3	25.4	27.3	20.3			
115		11	9	8	3		4	4	10	22		*WMGY	97		11	9	8	3		4	4	10	4		*WMGY	4.4		5.1	5.8	6.5	2.7		1.7	2.3	7.2	2.9				
443	93	53	16		7	29	82		5		154	WQIM	305	48	53	16		7	29	63		5		80	WQIM	13.7	28.7	24.5	10.3		6.2	16.7	27.2		3.6		27.0			
419	12	5	24	24	46		51	45	58	48	10	WREZ	362	12	5	24	24	31		37	35	58	30	10	WREZ	16.3	7.2	2.3	15.5	19.4	27.4		15.9	20.0	42.0	21.6	3.4			
388	20	19	23	8	7	81	53	35	16	10	75	WXVI	328	20	19	23	8	7	44	48	17	16	10	75	WXVI	14.8	12.0	8.8	14.8	6.5	6.2	25.3	20.7	9.7	11.6	7.2	25.3			
97		23		5	10		9	5	3	11		WAPI	56		7		5	10		9	5	3	11		WAPI	2.5		3.2		4.0	8.8		3.9	2.9	2.2	7.9				
235	10			3	25	44	4	23	3	12	82	*WBIL	57	10			3		7	4	6	3		20	*WBIL	2.6	6.0			2.4		4.0	1.7	3.4	2.2		6.8			
TOTAL LISTENING IN METRO SURVEY AREA												2109	158	209	146	124	106	147	227	175	131	123	286		95.0	94.6	96.8	94.2	99.9	93.8	84.5	97.8	99.9	94.9	88.5	96.6				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

NASHVILLE-DAVIDSON
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
32			1	5	6		2	1		3		*WAMB	30			1	5	6		2			3		*WAMB	2.9			1.5	11.9	10.5		1.7			4.1			
1										1		*WDBL	1										1		*WDBL	.1									1.4				
6							1			4		WDBL FM	5									4		WDBL FM	.5									5.4					
7							1			5		TOTAL	6									5		TOTAL	.6									6.8					
4					1							WGNS	4				1							WGNS	.4					1.8									
20	5	3			1		3	1	3	3	1	WJRB	20	5	3		1		3	1	3	3	1	WJRB	1.9	5.0	2.2			1.8		2.6	1.4	6.0	4.1	1.0			
24	3	2	2	1			1	9	2	3	1	WJYN	21	3	2	2		1	7	2	3	1	WJYN	2.0	3.0	1.5	3.0			1.0	6.1	2.7	6.0		1.0				
17	2	1	3	1					1	3		WKDA	16	2	1	3	1				1	2	WKDA	1.5	2.0	7	4.5	2.4					2.0	2.7					
142	38	19	4		1		24	9	2	1	44	WKDF	125	31	17	4		1	20	8	2	1	41	WKDF	11.9	30.7	12.6	6.0		1.8	19.8	7.0	2.7	2.0		39.0			
32	11	3	2				3	7	1	1	4	WKOS	15	3	3	1		2	5		1		WKOS	1.4	3.0	2.2	1.5			2.0	4.3		2.0						
80	1	10	4	6	13		2	5	3	6	6	WLAC	59	1	10	3	3	7	2	4	2	3	6	2	WLAC	5.6	1.0	7.4	4.5	7.1	12.3	2.0	3.5	2.7	6.0	8.1	1.9		
20	1	3	1				4	4	1	1	1	WMAK	20	1	3	1		4	4	1	1	1	3	WMAK	1.9	1.0	2.2	1.5			4.0	3.5	1.4	2.0	1.4	2.9			
53	5	11	3	1			9	8	7	3	6	WBYQ	53	5	11	3	1		9	8	7	3	6	WBYQ	5.1	5.0	8.1	4.5	2.4		8.9	7.0	9.5	6.0		5.7			
9		2			3		1		1	2		*WMTS	7			1		3			1	1		*WMTS	.7			1.5		5.3		.9		2.0	1.4				
6		2	2	1			1					*WNAH	6		2	2	1				1			*WNAH	.6		1.5	3.0	2.4			.9							
43	5	3	3	5	1		5	5	3	1	4	WSIX	41	4	3	3	5	1	5	5	3	1	4	1	WSIX	3.9	4.0	2.2	4.5	11.9	1.8	5.0	4.3	4.1	2.0	5.4	1.0		
161	1	21	11	18	4		6	30	15	15	19	2	WSIX FM	98	1	6	9	8	3	2	15	14	12	2	WSIX FM	9.4	1.0	4.4	13.4	19.0	5.3	2.0	13.0	18.9	24.0	16.2	1.9		
154	9	15	8	10	21		2	14	10	17	8	3	WSM	66		6	5	7	9	2	5	7	5	3	1	WSM	6.3		4.4	7.5	16.7	15.8	2.0	4.3	9.5	10.0	4.1	1.0	
124	15	22	8	1	7		26	19	5	2	6	5	WSM FM	98	8	20	7	1	7	20	16	5	2	6		WSM FM	9.4	7.9	14.8	10.4	2.4	12.3	19.8	13.9	6.8	4.0	8.1		
24		5	1	1			4	7	2		2	1	WUSW	9		3		1		1	3			1	WUSW	.9		2.2		2.4		1.0	2.6				1.0		
85	10	5	3		5		13	7	8	3	2	22	WVOL	82	10	5	3		5	13	7	8	3	2	19	WVOL	7.8	9.9	3.7	4.5		8.8	12.9	6.1	10.8	6.0	2.7	18.1	
12		6	1		1		1		1				*WWGM	12		6	1		1		1		1			*WWGM	1.1		4.4	1.5		1.8		.9		2.0			
181	38	21	5	2	1		29	13	12	3	2	54	WWKX	86	18	14	3	2		12	6	6	1	23	WWKX	8.2	17.8	10.4	4.5	4.8		11.9	5.2	8.1	2.0		21.9		
114	2	5	17	7	13		2	6	24	5	23	1	WZEZ	86	1	4	12	7	8	2	6	14	4	19	1	WZEZ	8.2	1.0	3.0	17.9	16.7	14.0	2.0	5.2	18.9	8.0	25.7	1.0	
TOTAL LISTENING IN METRO SURVEY AREA											1047	101	135	67	42	57	101	115	74	50	74	105																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

MASHVILLE-DAVIDSON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
247	10	13	24	25	29		7	19	16	38	8	*WAMB	209	10	13	24	19	29		7	6	16	28	8	*WAMB	300	1.8	1.8	5.0	4.8	8.0		9	1.2	3.8	6.7	1.0
38			10		10					18		*WDBL	38			10		10					18		*WDBL	6			2.1		2.8					4.3	
98	8			9		24		14		28	3	WDBL FM	71	8			9		11			28	3	WDBL FM	1.0	1.5		2.3			1.9				6.7		
136	8		10	9	10	24		14		46	3	TOTAL	109	8		10	9	10	11			46	3	TOTAL	1.6	1.5		2.1	2.3	2.8	1.9				11.0	4	
155		13	10	6	26	6	23	6	16	19	3	WGNS	130		13	10	6	26	6	23	6	4	6	3	WGNS	1.9		1.8	2.1	1.5	7.2	1.0	3.1	1.2	1.0	1.4	4
247	14	34	7		15	33	35	34	33	21	16	WJRB	247	14	34	7		15	33	35	34	33	21	16	WJRB	3.6	2.5	4.7	1.5		4.1	5.7	4.7	6.6	7.9	5.0	1.9
479	35	65	60	41	15	58	83	25	28	14	37	WJYN	404	35	65	47	24	15	22	74	25	28	14	37	WJYN	5.9	6.4	8.9	9.8	6.1	4.1	3.8	10.0	4.9	6.7	3.3	4.5
364	20	70	47	30	11	27	24	16	29	30		WKDA	324	20	70	47	30	11	8	24	16	29	23		WKDA	4.7	3.6	9.6	9.8	7.6	3.0	1.4	3.2	3.1	6.9	5.5	
1904	389	249	67	3	15	346	159	69	49	20	521	WKDF	1465	256	213	57	3	15	226	127	61	41	14	435	WKDF	21.3	46.5	29.1	11.9	8	4.1	39.4	17.2	11.8	9.8	3.3	52.9
726	210	96	22	7	8	113	114	35	4	20	90	WKOS	439	94	77	14	5		59	89	20	4	7	63	WKOS	6.4	17.1	10.5	2.9	1.3		10.3	12.0	3.9	1.0	1.7	7.7
1244	43	117	85	89	152	59	104	69	80	120	75	WLAC	928	43	106	61	72	110	59	82	44	63	79	56	WLAC	13.5	7.8	14.5	12.8	18.3	30.3	10.3	11.1	8.5	15.1	18.8	6.8
595	55	73	49	14	7	83	86	40	33	26	98	WMAK	595	55	73	49	14	7	83	86	40	33	26	98	WMAK	8.6	10.0	10.0	10.3	3.6	1.9	14.5	11.6	7.8	7.9	6.2	11.9
958	110	154	40	30	15	145	140	68	41	13	185	WBYQ	941	110	154	40	30	15	136	132	68	41	13	185	WBYQ	13.7	20.0	21.1	8.4	7.6	4.1	23.7	17.9	13.2	9.8	3.1	22.5
215			33	11	24	23	42	6	12	47	8	*WMTS	145			20	11	24	23	26	6	12	23		*WMTS	2.1			4.2	2.8	6.6	4.0	3.5	1.2	2.9	5.5	
99	10	17	7	10		8	17		13	7	10	*WNAH	99	10	17	7	10		8	17		13	7	10	*WNAH	1.4	1.8	2.3	1.5	2.5		1.4	2.3		3.1	1.7	1.2
885	90	88	91	44	29	91	104	45	19	74	69	WSIX	816	70	88	91	44	29	91	93	40	19	60	59	WSIX	11.9	12.7	12.0	19.0	11.2	8.0	15.9	12.6	7.8	4.5	14.3	7.2
2126	110	242	202	165	140	98	337	199	161	143	128	WSIX FM	1225	20	108	133	106	85	56	179	141	119	86	69	WSIX FM	17.8	3.6	14.8	27.8	26.9	23.4	9.8	24.2	27.4	28.5	20.5	8.4
2880	114	113	249	244	285	68	267	210	217	257	106	WSM	1302	23	134	113	129	140	42	86	133	104	126	42	WSM	18.9	4.2	18.3	23.6	32.7	38.6	7.3	11.6	25.8	24.9	30.0	5.1
1793	265	300	144	28	70	255	273	83	43	47	114	WSM FM	1177	129	236	88	28	49	166	189	76	35	47	40	WSM FM	17.1	23.5	32.3	18.4	7.1	13.5	28.9	25.6	14.8	8.4	11.2	4.9
347	21	85	18	5		45	48	27	4	28	28	WUSW	168		43	11	5		16	31	12	4		18	WUSW	2.4		5.9	2.3	1.3		2.8	4.2	2.3	1.0		2.2
964	123	48	55	20	48	159	72	76	63	49	198	WVOL	855	104	48	42	20	48	142	72	76	48	49	153	WVOL	12.4	18.9	6.6	8.8	5.1	13.2	24.7	9.7	14.8	11.5	11.7	18.6
135		35	14		25		4	6	3	5		*WWGM	135		35	14		25		4	6	3	5		*WWGM	2.0		4.8	2.9		6.9		5	1.2	7	1.2	
2710	513	276	76	58	27	505	282	153	53	27	717	WWKX	1310	220	124	39	44	20	230	125	91	24	5	378	WWKX	19.0	40.0	17.0	8.2	11.2	5.5	40.1	16.9	17.7	5.7	1.2	46.0
1318	50	61	159	111	156	46	62	213	107	144	66	WZEZ	980	31	50	114	105	96	46	54	122	82	104	42	WZEZ	14.2	5.6	6.8	23.8	26.6	26.4	8.0	7.3	23.7	19.6	24.8	5.1

TOTAL LISTENING IN METRO SURVEY AREA 6423 535 698 441 351 339 558 731 479 378 385 792 93.3 97.3 95.5 92.3 89.1 93.4 97.2 98.9 93.0 90.4 91.7 96.4

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

NASSAU-SUFFOLK
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
106	2	23	8	13	13	4	12	12	11	1	3	WHN	106	2	23	8	13	13	4	12	12	11	1	3	WHN	2.7	8	6.2	2.5	4.6	5.8	1.4	3.1	4.0	3.4	4	7		
150		14	12	14	30	3	4	11	9	7	2	WINS	150		14	12	14	30	3	4	11	9	7	2	WINS	3.9		3.8	3.7	4.9	13.4	1.1	1.0	3.6	2.8	2.8	5		
63	2	2	13	11	1	6	5	6	5	3		WKHK	63	2	2	13	11	1	6	5	6	5	3	WKHK	1.6	8	5	4.0	3.9	4	2.2	1.3	2.0	1.6	1.2				
107	8	11	11	2		14	9	10	1		41	WKTU	107	8	11	11	2		14	9	10	1		41	WKTU	2.8	3.1	3.0	3.4	7		5.1	2.3	3.3	3	9.8			
82	4	8	4	13	8			1	17	6	2	WMCA	82	4	8	4	13	8			1	17	6	2	WMCA	2.1	1.6	2.2	1.2	4.6	3.6			3	5.3	2.4	5		
369	27	38	70	15	2	20	57	41	15	4	73	WNBC	369	27	38	70	15	2	20	57	41	15	4	73	WNBC	9.6	10.5	10.3	21.5	5.3	9	7.2	14.7	13.6	4.7	1.6	17.4		
14												WNCN	14												WNCN	4									6	4			
60	3	3	2	6	11				3	9	13	2	WNEW	60	3	3	2	6	11				3	9	13	2	WNEW	1.6	1.2	8	.6	2.1	4.9			8	2.8	5.3	5
77	25	8	3	1	2	15	12				2	5	WNEW FM	77	25	8	3	1	2	15	12			2	5	WNEW FM	2.0	9.8	2.2	9	4	9	5.4	3.1			8	1.2	
163		3	4	17	8	1	7	13	23	20			WOR	163		3	4	17	8	1	7	13	23	20		WOR	4.2			8	1.2	6.0	3.6	4	1.8	4.3	7.2	8.1	
50			2	3	5	5			2	1	10		WPAT	50			2	3	5	5			1	10		WPAT	1.3			6	1.1	2.2	1.8			7	3	4.0	
75		4	4	9	13	2	2	13	10	10	2		WPAT FM	75		4	4	9	13	2	2	13	10	10	2	WPAT FM	1.9		1.1	1.2	3.2	5.8	7	5	4.3	3.1	4.0	5	
53	15	1	1	2		5	2	1			25		WPIX	53	15	1	1	2		5	2	1		25		WPIX	1.4	5.9	3	3	7		1.8	5	3			6.0	
120	28	14	4			19	2	1			52		WPLJ	120	28	14	4			19	2	1		52		WPLJ	3.1	10.9	3.8	1.2			6.9	5	3			12.4	
43	11	18	6			5					3		WPLR	43	11	18	6			5				3		WPLR	1.1	4.3	4.9	1.8			1.8					7	
4		1		1				2					WQXR	4		1		1								WQXR	1		3		4				7				
40		1	2	7	6	2		6	13				WQXR FM	40		1	2	7	6	2		6	13			WQXR FM	1.0		3	6	2.5	2.7	5		7	1.9	5.3		
44		2	2	8	6	2		6	13				TOTAL	44		2	2	8	6	2		6	13			TOTAL	1.1		6	6	2.9	2.7	5		7	1.9	5.3		
177		5	3	28	8	4	19	26	16				WRFM	177		5	3	28	8	4	19	26	16			WRFM	4.6		1.4	9	9.9	3.6	1.0	6.3	8.2	6.5			
12	1		1	1		4		5					WVJN FM	12	1		1	1		4		5			WVJN FM	3	4		3	4		1.0		1.6					
37	4	1	1		1	6	9	2	6		7		WXLO	37	4	1	1		1	6	9	2	6		7	WXLO	1.0	1.6	.3	3		4	2.2	2.3	7	1.9	1.7		
161	24	21	33	4		24	28	17	5	2	3		WYNY	161	24	21	33	4		24	28	17	5	2	3	WYNY	4.2	9.4	5.7	10.2	1.4		8.7	7.2	5.6	1.6	8	7	

TOTAL LISTENING IN METRO SURVEY AREA 3857 256 370 325 283 224 277 387 302 319 247 419

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule

ARBITRON

Cume Listening Estimates

NASSAU-SUFFOLK
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
192		20		17		15	65	37		40	12	*WALK	192		20		17		40	12	*WALK	9		1 1		1 1		1 9		3 4		4								
1293		144	106	139	96	15	65	112	149	107	113	WALK FM	1293		144	106	139	96	15	65	112	149	107	113	WALK FM	6 0		7 6	6 0	8 8	8 4	1 0	3 0	5 9	9 5	9 1	3 5			
1375		164	106	156	96	15	65	131	149	121	125	TOTAL	1375		164	106	156	96	15	65	131	149	121	125	TOTAL	6 4		8 7	6 0	9 9	8 4	1 0	3 0	6 9	9 5	10 2	3 9			
2251	427	389	21	114	24	311	84	93	23	27	713	WBAB	2251	427	389	21	114	24	311	84	93	23	27	713	WBAB	10 4	30 2	20 5	1 2	7 3	2 1	21 7	3 9	4 9	1 5	2 3	22 1			
2735	70	461	211	147	24	339	473	228	89	54	619	WBLI	2735	70	461	211	147	24	339	473	228	89	54	619	WBLI	12 6	5 0	24 4	12 0	9 4	2 1	23 6	21 9	12 0	5 7	4 6	19 2			
1253	21	64	106	134	237	26	100	172	132	193	18	WCTO	1253	21	64	106	134	237	26	100	172	132	193	18	WCTO	5 8	1 5	3 4	6 0	8 5	20 8	1 8	4 6	9 0	8 4	16 3	6			
429	64	24		30	43	46	36	22	87	48	29	WGBB	429	64	24		30	43	46	36	22	87	48	29	WGBB	2 0	4 5	1 3		1 9	3 8	3 2	1 7	1 2	5 5	4 1	9			
697	18	44	63	48	48	13	52	116	140	81	24	*WGSM	697	18	44	63	48	48	13	52	116	140	81	24	*WGSM	3 2	1 3	2 3	3 6	3 1	4 2	9	2 4	6 1	8 9	6 9	7			
1164	39		68	158	216		36	22	172	199		*WHLI	1164	39		68	158	216		36	22	172	199		*WHLI	5 4	2 8		3 9	10 1	18 9		1 7	1 2	10 9	16 9				
783		68		125	101	15	71	22	114	97	32	WKJY	783		68		125	101	15	71	22	114	97	32	WKJY	3 6		3 6		8 0	8 9	1 0	3 3	1 2	7 3	8 2	1 0			
1637	410	181	25	39	12	237	97	22	13	16	585	WLIR	1637	410	181	25	39	12	237	97	22	13	16	585	WLIR	7 6	29 0	9 6	1 4	2 5	1 1	16 5	4 5	1 2	8	1 4	18 1			
236		20	47	14	14	13	49		13	30	36	*WLIX	236		20	47	14	14	13	49		13	30	36	*WLIX	1 1		1 1	2 7	9	1 2	9	2 3		8	2 5	1 1			
71	18								16			*WLNG	71	18											*WLNG	3	1 3				1 1		7							
251	18	20	42	14	12				49	21	13	12	*WLNG FM	251	18	20	42	14	12					49	21	13	12	*WLNG FM	1 2	1 3	1 1	2 4	9	1 1		2 3		1 3	1 1	4
263	18	20	42	14	24				49	21	13	12	TOTAL	263	18	20	42	14	24					49	21	13	12	TOTAL	1 2	1 3	1 1	2 4	9	2 1		2 3		1 3	1 1	4
58	18		21					19				*WRCN	58	18		21									*WRCN	.3	1 3		1 2					1 0						
687	123	40	47		12	90	65	41	13		231	WRCN FM	687	123	40	47		12	90	65	41	13		231	WRCN FM	3 2	8 7	2 1	2 7		1 1	6 3	3 0	2 2	8			7 2		
1442	198	165	97	39	38	191	360	64	74	13	143	WTFM	1442	198	165	97	39	38	191	360	64	74	13	143	WTFM	6 7	14 0	8 7	5 5	2 5	3 3	13 3	16 7	3 4	4 7	1 1	4 4			
3426	159	433	330	275	127	257	399	288	132	175	587	WABC	3426	159	433	330	275	127	257	399	288	132	175	587	WABC	15 8	11 3	22 9	18 7	17 5	11 1	17 9	18 5	15 1	8 4	14 8	18 2			
2005	124	221	93	71	53	280	337	247	41	46	492	WBLS	2005	124	221	93	71	53	280	337	247	41	46	492	WBLS	9 3	8 8	11 7	5 3	4 5	4 6	19 5	15 6	13 0	2 6	3 9	15 3			
3958	99	357	355	544	381	41	240	314	334	395	180	WCBS	3958	99	357	355	544	381	41	240	314	334	395	180	WCBS	18 3	7 0	18 9	20 1	34 6	33 4	2 9	11 1	16 5	21 3	33 4	5 6			
2126	145	349	368	114	36	147	438	220	62	13	130	WCBS FM	2126	145	349	368	114	36	147	438	220	62	13	130	WCBS FM	9 8	10 3	18 4	20 9	7 3	3 2	10 2	20 3	11 5	3 9	1 1	4 0			
671		20	21	119	84	26	49	37	43	94	18	WEZN	671		20	21	119	84	26	49	37	43	94	18	WEZN	3 1		1 1	1 2	7 6	7 4	1 8	2 3	1 9	2 7	8 0	6			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

NASSAU-SUFFOLK
SPRING 1983

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
1655	102	161	169	245	120	100	123	224	111	62	69	WNN	1655	102	161	169	245	120	100	123	224	111	62	69	WNN	7.6	7.2	8.5	9.6	15.6	10.5	7.0	5.7	11.8	7.1	5.2	2.1
3526	39	205	372	444	480	118	234	322	305	242	176	WINS	3526	39	205	372	444	480	118	234	322	305	242	176	WINS	16.3	2.8	10.8	21.1	28.2	42.1	8.2	10.8	16.9	19.4	20.5	5.5
804	64	80	118	170	26	28	71	82	62	30	18	WKHK	804	64	80	118	170	26	28	71	82	62	30	18	WKHK	3.7	4.5	4.2	6.7	10.8	2.3	1.9	3.3	4.3	3.9	2.5	6
1883	170	177	97	68		345	166	236	47		577	WKTU	1883	170	177	97	68		345	166	236	47		577	WK-TU	8.7	12.0	9.4	5.5	4.3		24.0	7.7	12.4	3.0		17.9
1649	120	132	123	161	139	15	55	82	196	137	92	WMCA	1649	120	132	123	161	139	15	55	82	196	137	92	WMCA	7.6	8.5	7.0	7.0	10.2	12.2	1.0	2.5	4.3	12.5	11.6	2.9
5826	476	585	625	314	115	422	684	639	253	116	1373	WNBC	5826	476	585	625	314	115	422	684	639	253	116	1373	WNBC	26.9	33.7	30.9	35.5	20.0	10.1	29.4	31.7	33.5	16.1	9.8	42.6
502	21	20		73	108	13	39	19	64	16	50	WNCN	502	21	20		73	108	13	39	19	64	16	50	WNCN	2.3	1.5	1.1		4.6	9.5	9	1.8	1.0	4.1	1.4	1.5
1383	99	84	76	209	178	15	88	22	151	205	62	WNEW	1383	99	84	76	209	178	15	88	22	151	205	62	WNEW	6.4	7.0	4.4	4.3	13.3	15.6	1.0	4.1	1.2	9.6	17.4	1.9
1577	399	217	76	53	12	245	169	22		48	237	WNEW FM	1577	399	217	76	53	12	245	169	22		48	237	WNEW FM	7.3	28.3	11.5	4.3	3.4	1.1	17.1	7.8	1.2		4.1	7.3
2293		84	140	301	190	13	107	164	374	199	35	WOR	2293		84	140	301	190	13	107	164	374	199	35	WOR	10.6		4.4	7.9	19.1	16.7	9	5.0	8.6	23.8	16.9	1.1
810	21		114	58	122	15		86	53	153		WPAT	810	21		114	58	122	15		86	53	153		WPAT	3.7	1.5		6.5	3.7	10.7	1.0		4.5	3.4	13.0	
1454	42	136	144	172	163	44	75	131	174	153	82	WPAT FM	1454	42	136	144	172	163	44	75	131	174	153	82	WPAT FM	6.7	3.0	7.2	8.2	10.9	14.3	3.1	3.5	6.9	11.1	13.0	2.5
1576	279	68	72	75	12	211	127	37			635	WPIX	1576	279	68	72	75	12	211	127	37			635	WPIX	7.3	19.8	3.6	4.1	4.8	1.1	14.7	5.9	1.9			19.7
2812	632	237	123			412	110	60	15		1198	WPLJ	2812	632	237	123			412	110	60	15		1198	WPLJ	13.0	44.8	12.5	7.0			28.7	5.1	3.1	1.0		37.1
644	145	180	21	18		93	32				155	WPLR	644	145	180	21	18			93	32			155	WPLR	3.0	10.3	9.5	1.2	1.1		6.5	1.5				4.8
214		24	21	39	12	15		37	36	30		WQXR	214		24	21	39	12	15		37	36	30		WQXR	1.0		1.3	1.2	2.5	1.1	1.0		1.9	2.3	2.5	
707	21	72	42	152	110	15	39		89	89	33	WQXR FM	707	21	72	42	152	110	15	39		89	89	33	WQXR FM	3.3	1.5	3.8	2.4	9.7	9.6	1.0	1.8		5.7	7.5	1.0
816	21	72	63	168	122	15	39	37	112	89	33	TOTAL	816	21	72	63	168	122	15	39	37	112	89	33	TOTAL	3.8	1.5	3.8	3.6	10.7	10.7	1.0	1.8	1.9	7.1	7.5	1.0
1898		92	68	217	185	13	172	105	230	234	21	WRFM	1898		92	68	217	185	13	172	105	230	234	21	WRFM	8.8		4.9	3.9	13.8	16.2	9	8.0	5.5	14.6	19.8	7
236	21	24	21	22	14	15	32		30	32		WVJ FM	236	21	24	21	22	14	15	32		30	32		WVJ FM	1.1	1.5	1.3	1.2	1.4	1.2	1.0	1.5		1.9	2.7	
873	81	88	68		26	178	139	45	51		197	WXLO	873	81	88	68		26	178	139	45	51		197	WXLO	4.0	5.7	4.6	3.9		2.3	12.4	6.4	2.4	3.2		6.1
2492	350	349	254	111	24	425	367	239	122	43	163	WYNY	2492	350	349	254	111	24	425	367	239	122	43	163	WYNY	11.5	24.8	18.4	14.4	7.1	2.1	29.6	17.0	12.5	7.8	3.6	5.1

TOTAL LISTENING IN METRO SURVEY AREA 20899 1341 1853 1695 1555 1113 1410 2112 1827 1530 1135 3148 96.6 95.0 97.9 96.1 96.9 97.6 98.2 97.7 95.9 97.4 96.1 97.6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

NEW HAVEN-WEST HAVEN
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
36	1			5	5			3	5	4		WAVZ	29	1			5	4			3	3	3		WAVZ	4.8	1.5			15.6	10.5			7.5	7.7	7.3	
116	3	4	8	10	9	1	6	4	15	17		WELI	111	3	4	7	10	8	1	5	4	15	17		WELI	18.4	4.5	6.1	23.3	31.3	21.1	1.8	9.1	10.0	38.5	41.5	
119	13	17	7	2	1	21	31	7	2	3	12	WKCI	56	7	7	3		1	11	13	4	1	2	6	WKCI	9.3	10.6	10.6	10.0		2.6	19.3	23.6	10.0	2.6	4.9	11.5
35	6	4	1	1		7	3	5	2		6	WNHC	35	6	4	1	1		7	3	5	2		6	WNHC	5.8	9.1	6.1	3.3	3.1		12.3	5.5	12.5	5.1		11.5
57	20	14			1	11	4				7	WPLR	37	12	10			1	9	1				4	WPLR	6.1	18.2	15.2		2.6	15.8	1.8				7.7	
13	4	1			1	1	3	1			2	WYBC	13	4	1			1	1	3	1			2	WYBC	2.2	6.1	1.5		2.6	1.8	5.5	2.5			3.8	

3			2			1						WDRG	1							1						WDRG	2						1.8				
43	5	7	4	1		8	3	1			12	WDRG FM	21	3	1	3	1		4	1	1			7	WDRG FM	3.5	4.5	1.5	10.0	3.1		7.0	1.8	2.5			13.5
54	12	5		1		12	2	1			21	WHCN	32	5	4		1		7	1	1			13	WHCN	5.3	7.6	6.1		3.1		12.3	1.8	2.5			25.0
28	1	6	1	4		5	3	2	1		1	WIOF	12		4				2	1	1				WIOF	2.0		6.1				3.5	1.8	2.5			
58	2	5	1	5	7	4	2	4	11	5		WKSS	25	2	2		3	4			2	7	2		WKSS	4.2	3.0	3.0		9.4	10.5			5.0	17.9	4.9	
18			1		6		1	1	1	3		WRCH	8			1		1					2		WRCH	1.3			3.3		2.6					4.9	
51	1	5	3	2	3		1	1	3	7	2	WTIC	15		5			1					2	2	WTIC	2.5		7.6		2.6						4.9	3.8
8	1					1	1	1		1		WTIC FM	4										1		WTIC FM	7										2.4	
43	1	13	2			11	11	3		1	1	WWYZ	22	1	7	1			4	6	2		1		WWYZ	3.7	1.5	10.6	3.3			7.0	10.9	5.0			2.4

4	1		1			1	1					WABC	2	1						1						WABC	.3	1.5					1.8				
8	1	1	1			3	1			1		WBLS	6	1	1	1			3						WBLS	1.0	1.5	1.5	3.3			5.3					
52	2	5	5	9	6	1	2	3	2	3		WCBS	37	2	4	4	4	4	1	2	2	2	2		WCBS	6.1	3.0	6.1	13.3	12.5	10.5	1.8	3.6	5.0	5.1	4.9	
57	1	2	5	8	8	1	3	4	9	11		WEZN	28	1		3	4	4		2	1	5	4		WEZN	4.7	1.5		10.0	12.5	10.5		3.6	2.5	12.8	9.8	
18		1	4	6	1		1	1	3	1		WHN	6			2	2					1	1		WHN	1.0			6.7	6.3			2.5	2.6			
63	11	12	5	2	2	4	10	5	2		10	WNBC	41	8	7	1	1	2	3	7	3	2		7	WNBC	6.8	12.1	10.6	3.3	3.1	5.3	5.3	12.7	7.5	5.1		13.5
11					1		1	1		2		WOR	6					1		1	1		1			WOR	1.0				2.6		1.8	2.5			2.4
TOTAL LISTENING IN METRO SURVEY AREA													602	66	66	30	32	38	57	55	40	39	41	52													

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

NEW HAVEN-WEST HAVEN
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
462	25		26	49	67	5	3	31	70	70	22	WAVZ	394	22		26	49	57	5	3	25	59	49	22	WAVZ	10.6	6.8		11.1	21.0	28.5	1.6	8	10.0	23.0	21.0	5.4
1417	27	64	82	119	155	42	94	83	168	159	37	WELI	1265	27	58	63	110	125	40	88	74	153	144	31	WELI	34.2	8.4	16.3	26.9	47.2	62.5	13.1	24.1	29.5	59.8	61.8	7.6
1694	156	197	163	35	38	291	287	128	66	43	245	WKCI	839	81	105	88	15	17	139	137	74	21	16	124	WKCI	22.7	25.2	29.5	37.6	6.4	8.5	45.4	37.5	29.5	8.2	6.9	30.2
371	36	36	8	7	19	67	49	35	10	11	69	WNHC	356	36	29	8	7	19	65	49	35	10	11	63	WNHC	6.6	11.2	8.1	3.4	3.0	9.5	21.2	13.4	13.9	3.9	4.7	15.4
862	198	160	12	9	9	188	58	22	22	8	176	WPLR	528	110	85	6	9	4	142	29	13	8	4	118	WPLR	14.3	34.2	23.9	2.6	3.9	2.0	46.4	7.9	5.2	3.1	1.7	28.8
226	55	19	4		4	18	47	25	15		29	WYBC	226	55	19	4		4	18	47	25	15		29	WYBC	6.1	17.1	5.3	1.7		2.0	5.9	12.9	10.0	5.9		7.1
118		15	20	8	4	20	21	21			9	WDRG	84		7	12		4	20	16	16			9	WDRG	2.3		2.0	5.1		2.0	6.5	4.4	6.4			2.2
822	103	72	38	25	15	136	96	36	40	8	222	WDRG FM	379	45	23	21	19	4	60	35	28	11	133	WDRG FM	10.2	14.0	6.5	9.0	8.2	2.0	19.6	9.6	11.2	4.3		32.4	
718	126	62	17	9	14	111	58	24	13		271	WHCN	365	63	29	6	9	10	60	30	22	4	132	WHCN	9.9	19.6	8.1	2.6	3.9	5.0	19.6	8.2	8.8	1.6		32.2	
499	25	72	17	14	5	131	98	29	17	12	47	WIOF	221		41			60	56	10	8	8	24	WIOF	6.0		11.5				19.6	15.3	4.0	3.1	3.4	5.9	
617	14	41	29	72	56	34	24	32	84	65		WKSS	264	14	20	12	41	25	13	8	12	49	30	WKSS	7.1	4.3	5.6	5.1	17.6	12.5	4.2	2.2	4.8	19.1	12.9		
340	6	25	31	11	44		15	27	50	36	5	WRCH	167		16	13		33		13	26	25		WRCH	4.5		4.5	5.6		16.5		5.2	10.2	10.7			
887	34	82	47	74	67	17	54	25	50	109	17	WTIC	353	18	53	9	7	24	13	20	3	23	41	13	WTIC	9.5	5.6	14.9	3.8	3.0	12.0	4.2	5.5	1.2	9.0	17.6	3.2
292	19	35	7	6	12	48	39	5	9	36	42	WTIC FM	115	9	23			26	5		2	15	6	WTIC FM	3.1	2.8	6.5				8.5	1.4		8	6.4	1.5	
694	35	169	57	7	5	120	177	49	5	24	31	WVYZ	379	29	74	39		61	105	26	5	21	9	WVYZ	10.2	9.0	20.8	16.7			19.9	28.8	10.4	2.0	9.0	2.2	
243	24	26	17	2	16	25	50	13	4	16	29	WABC	116	18	14	6		4	13	20	4		8	8	WABC	3.1	5.6	3.9	2.6		2.0	4.2	5.5	1.6		3.4	2.0
127	35	12	4			40	19	3		4		WBLS	93	30	12	4			29	8					WBLS	2.5	9.3	3.4	1.7			9.5	2.2				
876	55	82	131	99	79	21	46	55	49	39	9	WCBS	656	55	59	96	69	53	21	24	46	39	24	6	WCBS	17.7	17.1	16.6	41.0	29.6	26.5	6.9	6.6	18.3	15.2	10.3	1.5
769	9	42	66	93	89	6	48	64	103	106	13	WEZN	422	9	21	33	52	49		22	23	67	55	3	WEZN	11.4	2.8	5.9	14.1	22.3	24.5		6.0	9.2	26.2	23.6	7
268	9	15	33	67	16		16	25	41	16	25	WHN	123	9		9	42	4			19	21	4	15	WHN	3.3	2.8		3.8	18.0	2.0		7.6	8.2	1.7	3.7	
1288	120	190	93	47	23	132	227	132	48	15	209	WNBC	806	88	113	42	24	16	99	134	68	42	7	132	WNBC	21.8	27.3	31.7	17.9	10.3	8.0	32.4	36.7	27.1	16.4	3.0	32.2
195			18	5	16		7	16	17	27		WOR	112			12		16		5	12	4	19		WOR	3.0			5.1		8.0		1.4	4.8	1.6	8.2	

TOTAL LISTENING IN METRO SURVEY AREA 3607 322 356 230 217 196 301 354 247 243 228 410 97.4 99.9 99.9 98.3 93.1 98.0 98.4 97.0 98.4 94.9 97.9 99.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

NEW ORLEANS
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
171	22	5	4	2	3	25	20	8	4	2	75	WAIL	124	11	5	4	1	2	18	14	7	2	1	58	WAIL	8.4	8.2	3.4	5.0	1.4	2.5	12.9	7.5	6.5	2.5	1.1	29.0			
112	7	11	12	4	6	7	21	17	8	7	2	WAJY	88		10	11	4	5	5	15	15	7	7	2	WAJY	5.9		6.8	13.8	5.4	6.2	3.6	8.0	14.0	8.9	7.4	1.0			
12	1	2		1				1	1		1	*WARB	9	1	2		1					1	1	1	*WARB	.6	.7	1.4		1.4				1.3		.5				
32	1	1	3	1		6	3	4	2	2	7	WBOK	27	1	1	2		6	2	2	2	2	7	WBOK	1.8	7	.7	2.5			4.3	1.1	1.9	2.5	2.1	3.5				
132	2	5	6	19	17	5	9	9	9	16	3	WBYU	114	1	4	6	15	16	5	8	9	8	15	2	WBYU	7.7	7	2	7	5	20	3	19.8	3.6	4.3	8.4	10.1	16.0	1.0	
218	30	28	7	5	3	34	20	8	4	1	77	WEZB	153	24	21	4	5	1	18	17	6	3	1	53	WEZB	10.3	17.9	14.4	5.0	6.8	1.2	12.9	9.1	5.6	3.8	1.1	26.5			
53		2	5	6	7		4	3	5	8		WGSO	45		2	4	5	7		4	3	4	8		WGSO	3.0		1.4	5.0	6.8	8.6		2.1	2.8	5.1	8.5				
39	2	3	5			4	11	4	3	4	2	*WNNR	34	1	3	4		4	9	4	3	4	1	*WNNR	2.3	.7	2.1	5.0			2.9	4.8	3.7	3.8	4.3	.5				
47	4	8	2	3	2	5	4	5	3	3	2	WNOE	30	1	5	1	1	1	4	3	5	2	2	1	WNOE	2.0	.7	3.4	1.3	1.4	1.2	2.9	1.6	4.7	2.5	2.1	.5			
142	13	13	18	17	3	9	20	18	9	5	12	WNOE FM	99	8	9	13	13	3	7	15	10	6	5	7	WNOE FM	6.7	6.0	6.2	16.3	17.6	3.7	5.0	8.0	9.3	7.6	5.3	3.5			
109	17	19	6	1	1	14	26	9	3	2	6	WQUE	92	11	17	5	1	1	10	23	9	3	2	5	WQUE	6.2	8.2	11.6	6.3	1.4	1.2	7.1	12.3	8.4	3.8	2.1	2.5			
144	38	20	4	2	1	37	7	3			32	WRNO	120	35	8	3	2	1	33	4	3		31	31	WRNO	8.1	26.1	5.5	3.8	2.7	1.2	23.6	2.1	2.8			15.5			
53		1		6	8		8	4	3	10	1	*WSHO	41				4	8		7	4	1	9	1	*WSHO	2.8				5.4	9.9		3.7	3.7	1.3	9.6	.5			
86			1	4	10	1		2	12	13	1	WSMB	77				4	9		2	10	12	1	WSMB	5.2				5.4	11.1			1.9	12.7	12.8	.5				
182	14	39	10	6	3	27	29	12	8	4	27	WTIX	115	6	32	6	3	2	14	20	5	8	3	14	WTIX	7.8	4.5	21.9	7.5	4.1	2.5	10.0	10.7	4.7	10.1	3.2	7.0			
22			1		5		4	3	1	1		*WVOG	20			1		5		3	3	1	1		*WVOG	1.4			1.3		6.2		1.6	2.8	1.3	1.1				
36		1		6	3			1	2	3		WWIW	36		1		6	3			1	2	3		WWIW	2.4		.7		8.1	3.7			.9	2.5	3.2				
112	1	7	13	9	8		6	8	12	11		WWL	58	1	5	7	5	5		4	4	7	5		WWL	3.9	.7	3.4	8.8	6.8	6.2		2.1	3.7	8.9	5.3				
34	8	2	1	1	1	4	3	3	2	2	5	WYLD	23	6	2	1	1	1	1	2	2	2	2	2	WYLD	1.6	4.5	1.4	1.3	1.4	1.2	.7	1.1	1.9	2.5	2.1	1.0			
104	19	11	3	1	1	14	19	9	5	3	18	WYLD FM	83	17	9	3	1	1	12	19	4	5	1	11	WYLD FM	5.6	12.7	6.2	3.8	1.4	1.2	8.6	10.2	3.7	6.3	1.1	5.5			
TOTAL LISTENING IN METRO SURVEY AREA												1480	134	146	80	74	81	140	187	107	79	94	200																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

NEW ORLEANS
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
1798	313	112	52	24	36	221	207	103	63	38	595	WAIL	1231	168	100	47	12	6	163	158	86	44	15	427	WAIL	12.9	22.5	9.9	7.0	2.1	1.3	20.1	14.9	11.7	7.3	2.7	33.7
1657	84	149	182	104	61	135	285	132	129	102	83	WAJY	1276	9	140	168	84	55	98	228	103	111	102	64	WAJY	13.3	1.2	13.9	25.1	14.9	11.5	12.1	21.6	14.0	18.4	18.1	5.1
140	8	10		19	13		9	14	18	7	9	*WARB	123	8	10		19	13		9	9	18	7	9	*WARB	1.3	1.1	1.0		3.4	2.7		.9	1.2	3.0	1.2	.7
753	58	55	49	34	6	82	80	65	50	48	154	WBOK	698	58	55	41	29	6	82	62	53	50	42	154	WBOK	7.3	7.8	5.5	6.1	5.1	1.3	10.1	5.9	7.2	8.3	7.5	12.2
1599	54	56	91	233	177	35	134	126	186	151	68	WBYU	1270	28	37	81	200	143	31	104	108	148	127	60	WBYU	13.3	3.7	3.7	12.1	35.5	30.0	3.8	9.8	14.7	24.6	22.6	4.7
2875	411	273	176	65	43	500	229	137	70	32	916	WEZB	2007	295	180	137	46	26	311	181	102	48	27	637	WEZB	21.0	39.5	17.8	20.4	8.2	5.5	38.4	17.1	13.9	8.0	4.8	50.3
994	9	73	57	90	85		65	92	101	105	16	WGSO	794	9	64	50	69	85		60	88	87	90	16	WGSO	8.3	1.2	6.3	7.5	12.2	17.8		5.7	12.0	14.5	16.0	1.3
452	65	27	14	5	11	40	100	46	25	42	51	*WNNR	365	25	27	6	5	11	40	81	46	25	42	31	*WNNR	3.8	3.3	2.7	.9	.9	2.3	4.9	7.7	6.3	4.2	7.5	2.4
1250	93	163	85	81	56	84	144	99	78	57	170	WNOE	803	37	110	45	42	40	44	118	78	43	39	107	WNOE	8.4	5.0	10.9	6.7	7.4	8.4	5.4	11.2	10.6	7.1	6.9	8.5
2251	220	271	261	198	88	151	260	206	170	92	209	WNOE FM	1432	100	179	152	137	71	98	180	125	123	74	100	WNOE FM	15.0	13.4	17.7	22.7	24.3	14.9	12.1	17.0	17.0	20.4	13.2	7.9
1805	301	265	114	36	20	328	296	87	42	26	230	WQUE	1413	196	231	104	36	20	229	257	75	30	18	187	WQUE	14.8	26.2	22.9	15.5	6.4	4.2	28.3	24.3	10.2	5.0	3.2	14.8
1716	351	269	85	27	14	299	204	68	14	10	363	WRNO	1370	315	181	74	23	14	254	128	58	10	10	303	WRNO	14.3	42.2	17.9	11.0	4.1	2.9	31.4	12.1	7.9	1.7	1.8	23.9
619	9	35	11	77	78	24	51	44	42	70	8	*WSHO	483	9	26	11	55	54	24	37	38	27	52	8	*WSHO	5.1	1.2	2.6	1.6	9.8	11.3	3.0	3.5	5.2	4.5	9.3	.6
984		19	43	70	145	23	17	60	92	138	9	WSMB	758		19	27	70	108	15	17	56	72	124	9	WSMB	7.9		1.9	4.0	12.4	22.6	1.9	1.6	7.6	12.0	22.1	7
3248	344	433	238	108	107	419	454	197	148	69	592	WTIX	1663	122	225	144	71	52	202	262	100	102	37	294	WTIX	17.4	16.3	22.3	21.5	12.6	10.9	24.9	24.8	13.6	16.9	6.6	23.2
217			31	10	27		46	17	8	26	8	*WVOG	183			31	10	27		36	17	8	26	8	*WVOG	1.9			4.6	1.8	5.7		3.4	2.3	1.3	4.6	.6
490	9	27	9	53	81	8	8	11	43	54	24	WWIW	465	9	27	9	53	64	8	8	11	35	54	24	WWIW	4.9	1.2	2.7	1.3	9.4	13.4	1.0	8	1.5	5.8	9.6	1.9
2151	44	163	200	167	196	20	120	140	180	215	78	WWL	1152	35	80	136	125	98	16	62	81	110	102	49	WWL	12.0	4.7	7.9	20.3	22.2	20.5	2.0	5.9	11.0	18.3	18.1	3.9
825	161	46	40	29	23	87	64	71	52	43	145	WYLD	565	74	46	29	25	23	55	41	53	45	27	96	WYLD	5.9	9.9	4.6	4.3	4.4	4.8	6.8	3.9	7.2	7.5	4.8	7.6
1262	215	169	44	35	12	165	167	72	51	39	232	WYLD FM	976	148	160	44	35	12	151	167	53	45	19	119	WYLD FM	10.2	19.8	15.9	6.6	6.2	2.5	18.6	15.8	7.2	7.5	3.4	9.4

TOTAL LISTENING IN METRO SURVEY AREA 8685 708 926 602 475 429 803 1009 629 515 486 1234 90.8 94.8 91.8 89.9 84.2 89.9 99.1 95.5 85.7 85.5 86.5 97.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

NEW YORK
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
1313	108	237	113	76	26	109	143	137	74	59	106	WABC	1143	92	210	97	67	23	91	105	131	67	52	86	WABC	4.6	5.3	8.6	5.9	4.3	1.6	4.9	4.4	7.0	3.4	2.6	3.8
491	1	24	8	32	38	6	56	63	56	43	15	WADO	488	1	24	8	32	38	6	55	62	55	43	15	WADO	2.0	.1	1.0	.5	2.0	2.6	.3	2.3	3.3	2.8	2.1	.7
13		3		4				1		3		*WALK	13		3		4				1		3		*WALK	.1		1		.3				.1		1	
78		4	3	11	9		1	6	18	4	5	WALK FM	77		4	3	11	9		1	5	18	4	5	WALK FM	3		2	.2	7	6			.3	.9	2	
91		7	3	15	9		1	7	18	7	5	TOTAL	90		7	3	15	9		1	6	18	7	5	TOTAL	4		.3	2	1.0	6			4	.9	3	
139	39	17	12	7	1	17	4	3		1	38	WBAB	139	39	17	12	7	1	17	4	3		1	38	WBAB	6	2.3	7	7	4	1	9	2	2			1.7
181	3	33	10	6		37	44	12	7	1	27	WBLI	175	1	32	10	6		37	43	11	7	1	26	WBLI	.7	.1	1.3	6	4		2.0	1.8	.6	4		1.2
1871	219	237	86	24	47	284	323	135	83	60	367	WBLS	1848	216	233	85	24	47	274	322	135	83	59	364	WBLS	7.4	12.5	9.5	5.1	1.5	3.2	14.8	13.5	7.2	4.2	2.9	16.2
1352	53	82	65	159	207	18	40	54	127	191	8	WCBS	1201	50	65	55	138	194	16	34	45	119	177	8	WCBS	4.8	2.9	2.7	3.3	8.8	13.2	.9	1.4	2.4	6.0	8.8	.4
580	29	109	102	34	4	66	88	77	17	14	19	WCBS FM	553	29	100	97	34	4	65	81	77	17	13	19	WCBS FM	2.2	1.7	4.1	5.9	2.2	3	3.5	3.4	4.1	9	6	.8
136	2			36	14	2		16	25	36	4	WCTC	136	2			36	14	2		16	25	36	4	WCTC	5	1			2.3	1.0	.1		.9	1.3	1.8	.2
99	1	4	4	11	17	1	6	13	11	18		WCTO	99	1	4	4	11	17	1	6	13	11	18		WCTO	.4	.1	2	2	7	1.2	.1	.3	.7	6	9	
69	4	27	13			15	3	1	2	1	3	WDHA	69	4	27	13			15	3	1	2	1	3	WDHA	.3	2	1.1	8			8	1	.1	1		1
170	2	3	8	26	37	1	5	2	15	34	1	*WHLI	170	2	3	8	26	37	1	5	2	15	34	1	*WHLI	7	.1	1	5	1.7	2.5	1	.2	.1	8	1.7	
722	25	60	104	128	31	20	26	74	50	51	17	WHN	604	9	46	82	109	29	19	21	64	37	48	12	WHN	2.4	.5	1.9	5.0	7.0	2.0	1.0	.9	3.4	1.9	2.4	.5
190		9	28	26	20		9	19	18	14		WHUD	81		2	11	17	8		2	8	2	6		WHUD	.3		.1	7	1.1	.5		1	4	1	3	
1078	15	67	57	108	117	17	56	103	107	86	13	WINS	1063	15	67	55	107	116	17	54	103	106	85	13	WINS	4.3	.9	2.7	3.3	6.8	7.9	.9	2.3	5.5	5.3	4.2	6
391	1	35	29	14	25	22	64	82	41	18	31	WJIT	391	1	35	29	14	25	22	64	82	41	18	31	WJIT	1.6	1	1.4	1.8	.9	1.7	1.2	2.7	4.4	2.1	9	1.4
277	7	40	50	24	2	20	21	39	32	14	8	WKHK	247	3	37	47	20	2	20	21	32	24	13	8	WKHK	1.0	.2	1.5	2.8	1.3	1	1.1	9	1.7	1.2	.6	.4
105		4		5	10		3	8	13	21	1	WKJY	105		4		5	10		3	8	13	21	1	WKJY	4		2		3	.7		.1	4	.7	1.0	
1616	154	226	149	18	6	251	264	110	33	23	358	WKTU	1580	148	220	149	18	6	232	261	109	33	23	357	WKTU	6.4	8.5	9.0	9.0	1.1	.4	12.5	11.0	5.8	1.7	1.1	15.9
152	7	8	11	10	15	21	17	22	27	1	6	*WLIB	152	7	8	11	10	15	21	17	22	27	1	6	*WLIB	6	4	3	7	6	1.0	1.1	7	1.2	1.4		3
143	48	18	1	2		26	10	1			37	WLIQ	143	48	18	1	2		26	10	1			37	WLIQ	6	2.8	7	.1	1		1.4	4	1			1.6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
587	18	32	28	24	61	3	15	20	66	86	7	WMCA	559	18	30	27	23	59	3	14	20	62	80	7	WMCA	2.2	1.0	1.2	1.6	1.5	4.0	2	6	1.1	3.1	4.0	.3
1522	110	217	185	46	25	164	205	161	58	25	273	WNBC	1156	70	158	152	35	20	96	161	131	53	20	208	WNBC	4.6	4.0	6.5	9.2	2.2	1.4	5.2	6.8	7.0	2.7	1.0	9.3
339	4	13	42	78	27	12	31	20	53	16		WNCN	332	4	12	42	78	26	12	31	20	52	16		WNCN	1.3	2	5	2.5	5.0	1.8	6	1.3	1.1	2.6	8	
966	27	44	51	116	133	3	52	46	188	163	9	WNEW	922	27	44	45	106	122	2	49	44	184	159	9	WNEW	3.7	1.6	1.8	2.7	6.8	8.3	1	2.1	2.3	9.2	7.9	4
734	154	218	24	3	19	117	101	22	12	8	39	WNEW FM	696	148	207	24	2	19	109	95	22	11	8	37	WNEW FM	2.8	8.5	8.5	1.5	1	1.3	5.9	4.0	1.2	6	4	1.6
166	5	38	2	1	5	31	17	15	9	19	18	WNJR	166	5	38	2	1	5	31	17	15	9	19	18	WNJR	.7	3	1.6	.1	1	3	1.7	7	.8	5	9	.8
1624	27	38	33	103	91	7	47	76	179	378	11	WOR	1463	26	32	26	100	74	7	43	72	173	349	11	WOR	5.9	1.5	1.3	1.6	6.4	5.0	4	1.8	3.8	8.7	17.4	5
707	10	9	12	32	121	5	12	39	81	97	1	WPAT	700	10	9	12	31	120	5	12	39	81	96	1	WPAT	2.8	6	4	7	2.0	8.2	3	5	2.1	4.1	4.8	
921	23	22	65	110	104	16	58	93	128	130	4	WPAT FM	889	23	21	65	105	100	16	58	88	128	118	4	WPAT FM	3.6	1.3	9	3.9	6.7	6.8	9	2.4	4.7	6.4	5.9	2
569	51	51	18	18	1	126	28	29	11	3	219	WPIX	541	48	48	17	18	1	122	23	26	11	3	211	WPIX	2.2	2.8	2.0	1.0	1.1	1	6.6	1.0	1.4	6	1	9.4
1170	348	144	16	1	1	145	71	25	2	3	409	WPLJ	1120	327	135	13	1	1	139	69	24	2	3	401	WPLJ	4.5	18.9	5.5	8	1	1	7.5	2.9	1.3	1	1	17.9
87	2	5	6	8	12	1	4	3	9	12		WQXR	67	2	5	5	6	9	1	4	3	8	8		WQXR	3	1	2	3	4	6	1	2	2	4	4	
267	2	20	33	20	26	4	16	20	29	34	1	WQXR FM	249	2	19	31	19	23	4	15	20	27	30	1	WQXR FM	1.0	1	8	1.9	1.2	1.6	2	6	1.1	1.4	1.5	
354	4	25	39	28	38	5	20	23	38	46	1	TOTAL	316	4	24	36	25	32	5	19	23	35	38	1	TOTAL	1.3	2	1.0	2.2	1.6	2.2	3	8	1.3	1.8	1.9	
1279	9	52	84	109	141	21	44	76	131	207	8	WRFM	1228	9	51	82	105	134	21	44	76	131	192	8	WRFM	4.9	5	2.1	5.0	6.7	9.1	1.1	1.8	4.0	6.6	9.6	4
414	47	87	44	18	4	61	78	30	19	10	7	WTFM	397	47	82	41	18	4	53	77	30	19	10	7	WTFM	1.6	2.7	3.4	2.5	1.1	3	2.9	3.2	1.6	1.0	5	3
113	4	1	4	20	6		4	4	24	16		WVNJ	113	4	1	4	20	6		4	4	24	16		WVNJ	5	2		2	1.3	4		2	2	1.2	8	
216	2	12	26	41	11	19	10	15	39	25		WVNJ FM	205	2	11	26	39	8	19	10	14	38	23		WVNJ FM	8	1	4	1.6	2.5	5	1.0	4	7	1.9	1.1	
110	12	10	1	15	3	7	13	17	11	6	10	WWRL	107	12	7	1	15	3	7	13	17	11	6	10	WWRL	4	7	3	.1	1.0	2	4	5	9	6	3	4
405	41	27	16	6	3	76	95	20	20	11	85	WXLO	397	40	27	16	6	3	75	92	20	20	10	83	WXLO	1.6	2.3	1.1	1.0	4	2	4.0	3.9	1.1	1.0	5	3.7
944	93	133	113	17	5	127	234	75	44	22	54	WYNY	897	90	124	104	16	5	122	220	74	43	21	53	WYNY	3.6	5.2	5.1	6.3	1.0	3	6.6	9.2	3.9	2.2	1.0	2.4
277	6	5	13	22	31	7	11	32	45	48	5	WEZN	93	1	2	3	4	16	4	2	7	14	18	3	WEZN	4	1	1	2	3	1.1	2	1	4	7	9	1

TOTAL LISTENING IN METRO SURVEY AREA 24879 1732 2445 1652 1568 1472 1855 2381 1878 1992 2010 2245

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

NEW YORK
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
28376	2028	3703	2139	1720	981	2275	2955	2497	1431	1268	4254	WABC	24588	1735	3025	1833	1529	903	1875	2391	2275	1247	1154	3671	WABC	18.2	19.0	23.8	19.4	17.8	11.2	19.2	17.4	22.1	13.1	12.4	23.6
4772	56	484	291	375	324	67	554	710	698	385	210	WADO	4713	56	484	284	368	324	67	518	707	692	385	210	WADO	3.5	6	3.8	3.0	4.3	4.0	7	3.8	6.9	7.3	4.2	1.3
200		20		17				37		40	12	*WALK	192		20		17				37		40	12	*WALK	1		2		.2				4		.4	.1
1486	5	188	119	139	96	27	65	117	156	107	113	WALK FM	1443	180	119	139	96	15	65	112	149	107	113	WALK FM	1.1		1.4	1.3	1.6	1.2	2	5	1.1	1.6	1.2	.7	
1576	5	208	119	156	96	27	65	136	156	121	125	TOTAL	1525	200	119	156	96	15	65	131	149	121	125	TOTAL	1.1		1.6	1.3	1.8	1.2	.2	5	1.3	1.6	1.3	.8	
2473	479	468	63	114	24	311	92	93	23	27	754	WBAB	2457	479	460	63	114	24	311	84	93	23	27	754	WBAB	1.8	5.2	3.6	7	1.3	.3	3.2	.6	9	2	.3	4.8
3073	97	526	221	164	24	412	541	242	93	58	653	WBLI	2893	70	492	211	160	24	381	523	228	89	54	619	WBLI	2.1	8	3.9	2.2	1.9	3	3.9	3.8	2.2	.9	6	4.0
19405	2226	2334	1129	475	343	3011	3099	1473	876	352	3892	WBLS	19009	2134	2286	1117	475	343	2888	3069	1453	869	349	3843	WBLS	14.1	23.4	18.0	11.8	5.5	4.3	29.6	22.4	14.1	9.1	3.8	24.7
25385	863	2209	1796	2688	3010	793	1312	1335	1925	2631	607	WCBS	21747	751	1760	1519	2308	2711	694	1098	1109	1694	2320	576	WCBS	16.1	8.2	13.9	16.1	26.9	33.8	7.1	8.0	10.8	17.8	25.0	3.7
11332	678	2036	1503	514	140	1272	2003	1140	332	216	931	WCBS FM	10805	668	1893	1469	483	132	1227	1915	1123	321	167	931	WCBS FM	8.0	7.3	14.9	15.5	5.6	1.6	12.6	14.0	10.9	3.4	1.8	6.0
1647	44	23	47	282	293	75	7	135	273	228	168	WCTC	1607	44		47	282	293	75		125	273	228	168	WCTC	1.2	5		.5	3.3	3.6	8		1.2	2.9	2.5	1.1
1363	21	64	106	137	237	26	100	172	138	193	18	WCTO	1354	21	64	106	134	237	26	100	172	132	193	18	WCTO	1.0	2	5	1.1	1.6	3.0	3	7	1.7	1.4	2.1	.1
1261	154	158	93	27	48	294	88	79	49	59	203	WDHA	1257	154	154	93	27	48	294	88	79	49	59	203	WDHA	9	1.7	1.2	1.0	3	.6	3.0	6	8	.5	.6	1.3
1702	39	38	123	205	251	60	60	42	186	307	51	*WHLI	1642	39	23	123	205	251	60	47	32	182	307	40	*WHLI	1.2	4	2	1.3	2.4	3.1	6	.3	3	1.9	3.3	.3
11121	460	734	1236	1238	617	577	596	1335	1031	778	610	WHN	9430	357	588	1002	1023	570	552	450	1126	801	725	497	WHN	7.0	3.9	4.6	10.6	11.9	7.1	5.7	3.3	11.0	8.4	7.8	3.2
2407	7	187	225	243	212	28	244	244	198	265	82	WHUD	1168		56	69	159	105	18	114	120	98	166	8	WHUD	.9		4	7	1.9	1.3	.2	8	1.2	1.0	1.8	.1
23751	626	1672	1872	2275	2492	573	1801	1957	1864	1893	1001	WINS	23269	620	1651	1831	2206	2446	567	1786	1952	1827	1851	981	WINS	17.2	6.8	13.0	19.4	25.7	30.5	5.8	13.0	19.0	19.2	20.0	6.3
3796	110	340	391	249	186	321	491	636	376	90	334	WJIT	3796	110	340	391	249	186	321	491	636	376	90	334	WJIT	2.8	1.2	2.7	4.1	2.9	2.3	3.3	3.6	6.2	3.9	1.0	2.1
4524	365	710	533	545	95	429	455	372	314	155	286	WKHK	4014	259	658	478	483	77	429	452	283	269	138	229	WKHK	3.0	2.8	5.2	5.1	5.6	1.0	4.4	3.3	2.8	2.8	1.5	1.5
981		68		131	176	15	71	47	114	128	32	WKJY	981		68		131	176	15	71	47	114	128	32	WKJY	.7		5		1.5	2.2	2	5	.5	1.2	1.4	.2
21398	2399	2814	1242	493	153	3608	3250	1458	488	179	4896	WKTU	21006	2315	2743	1242	493	153	3474	3215	1427	488	179	4859	WKTU	15.6	25.3	21.6	13.1	5.7	1.9	35.6	23.5	13.9	5.1	1.9	31.2
2019	121	125	214	109	134	252	342	234	172	53	125	*WLIB	2013	121	125	214	109	134	252	342	234	170	53	125	*WLIB	1.5	1.3	1.0	2.3	1.3	1.7	2.6	2.5	2.3	1.8	6	.8
2764	824	345	25	39	16	382	162	51	13	16	891	WLIR	2753	824	338	25	39	12	382	162	51	13	16	891	WLIR	2.0	9.0	2.7	3	5	.1	3.9	1.2	.5	1	.2	5.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

NEW YORK
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
11017	484	078	933	699	1198	203	402	316	836	1381	429	WMCA	10599	484	1017	891	692	1175	203	364	305	814	1316	429	WMCA	7.9	5.3	8.0	9.4	8.1	14.6	2.1	2.7	3.0	8.5	14.2	2.8
29529	2238	835	2963	1197	663	2947	3782	2563	1458	620	5999	WNBC	22724	1580	2800	2340	956	587	2122	2840	1956	1206	510	4739	WNBC	16.8	17.3	22.1	24.8	11.1	7.3	21.7	20.7	19.0	12.6	5.5	30.4
4818	258	521	554	533	374	141	843	333	313	325	50	WNCN	4677	258	495	554	524	348	141	843	328	294	309	50	WNCN	3.5	2.8	3.9	5.9	6.1	4.3	1.4	6.2	3.2	3.1	3.3	3
13552	575	956	989	1532	1703	229	748	847	1630	1338	492	WNEW	12586	557	923	875	1456	1524	221	665	742	1536	1284	492	WNEW	9.3	6.1	7.3	9.3	16.9	19.0	2.3	4.9	7.2	16.1	13.8	3.2
11447	2151	2527	497	157	166	1810	1574	346	334	272	1152	WNEW FM	10819	2015	2352	492	141	166	1697	1484	330	318	272	1116	WNEW FM	3.0	22.1	18.5	5.2	1.6	2.1	17.4	10.8	3.2	3.3	2.9	7.2
1978	169	370	37	104	114	217	177	215	165	132	159	WNJR	1971	169	370	37	104	114	217	177	215	158	132	159	WNJR	1.5	1.9	2.9	.4	1.2	1.4	2.2	1.3	2.1	1.7	1.4	1.0
20742	346	985	987	1557	1976	337	932	1001	2253	3049	414	WOR	18783	308	867	849	1485	1816	330	846	935	2136	2775	400	WOR	13.9	3.4	6.8	9.0	17.3	22.6	3.4	6.2	9.1	22.4	29.9	2.6
10453	183	238	410	907	1224	76	280	740	1174	1572	71	WPAT	10263	183	223	399	900	1200	76	270	724	1174	1559	71	WPAT	7.6	2.0	1.8	4.2	10.5	14.9	8	2.0	7.0	12.3	16.8	5
12023	201	465	859	1416	1431	348	923	968	1330	1406	281	WPAT FM	11629	201	435	851	1367	1367	329	923	924	1312	1340	275	WPAT FM	8.6	2.2	3.4	9.0	15.9	17.0	3.4	6.7	9.0	13.8	14.4	1.8
11789	1333	067	640	287	70	2248	953	364	387	175	3926	WPIX	11210	1200	1009	562	287	64	2180	921	336	361	175	3794	WPIX	8.3	13.1	8.0	5.9	3.3	8	22.3	6.7	3.3	3.8	1.9	24.4
16793	3455	2092	390	57	45	2570	1361	506	153	93	5918	WPLJ	15539	3112	1863	355	40	45	2374	1275	477	137	93	5616	WPLJ	11.5	34.1	14.7	3.8	5	.6	24.3	9.3	4.6	1.4	1.0	36.1
2486	55	154	153	254	436	47	45	109	204	249		WQXR	2211	42	149	133	217	389	47	36	109	193	185	WQXR	1.6	5	1.2	1.4	2.5	4.8	.5	.3	1.1	2.0	2.0		
5209	120	429	642	535	681	116	314	434	325	540	92	WQXR FM	4943	120	418	615	516	651	116	294	434	300	494	82	WQXR FM	3.7	1.3	3.3	6.5	6.0	8.1	1.2	2.1	4.2	3.1	5.3	
6946	175	498	739	753	967	148	359	512	481	673	92	TOTAL	6462	162	487	692	711	903	148	330	512	446	571	82	TOTAL	4.8	1.8	3.8	7.3	8.3	11.2	1.5	2.4	5.0	4.7	6.2	
12925	224	664	751	1314	1455	223	805	627	1350	1960	226	WRFM	12109	224	645	699	1211	1370	215	805	601	1305	1803	221	WRFM	9.0	2.5	5.1	7.4	14.1	17.1	2.2	5.9	5.8	13.7	19.4	1.4
6755	671	272	655	246	119	1008	1374	479	243	143	242	WTFM	6582	671	1221	630	243	119	963	1342	468	237	143	242	WTFM	4.9	7.3	9.6	6.7	2.8	1.5	9.9	9.8	4.6	2.5	1.5	1.6
2032	106	62	96	325	259		60	101	252	291	18	WVNJ	2032	106	62	96	325	259		60	101	252	291	18	WVNJ	1.5	1.2	.5	1.0	3.8	3.2		4	1.0	2.6	3.1	.1
4012	91	327	267	470	361	220	319	356	406	573	35	WVNJ FM	3717	86	312	259	423	312	220	298	326	369	510	35	WVNJ FM	2.8	9	2.5	2.7	4.9	3.9	2.3	2.2	3.2	3.9	5.5	2
2334	282	172	68	159	192	194	283	270	126	174	283	WWRL	2326	282	164	68	159	192	194	283	270	126	174	283	WWRL	1.7	3.1	1.3	7	1.9	2.4	2.0	2.1	2.6	1.3	1.9	1.8
8607	854	934	430	167	77	1648	1481	493	180	201	2080	WXLO	8363	813	898	423	167	77	1588	1409	488	180	194	2067	WXLO	6.2	8.9	7.1	4.5	1.9	1.0	16.3	10.3	4.7	1.9	2.1	13.3
17261	1865	637	1475	677	255	2391	3059	1240	651	615	1776	WYNY	16309	1778	2379	1350	644	255	2285	2909	1187	613	599	1729	WYNY	12.1	19.5	18.8	14.3	7.5	3.2	23.4	21.2	11.6	6.4	6.5	11.1
3567	52	115	238	389	411	85	189	446	395	413	144	WEZN	1456	14	45	48	146	207	54	77	164	122	179	76	WEZN	1.1	.2	4	.5	1.7	2.6	.6	.6	1.6	1.3	1.9	.5

TOTAL LISTENING IN METRO SURVEY AREA 129947 8884 2223 9013 8404 7770 9613 13262 9963 9157 9018 15244 96.3 97.3 96.3 95.4 97.8 96.8 98.4 96.8 96.9 96.0 97.2 97.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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Cume Listening Estimates

NORFOLK-PORTSMOUTH-NEWPTN NWS-HMPTN
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
96		23		10		11	3	10	18		*WBCI	88		18		10		11		10	18		*WBCI	9		1.7		1.8		1.4		1.4		3.2			
754	128	92	21		19	89	80	37	59	30	115	WBCI FM	509	93	87	8	8	62	55	27	47	21	65	WBCI FM	5.3	7.1	8.3	1.2	2.0	7.6	5.5	3.9	8.2	4.7	5.6		
790	128	92	21	10	19	89	83	37	71	30	115	TOTAL	542	93	87	8	10	8	62	55	27	59	21	65	TOTAL	5.7	7.1	8.3	1.2	1.8	2.0	7.6	5.5	3.9	10.3	4.7	5.6
605	38	49	83	61	43	55	30	46	59	21	19	*WCMS	531	38	29	62	61	43	55	30	46	59	21	14	*WCMS	5.6	2.9	2.8	9.0	10.8	6.8	3.0	6.6	10.3	4.7	1.2	
1982	252	186	244	183	80	118	187	235	167	83	86	WCMS FM	1710	230	158	215	183	68	112	161	208	141	64	75	WCMS FM	17.9	17.6	15.0	31.3	32.4	17.1	13.8	16.1	29.7	24.7	14.4	6.4
134		8	13	19	26					39		*WCPK	125		8	13	19	21					35		*WCPK	1.3		8	1.9	3.4	5.3				7.9		
1361	22	85	88	140	111	36	159	150	122	156	20	WFOG FM	1185	22	81	88	126	100	36	153	131	107	134	20	WFOG FM	12.4	1.7	7.7	12.8	22.3	25.1	4.4	15.3	18.7	18.7	30.2	1.7
1819	237	233	109	45	43	241	204	151	89	46	264	WGH	1685	226	233	109	32	36	223	204	132	76	46	264	WGH	17.7	17.3	22.1	15.8	5.7	9.0	27.5	20.4	18.8	13.3	10.4	22.6
634	39	85	56	24	45	42	66	59	47	37	22	WGH FM	560	39	85	56	24	32	42	66	59	43	28	22	WGH FM	5.9	3.0	8.1	8.1	4.3	8.0	5.2	6.6	8.4	7.5	6.3	1.9
1141	12	89	107	67	114	41	122	122	122	122	61	WKEZ	871		89	70	67	65	36	116	75	99	82	50	WKEZ	9.1		8.4	10.2	11.9	16.3	4.4	11.6	10.7	17.3	18.5	4.3
757	93	102	82	59	58	19	25	74	61	42	21	WNIS	744	93	102	73	59	58	19	25	74	57	42	21	WNIS	7.8	7.1	9.7	10.6	10.5	14.6	2.3	2.5	10.6	10.0	9.5	1.8
523	91	57	26	18	6	86	75	15	6	10	127	WNOR	497	81	57	26	18	6	86	75	15	6	10	111	WNOR	5.2	6.2	5.4	3.8	3.2	1.5	10.6	7.5	2.1	1.1	2.3	9.5
1473	496	270	14			233	158	30	28	7	218	WNOR FM	1444	496	270	14			225	158	30	28	7	211	WNOR FM	15.2	37.9	25.6	2.0			27.7	15.8	4.3	4.9	1.6	18.1
1742	254	206	100	47	27	202	225	139	95	25	400	WOWI	1371	216	181	84	47	16	168	205	94	55	7	291	WOWI	14.4	16.5	17.2	12.2	8.3	4.0	20.7	20.5	13.4	9.6	1.6	24.9
795	41	79	88	40	27	52	123	74	94	51	66	WPCE	768	41	79	88	40	16	52	123	74	83	46	66	WPCE	8.1	3.1	7.5	12.8	7.1	4.0	6.4	12.3	10.6	14.5	10.4	5.7
140	31	6	19	10	6	14	10	7	10	9	12	WPEX	140	31	6	19	10	6	14	10	7	10	9	12	WPEX	1.5	2.4	6	2.8	1.8	1.5	1.7	1.0	1.0	1.8	2.0	1.0
77		8	12		10				7	4		*WPMH	77		8	12		10				7	4		*WPMH	8		8	1.7	2.5				1.2	.9		
1432	384	215	39	20	12	248	170	53	37	12	242	WQPK	1377	361	211	39	20	6	239	163	53	37	12	236	WQPK	14.5	27.6	20.0	5.7	3.5	1.5	29.4	16.3	7.6	6.5	2.7	20.2
107	32	23	11			15	3	10	4	4	5	WQZQ	92	32	23	11			15	3		4	4		WQZQ	1.0	2.4	2.2	1.6			1.8	3		.7	.9	
1435	180	131	63	24	76	184	145	112	76	29	335	WRAP	1292	180	131	63	24	53	177	145	93	55	29	297	WRAP	13.6	13.8	12.4	9.2	4.3	13.3	21.8	14.5	13.3	9.6	6.5	25.4
1641	52	165	175	144	208	34	118	159	145	112	40	WTAR	1403	52	155	146	126	179	34	100	155	134	108	32	WTAR	14.7	4.0	14.7	21.2	22.3	45.0	4.2	10.0	22.1	23.5	24.4	2.7
89	20	32				11	15		3		8	*WTJZ	89	20	32				11	15		3		8	*WTJZ	.9	1.5	3.0				1.4	1.5		.5	.7	
1379	188	206	112	61	25	191	312	107	50	25	81	WWDE	1283	164	197	112	61	19	182	288	107	50	25	71	WWDE	13.5	12.5	18.7	16.3	10.8	4.8	22.4	28.7	15.3	8.8	5.6	6.1
561	131	92	16	17	14	76	85	12	24	41	23	WXRI	536	120	92	16	17	14	76	85	12	17	41	23	WXRI	5.6	9.2	8.7	2.3	3.0	3.5	9.4	8.5	1.7	3.0	9.3	2.0
302	23		18	33	27	34	22	57	27		20	WYVA	128			17	16	11	9	30	10			20	WYVA	1.3			3.0	4.0	1.4	9	4.3	1.8		1.7	
582	205	54	16		5	47	74	7	16		151	*WZAM	506	163	47	16		5	47	66	7	16		139	*WZAM	5.3	12.5	4.5	2.3		1.3	5.8	6.6	1.0	2.8		11.9
2395	634	286	36	21	6	346	193	77	46	9	687	WMYK	1934	560	222	26	21		298	147	66	31	9	549	WMYK	20.3	42.8	21.1	3.8	3.7		36.7	14.7	9.4	5.4	2.0	47.0

TOTAL LISTENING IN METRO SURVEY AREA 9086 1269 1038 630 556 377 795 977 691 535 410 1134 95.4 96.9 98.5 91.6 98.6 94.7 97.9 97.5 98.6 93.7 92.6 97.2

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

NORTHEAST PENNSYLVANIA
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
12			1	1				3	4	1		*WARD	12			1	1			3	4	1		*WARD	1.2			2.1	1.8			3.8	4.3	1.1			
118	3	2	6	8	13	3	9	12	17	14	3	WARM	99	3	2	4	6	11	2	8	10	15	11	2	WARM	9.8	3.9	3.0	8.5	10.5	15.9	2.3	10.7	12.8	16.3	11.6	3.1
26	1	1	2	2	3	1	1			5	5	WAZL	25	1	1	2	1	3	1	1		5	5	WAZL	2.5	1.3	1.5	4.3	1.8	4.3	1.1	1.3		5.4	5.3		
29	3	2	2	3	4		3	5	2	2		WBAX	29	3	2	2	3	4		3	5	2	2	WBAX	2.9	3.9	3.0	4.3	5.3	5.8		4.0	6.4	2.2	2.1		
19	2	3	4			1	4			2	2	WBQW	19	2	3	4			1	4		2	2	WBQW	1.9	2.6	4.5	8.5			1.1	5.3		2.2	2.1		
18			1	1	4			4		4		*WCDL	11			1	1	3			3		1	*WCDL	1.1			2.1	1.8	4.3			3.8		1.1		
23			2	2	1		1	1	1	3		*WCDL FM	14			2	1	1		1	1	1	1	*WCDL FM	1.4			4.3	1.8	1.4		1.3	1.3	1.1	1.1		
41			3	3	5		1	5	1	7		TOTAL	25			3	2	4		1	4	1	2	TOTAL	2.5			6.4	3.6	5.7		1.3	5.1	1.1	2.2		
42	1	2	1	4	4	1	2	5	9	6	2	*WEJL	38	1	2	1	3	4	1	2	5	8	5	2	*WEJL	3.8	1.3	3.0	2.1	5.3	5.8	1.1	2.7	6.4	8.7	5.3	3.1
81	24	8	2	2		19	7	4			15	WEZX	74	21	8	2	2		19	3	4		15	WEZX	7.3	27.6	12.1	4.3	3.5		21.6	4.0	5.1			23.1	
28		1		7	2			3	4	2		WGBI	27		1		6	2			3	4	2	WGBI	2.7		1.5		10.5	2.9		3.8	4.3	2.1			
69	3	9	2	6	1	12	11	8	5	2	7	WGBI FM	57	2	7	2	6	1	10	9	6	4	2	6	WGBI FM	5.6	2.6	10.6	4.3	10.5	1.4	11.4	12.0	7.7	4.3	2.1	9.2
34		2		2	1		2	3	2	3	1	WICK	34		2		2	1		2	3	2	3	1	WICK	3.4		3.0		3.5	1.4		2.7	3.8	2.2	3.2	1.5
66	6	3	3	3	2	7	6	9	6	5	5	WILK	63	6	3	3	2	2	7	5	8	6	5	5	WILK	6.2	7.9	4.5	6.4	3.5	2.9	8.0	6.7	10.3	6.5	5.3	7.7
25		2	1	6	4			1	4	2		WKRZ	25		2	1	6	4			1	4	2	WKRZ	2.5		3.0	2.1	10.5	5.8		1.3	4.3	2.1			
121	19	11	7	5	1	27	17	5	2	4	22	WKRZ FM	106	15	10	7	4	1	23	16	4	1	4	20	WKRZ FM	10.5	19.7	15.2	14.9	7.0	1.4	26.1	21.3	5.1	1.1	4.2	30.8
14		5	4			2	2			1		WMJW	14		5	4			2	2		1		WMJW	1.4		7.6	8.5			2.3	2.7		1.1			
90		1	2	7	8	4		12	11	14		*WNAK	82		1	2	6	8	4		12	11	13	*WNAK	8.1		1.5	4.3	10.5	11.6	4.5		15.4	12.0	13.7		
36	6	2	1	3	1	4	7			2	1	4	WQEQ	31	6	2	1	3	1	1	7		1	3	WQEQ	3.1	7.9	3.0	2.1	5.3	1.4	1.1	9.3		1.1	1.1	4.6
38		1	2	2	4	2	2	1	2	8		WVCD	32		1	1		4	2	2	1	2	7	WVCD	3.2		1.5	2.1		5.8	2.3	2.7	1.3	2.2	7.4		
7										2	2	*WVPO	7									2	2	*WVPO	.7								2.2	2.1			
12					2	1				3		*WVPO FM	9				1	1					3	*WVPO FM	.9				1.4	1.1				3.2			
18	1	2		1	2	1	1	2	3	1		WVDL	16	1	2		1	2	1	1	2	3	1	WVDL	1.6	1.3	3.0		1.8	2.9	1.1	1.3	2.6	3.3	1.1		
45		2	1	1	8			1	3	6		WVZZ	42		2	1	1	7			1	3	6	WVZZ	4.2		3.0	2.1	1.8	10.1		1.3	3.3	6.3			
16	1	1	1			2	5	4	1		1	WHLM	1	1										WHLM	.1	1.3											
14	2	3				3	1	3			1	WHLM FM	2	2										WHLM FM	.2	2.6											
30	3	4	1			5	6	7	1		1	TOTAL	3	3										TOTAL	.3	3.9											
10			2					1		2	1	*WLSH	6			1		1					2	*WLSH	.6			2.1		1.4					2.1		
10				2	5					1		KYW	7				1	4						KYW	.7				1.8	5.8							
10	1	1		1	1	2	1		1	1	1	WABC	6	1			1			1		1	1	WABC	.6	1.3			1.4		1.3			1.1	1.5		
5										2		WFMZ	5										2	WFMZ	.5									2.1			
22	2	1	1		1	4	3	2	5		3	WLEV	10		1				4	1		2	2	WLEV	1.0		1.5				4.5	1.3		2.2		3.1	
20		1		3	2		2		3	2		WQQQ	10				1					1	1	WQQQ	1.0				1.4				1.1	1.1			
14								3	1	1		WQYT	8								3			WQYT	.8							3.8					
29		3	3		2	1	5	2	2	5	3	WXKW	15		1	1			1	2	1		4	3	WXKW	1.5		1.5	2.1		1.1	2.7	1.3		4.2	4.6	
29	12	4				7	1		1		3	WZZO	17	7	3				4	1		1		WZZO	1.7	9.2	4.5				4.5	1.3		1.1			
TOTAL LISTENING IN METRO SURVEY AREA												1009	76	66	47	57	69	88	75	78	92	95	65														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

NORTHEAST PENNSYLVANIA
SPRING 198

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
245	7		23	14	11	12	12	28	37	14	29	*WARD	229	7		23	14	6	12	12	28	37	14	29	*WARD	4.2	2.0		6.8	3.9	1.6	3.3	2.8	7.3	9.0	3.1	5.2	
1773	48	90	157	121	175	97	187	142	180	149	129	WARM	1497	45	77	125	105	154	82	165	124	141	127	105	WARM	27.7	12.7	18.1	37.1	29.5	41.7	22.2	39.0	32.1	34.2	28.2	18.8	
407	42	14	44	37	57	6	23	17	35	31	20	WAZL	377	42	14	39	28	52	6	23	12	35	31	14	WAZL	7.0	11.8	3.3	11.6	7.9	14.1	1.6	5.4	3.1	8.5	6.9	2.5	
514	49	35	54	42	44	6	41	41	54	44	21	WBAX	501	49	35	54	42	39	6	41	41	54	36	21	WBAX	9.3	13.8	8.2	16.0	11.8	10.6	1.6	9.7	10.6	13.1	8.0	3.8	
283	6	24	27	24	11	10	44	20	28	18	34	WBQW	283	6	24	27	24	11	10	44	20	28	18	34	WBQW	5.2	1.7	5.6	8.0	6.7	3.0	2.7	10.4	5.2	6.8	4.0	6.1	
194		17	7	13	28		2	21	28	27	4	*WCOL	110		6	7	13	18			15	14	9	4	*WCOL	2.0		1.4	2.1	3.7	4.9			3.9	3.4	2.0	.7	
305		14	27	10	39		5	12	21	12	63	*WCOL FM	213		6	21	6	29		5	12	15	9	37	*WCOL FM	3.9		1.4	6.2	1.7	7.9		1.4	2.8	3.9	2.2	8.2	
429		17	27	23	57		5	14	32	38	75	TOTAL	288		6	21	19	46		5	12	26	23	41	TOTAL	5.3		1.4	6.2	5.3	12.5		1.4	2.8	6.7	5.6	9.1	.7
595	12	39	50	36	58	15	27	36	86	63	41	*WEJL	524	12	37	50	25	53	15	25	36	69	57	39	*WEJL	9.7	3.4	8.7	14.8	7.0	14.4	4.1	5.9	9.3	16.7	12.6	7.0	
842	190	72	35	25	7	155	69	42	23	5	211	WEZX	782	171	70	35	25	7	140	51	42	23	5	205	WEZX	14.5	48.2	16.5	10.4	7.0	1.9	37.9	12.1	10.9	5.6	1.1	36.7	
599	14	6	23	87	57	9	18	52	107	44	23	WGBI	526	14	6	21	80	55	6	18	36	76	42	23	WGBI	9.7	3.9	1.4	6.2	22.5	14.9	1.6	4.3	9.3	18.4	9.3	4.1	
1263	72	121	84	89	31	169	157	114	77	41	199	WGBI FM	1044	59	99	67	78	24	148	132	88	62	35	168	WGBI FM	19.3	16.6	23.3	19.9	21.9	6.5	40.1	31.2	22.8	15.0	7.8	30.1	
460		25	7	49	29		29	42	37	38	18	WICK	453		25	7	49	29		29	42	37	36	18	WICK	8.4		5.9	2.1	13.8	7.9		6.9	10.9	9.0	8.0	3.2	
1128	104	85	47	73	57	120	117	83	72	77	145	WILK	1059	104	77	47	48	57	117	105	75	72	77	143	WILK	19.6	29.3	18.1	13.9	13.5	15.4	31.7	24.8	19.4	17.5	17.1	25.6	
498	13	21	46	76	51		9	49	59	47	21	WKRZ	463	13	21	39	76	45		9	40	59	47	8	WKRZ	8.6	3.7	4.9	11.6	21.3	12.2		2.1	10.4	14.3	10.4	1.4	
1562	200	176	110	37	32	230	184	113	36	62	331	WKRZ FM	1366	146	161	96	33	32	186	168	111	34	60	288	WKRZ FM	25.2	41.1	37.9	28.5	9.3	8.7	50.4	39.7	28.8	8.3	13.3	51.6	
196		46	24		7	29	26	18	11	5	14	WMJW	196		46	24		7	29	26	18	11	5	14	WMJW	3.6		10.8	7.1		1.9	7.9	6.1	4.7	2.7	1.1	2.5	
685		21	24	69	97	12	9	64	81	98		*WNAK	625		21	24	56	97	12	9	64	73	91		*WNAK	11.6		4.9	7.1	15.7	26.3	3.3	2.1	16.6	17.7	20.2		
391	63	49	13	7	35	46	41	6	28	43	41	WQEQ	327	56	42	8	7	33	29	41	6	20	36	3D	WQEQ	6.0	15.8	9.9	2.4	2.0	8.9	7.9	9.7	1.6	4.9	8.0	5.4	
564	7	27	26	50	53	22	23	32	58	79	8	WVCD	364	7	20	24	28	32	5	18	23	36	56		WVCD	6.7	2.0	4.7	7.1	7.9	8.7	1.4	4.3	6.0	8.7	12.4		
111					15	6	5	6	5	21		*WVPO	109					13	6	5	6	5	21		*WVPO	2.0					3.5	1.6	1.2	1.6	1.2	4.7		
191	7	7	8		15	12	9			31	5	*WVPO FM	171	7	7	8		13	12	9			31	5	*WVPO FM	3.2	2.0	1.6	2.4		3.5	3.3	2.1			6.9	.9	
287	6	44	8	6	19	37	32	23	27	29	5	WWDL	249	6	44		6	17	37	32	11	23	29	5	WWDL	4.6	1.7	10.4		1.7	4.6	10.0	7.6	2.8	5.6	6.4	9	
600	6	6	25	36	69		16	41	48	96		WYZZ	519	6	6	23	32	61		14	34	40	84		WYZZ	9.6	1.7	1.4	6.8	9.0	16.5		3.3	8.8	9.7	18.6		
285	30	24	27	12		19	43	25	15	5	6	WHLM	64	21	7	8				9	6			5		WHLM	1.2	5.9	1.6	2.4				2.1	1.6		1.1	
187	14	17	8		11	31	14	19	7		30	WHLM FM	59	14		8			12	9	6			5		WHLM FM	1.1	3.9		2.4			3.3		1.6		.9	
404	37	40	27	12	11	40	43	32	15	5	36	TOTAL	94	28	7	8			12	9	6			5		TOTAL	1.7	7.9	1.6	2.4			3.3	2.1	1.6		1.1	.9
192	7	7	31		22	6	15	16	5	36	20	*WLSH	119	7		16		13	6	9			36		*WLSH	2.2	2.0		4.7		3.5	1.6	2.1		1.2	8.0		
214	7	7	21	40	41		5	6	16	25	5	KYW	149	7	7	16	21	20			6	16	14	5	KYW	2.8	2.0	1.6	4.7	5.9	5.4			1.6	3.9	3.1	.9	
359	58	42	8	10	23	33	43	12	12	23	46	WABC	238	32	27	8		13	18	32		5	21	33	WABC	4.4	9.0	6.4	2.4		3.5	4.9	7.6		1.2	4.7	5.9	
78		7			7				11	21		WFMZ	65					7					5	21		WFMZ	1.2					1.9				1.2	4.7	
285	42	14	28		14	37	55	16	19		46	WLEV	138	21	14	8			29	23		5		24	WLEV	2.6	5.9	3.3	2.4			7.9	5.4		1.2		4.3	
259		7	8	39	29	13	21	6	25	47		WQQQ	147		8		20		6	5	6	5	41		WQQQ	2.7			2.4		5.4	1.6	1.2	1.6	1.2	9.1		
145	3		6	6			5	24	14	11	9	WQYT	64			6					10	9	5	5	WQYT	1.2				1.7			2.6	2.2	1.1	.9		
329	14	41	31	16	16	12	51	16	27	47	20	WXKW	174	7	14	16	7	7	12	18	6	5	36	20	WXKW	3.2	2.0	3.3	4.7	2.0	1.9	3.3	4.3	1.6	1.2	8.0	3.6	
351	111	61	5			75	25	10	5	5	46	WZZO	217	83	35				53	14		5	5	14	WZZO	4.0	23.4	8.2				14.4	3.3		1.2	1.1	2.5	

TOTAL LISTENING IN METRO SURVEY AREA 5114 355 405 321 323 356 364 414 375 386 435 518 94.5 99.9 95.3 95.3 90.7 96.5 98.6 97.9 97.2 93.7 96.5 92.8

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

OKLAHOMA CITY
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %													
28	1	4				9	1	3	1		8	KAEZ	24	1	4				7	1	3	1		6	KAEZ	2.3	9	3	0			6.5	.9	3	6	1	8		5.6										
14	4	1	1		1	2	2	3			*	KATT	12	3	1	1		1	2	1	3			*	KATT	1.1	2	6	8	1	4	2	2	1	9	.9	3	6											
78	29	17				10	8	1			13	KATT FM	56	18	15				8	7	1			7	KATT FM	5.3	15.5	11	3			7.4	6	3	1	2		6.5											
5									2		*	KBYE	4								1			*	KBYE	.4										1	8												
159	14	12	15	16	5	15	11	25	8	20	6	KEBC	134	7	8	15	16	5	13	9	20	8	17	5	KEBC	12.8	6	0	6	0	21.4	32	0	11	1	12	0	8	1	24	1	14.5	29	3	4.7				
8		1	5						1		*	KGFF	8		1	5					1			*	KGFF	.8		8	7	1								1	8										
7	2	2				1	2					KGOU	7	2	2			1	2						KGOU	.7	1	7	1	5			.9	1	8														
7	1	1					1	2			1	KJIL	6		1				1	2				1	KJIL	.6		8					.9	2	4					.9									
35	3	2	5		2	4	9	3	4	1	2	KJYO	31	3	2	2		2	4	9	3	3	1	2	KJYO	3.0	2	6	1	5	2	9	4	4	3	7	8	1	3	6	5	5	1	7	1	9			
43	5	6	4	2		10	6	5	1		4	KKLR	41	4	6	4	2		9	6	5	1		4	KKLR	3	9	3	4	4	5	5	7	4	0	8	3	5	4	6	0	1	8		3	7			
146		9	12	17	11	6	10	16	15	16	2	KKNG	121		9	11	14	11	6	6	14	10	15		KKNG	11	5		6	8	15	7	28	0	24	4	5	6	5	4	16	9	18	2	25	9			
44	9	5				10	5	1		2	12	KLNK	42	8	5				9	5	1		2	12	KLNK	4	0	6	9	3	8			8	3	4	5	1	2			3	4		11	2			
57	7	12	5	1	1	4	16	4	2	1	3	KLTE	54	7	12	5	1	1	4	15	4	2	1	1	KLTE	5	2	6	0	9	0	7	1	2	0	2	2	3	7	13	5	4	8	3	6	1	7	.9	
7	1	1				2		1	1			KOCY	7		1	1				2		1	1		KOCY	.7		8	1	4				1	8			1	8			1	7						
153	22	13	1			37	20	3	3	1	50	KOFM	90	9	12	1		20	14	2	2	1	27	KOFM	8	6	7	8	9	0	1	4			18	5	12	6	2	4	3	6	1	7	25	2			
216	23	29	20	14	20	24	16	16	14	12	18	KOMA	93	9	15	7	4	7	8	7	9	8	5	7	KOMA	8	9	7	8	11	3	10	0	8	0	15	6	7	4	6	3	10	8	14	5	8	6	6	5
146	1	12	9	10	13	2	7	12	16	15	1	KTOK	115	1	10	8	8	10	2	3	9	14	14	1	KTOK	11	0	9	7	5	11	4	16	0	22	2	1	9	2	7	10	8	25	5	24	1	.9		
94	43	12	1		1	6	3		1		27	KXXY	89	40	12	1		1	6	3				26	KXXY	8	5	34	5	9	0	1	4		2	2	2	5	6	2	7					24	3		
68	5	11	1	1	2	12	13	5	2	4	7	WKY	44	2	7	1	1		6	11	5	1	1	6	WKY	4	2	1	7	5	3	1	4	2	0		5	6	9	9	6	0	1	8	1	7	5	6	
26	3	8	1	3	3		1	3				*WNAD	7				3								*WNAD	.7								6	7														
56		1	10	7	9		3	4	4	5	3	KVOO	6			1	1	2							KVOO	.6				1	4	2	0	4	4					1	2								
TOTAL LISTENING IN METRO SURVEY AREA													1048	116	133	70	50	45	108	111	83	55	58	107																									

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

OKLAHOMA CITY
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
366	23	55	12	8	6	72	22	37	20	7	80	KAEZ	313	23	53	12		6	59	7	37	18	7	69	KAEZ	4.6	3.9	7.1	2.5		1.9	9.8	.9	7.3	4.6	1.9	8.2
319	99	25	17		11	38	50	19	12		30	*KATT	263	79	14	17		11	25	42	19	12	30	*KATT	3.9	13.4	1.9	3.6		3.5	4.2	5.6	3.7	3.1		3.6	
1188	298	232			5	192	114	37	10		293	KATT FM	867	211	190			5	148	87	18	10	191	KATT FM	12.8	35.8	25.6			1.6	24.6	11.6	3.5	2.6		22.7	
129			6	7		9		5	16	13		*KBYE	117			6	7		9		5	13	13	*KBYE	1.7			1.3	1.9		1.5		1.0	3.3	3.5		
1916	166	163	152	174	88	192	179	232	111	150	211	KEBC	1484	99	96	122	165	75	161	121	167	97	123	171	KEBC	21.9	16.8	12.9	25.5	43.7	23.8	26.7	16.2	32.7	24.8	32.9	20.3
180		11	16		9	12	18	9	21	9	10	*KGFF	152		11	16		9	12	10	9	21	10	*KGFF	2.2		1.5	3.3		2.9	2.0	1.3	1.8	5.4		1.2	
110	39	20	5			22	24					KGOU	110	39	20	5			22	24				10	KGOU	1.6	6.6	2.7	1.0			3.7	3.2				
168	15	32	6			9	36	25	8	7	16	KJIL	150	7	32	6			9	36	25	8	7	6	KJIL	2.2	1.2	4.3	1.3			1.5	4.8	4.9	2.0	1.9	7
619	83	96	28	13	6	61	86	41	46	29	109	KJYO	546	57	96	17	13	6	49	86	36	42	29	94	KJYO	8.1	9.7	12.9	3.6	3.4	1.9	8.1	11.5	7.1	10.7	7.8	11.2
610	63	102	46	27	12	113	80	49	27	14	69	KKLR	562	46	91	46	27	12	101	72	49	27	14	69	KKLR	8.3	7.8	12.3	9.6	7.1	3.8	16.8	9.6	9.6	6.9	3.7	8.2
1641	15	72	197	162	116	42	152	176	137	131	68	KKNG	1252	7	60	155	118	94	42	117	149	104	99	31	KKNG	18.5	1.2	8.1	32.4	31.2	29.8	7.0	15.6	29.2	26.6	26.5	3.7
768	129	118	11	21		136	90	49	11	14	170	KLNK	700	110	118	11	21		110	82	49	11	14	160	KLNK	10.3	18.7	15.9	2.3	5.6		18.3	11.0	9.6	2.8	3.7	19.0
1026	94	176	70	44	5	153	261	66	36	28	57	KLTE	956	80	170	70	44	5	150	238	56	32	28	47	KLTE	14.1	13.6	22.9	14.6	11.6	1.6	24.9	31.8	11.0	8.2	7.5	5.6
268		33	34	29	11	9	41	6	39	14	15	KOCY	237		33	34	20	11	9	33	6	25	14	15	KOCY	3.5		4.4	7.1	5.3	3.5	1.5	4.4	1.2	6.4	3.7	1.8
2443	420	267	72	21	27	418	274	117	39	27	688	KOFM	1437	180	189	44	7	12	252	183	68	26	13	427	KOFM	21.2	30.6	25.5	9.2	1.9	3.8	41.9	24.5	13.3	6.6	3.5	50.7
3101	297	366	257	142	154	333	326	265	172	147	419	KOMA	1422	99	184	120	53	68	143	172	136	95	69	158	KOMA	21.0	16.8	24.8	25.1	14.0	21.6	23.8	23.0	26.7	24.3	18.4	18.8
1843	38	132	138	188	168	43	102	114	199	184	60	KTOK	1499	38	114	125	155	149	43	74	85	146	151	38	KTOK	22.2	6.5	15.4	26.2	41.0	47.3	7.1	9.9	16.7	37.3	40.4	4.5
1140	349	136	17	7	6	108	63	12	22		420	KXXY	1020	298	136	17	7	6	101	55	12	10		378	KXXY	15.1	50.6	18.3	3.6	1.9	1.9	16.8	7.4	2.4	2.6		44.9
1931	228	255	37	66	75	199	314	130	114	83	262	WKY	1116	112	161	24	46	35	120	217	95	43	20	147	WKY	16.5	19.0	21.7	5.0	12.2	11.1	19.9	29.0	18.6	11.0	5.3	17.5
300	42	35	29	37	23		25	25	10	10		*WNAD	96	7		6	7	19						6	*WNAD	1.4	1.2		1.3	1.9	6.0					1.6	
773	31	33	98	52	89	24	35	91	34	62	105	KVOO	158	8	7	8	7	23	21		26	11	7	12	KVOO	2.3	1.4	.9	1.7	1.9	7.3	3.5		5.1	2.8	1.9	1.4

TOTAL LISTENING IN METRO SURVEY AREA 6271 552 727 423 351 278 593 715 489 371 332 789 92.7 93.7 98.0 88.5 92.9 88.3 98.5 95.6 95.9 94.9 88.8 93.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
9	1		2			1	1	1	1	1		*KCRO	6				2			1	1	1			*KCRO	.8				5.1		1.5		1.8	2.3				
78	1	12	9	2	4	3	6	9	12	9		KESY	68	1	11	9	1	4	3	6	7	9	9		KESY	9.3	1.3	11.2	16.7	2.6	13.3	4.6	9.4	12.5	20.9	19.6			
139	43	21	2		1	21	6	3	1		41	KEZO	89	28	15	2			12	5	2	1		24	KEZO	12.2	36.8	15.3	3.7		18.5	7.8	3.6	2.3		32.0			
337	6	16	31	33	32	8	16	28	28	45	14	KFAB	172	5	10	12	18	17	3	10	17	15	25	4	KFAB	23.5	6.6	10.2	22.2	46.2	56.7	4.6	15.6	30.4	34.9	54.3	5.3		
83	14	17	2	1		13	13	2			20	KGOR	47	9	7	2	1		10	8	1			9	KGOR	6.4	11.8	7.1	3.7	2.6		15.4	12.5	1.8		12.0			
14	1	1	4			3	2	2			1	*KLNQ	14	1	1	4			3	2	2			1	*KLNQ	1.9	1.3	1.0	7.4		4.6	3.1	3.6		1.3				
60	7	10	5	2	1	10	10	3	3	1	7	KOIL	48	5	8	5	2		7	7	3	3	1	7	KOIL	6.6	6.6	8.2	9.3	5.1		10.8	10.9	5.4	7.0	2.2	9.3		
8	1	1	1	1	1	1	1	1	1	1		*KOOO	8		1	1	1	1			1	1	1		*KOOO	1.1		1.0	1.9	2.6	3.3			1.8	2.3	2.2			
103	14	12	4		1	22	9	5			36	KQKQ	80	13	11	3			15	9	4		25	KQKQ	10.9	17.1	11.2	5.6		23.1	14.1	7.1			33.3				
48		2	5	5	3	1	4	5	4			KYNN	47		2	4	5	3	1	4	5	4			KYNN	6.4		2.0	7.4	12.8	10.0	1.5		7.1	11.6	8.7			
43		3	4	7	1	2	4	8	4	5	1	KYNN FM	31		3	3	6		1	4	8	1	2	1	KYNN FM	4.2		3.1	5.6	15.4		1.5	6.3	14.3	2.3	4.3	1.3		
222	33	50	10	6	5	30	29	10	6	5	28	WOW	61	7	16	6	2	1	7	8	4	1	1	4	WOW	8.3	9.2	16.3	11.1	5.1	3.3	10.8	12.5	7.1	2.3	2.2	5.3		
83	2	6	8	4	6	1	4	13	8	5	2	*KMA	12	1	3			1	1				2	*KMA	1.6	1.3	3.1			3.3	1.5				4.3				
TOTAL LISTENING IN METRO SURVEY AREA											731	76	98	54	39	30	65	64	56	43	46	75																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
181	27	8	13	10	4	16	19	4	23	15	8	*KCRO	86	6		10	10		16	5	4	9	4	5	*KCRO	1.9	1.6		2.9	4.0		4.0	1.0	1.1	3.5	1.7	8
809	16	77	86	60	50	33	70	74	109	76	14	KESY	685	18	70	78	44	46	33	70	56	90	63	14	KESY	15.0	4.9	13.8	22.3	17.8	22.0	8.2	13.5	16.0	35.3	26.4	2.3
1806	458	261	24	10	18	261	102	53	20	14	574	KEZO	970	195	204	24	10	5	136	65	20	9	8	283	KEZO	21.2	52.6	40.3	6.9	4.0	2.4	33.7	12.5	5.7	3.5	3.3	47.4
4221	163	298	441	297	342	161	298	349	320	403	251	KFAB	2038	91	165	219	126	163	87	197	178	154	175	117	KFAB	44.5	24.5	32.6	62.6	51.0	78.0	21.6	38.0	51.0	60.4	73.2	19.6
1725	222	232	61	20		316	225	93	35	6	488	KGOR	955	116	148	53	20		185	135	39	12		235	KGOR	20.9	31.3	29.2	15.1	8.1		45.9	26.1	11.2	4.7		39.4
109	18	20	5			27	10	12	4		13	*KLNG	109	18	20	5			27	10	12	4		13	*KLNG	2.4	4.9	4.0	1.4			6.7	1.9	3.4	1.6		2.2
1551	164	204	79	30	29	279	238	84	46	40	291	KOIL	1121	110	160	57	30	16	179	186	72	42	20	220	KOIL	24.5	29.6	31.6	16.3	12.1	7.7	44.4	35.9	20.6	16.5	8.4	36.9
203		13	36	16	31	5	6	28	12	28	5	*KOOO	197		13	30	16	31	5	6	28	12	28	5	*KOOO	4.3		2.6	8.6	6.5	14.8	1.2	1.2	8.0	4.7	11.7	8
1578	207	220	71	5	11	292	176	61	8	12	499	KQKQ	1229	158	198	63	5		224	171	47	8	4	340	KQKQ	26.8	42.6	39.1	18.0	2.0		55.6	33.0	13.5	3.1	1.7	57.0
510	13	46	75	29	30	21	21	47	46	53	34	KYNN	444	13	39	68	29	30	21	21	40	34	44	15	KYNN	9.7	3.5	7.7	19.4	11.7	14.4	5.2	4.1	11.5	13.3	18.4	2.5
654	23	50	129	65	27	60	52	67	37	57	44	KYNN FM	475	18	46	83	43	20	33	52	60	21	36	41	KYNN FM	10.4	4.9	9.1	23.7	17.4	9.6	8.2	10.0	17.2	8.2	15.1	6.9
4568	575	583	257	167	104	679	574	290	158	128	836	WOW	1200	126	189	78	34	15	174	192	76	37	16	169	WOW	26.2	34.0	37.4	22.3	13.8	7.2	43.2	37.1	21.8	14.5	6.7	28.3
1043	37	52	73	82	96	33	38	67	90	104	63	*KMA	186	13	27	14		21	11	10	4		17	9	*KMA	4.1	3.5	5.3	4.0		10.0	2.7	1.9	1.1		7.1	1.5
TOTAL LISTENING IN METRO SURVEY AREA												4371	352	493	345	222	199	392	482	349	242	227	569		95.5	94.9	97.4	98.6	89.9	95.2	97.3	93.1	99.9	94.9	95.0	95.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

ORLANDO
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
7					1	1	1	2			WAJL	6					1	1	1	1			WAJL	.7					1.8	1.4	1.2	1.8	1.4				
91		4	4	3	10	1	5	6	8	15	1	WDBO	65		3	4	3	9	1	2	5	8	6	WDBO	7.4		2.7	8.7	7.5	16.4	1.4	2.3	9.1	10.8	10.5		
176	1	1	7	14	17		13	11	15	30		WDBO FM	72		1	3	5	10		7	2	8	18	WDBO FM	8.1		.9	6.5	12.5	18.2		8.1	3.6	10.8	31.6		
212	47	42	2			37	14	2	1	1	66	WDIZ	97	22	24				12	8		1	30	WDIZ	11.0	30.1	21.2			16.4	9.3				1.8	34.1	
6		1	2				1	2			*WHHL	6		1	2					1	2			*WHHL	.7		.9	4.3			1.2	3.6					
111	1	5	12	13	9	6	11	8	20	6	6	WHDH	105	1	5	11	13	8	6	11	8	20	5	6	WHDH	11.9	1.4	4.4	23.9	32.5	14.5	8.2	12.8	14.5	27.0	8.8	6.8
116		7	6	3	10	3	4	8	10	21		WHDH FM	85		7	6	2	7	3	4	7	10	8	WHDH FM	9.6		6.2	13.0	5.0	12.7	4.1	4.7	12.7	13.5	14.0		
69		5	3	6	13	3	6	4	4	7		WKIS	60		5	3	6	13	3	6	3	4	6	WKIS	6.8		4.4	6.5	15.0	23.6	4.1	7.0	5.5	5.4	10.5		
29	3	9	2	1	1	2	5				4	WLOF	27	3	9	2		1	2	5			4	WLOF	3.1	4.1	8.0	4.3		1.8	2.7	5.8			4.5		
104	19	12	2			14	22	3	1		31	WBJW	83	14	10	1			12	14	3	1	28	WBJW	9.4	19.2	8.8	2.2		16.4	16.3	5.5	1.4		31.8		
5		2				1	1	1				WLOQ	5		2				1	1	1			WLOQ	.6		1.8			1.4	1.2	1.8					
9	1	2	2			1	1	1			1	WOKB	9	1	2	2			1	1	1		1	WOKB	1.0	1.4	1.8	4.3		1.4	1.8	1.4			1.1		
44	9	3	1	1		7	1	7	2		12	*WORL	42	9	1	1	1		7	1	7	2	12	*WORL	4.8	12.3	.9	2.2	2.5	9.6	1.2	12.7	2.7		13.6		
1												*WTLN	1											*WTLN	.1												
10		1						1		1		WTLN FM	9		1							1		WTLN FM	1.0		.9				1.8		1.8				
65	3	10	8	5	2	5	8	5	6	2	7	WELE FM	18	2	6	1			1	3	1	2	2	WELE FM	2.0	2.7	5.3	2.2		1.4	3.5	1.8	2.7		2.3		
134	21	32	25	1	1	25	18	3	3	1	2	WHLY	60	10	17	2	1	1	14	9	3	1	2	WHLY	6.8	13.7	15.0	4.3	2.5	1.8	19.2	10.5	5.5	1.4		2.3	
85	1	13	10	8	2	14	9	5	10	7	1	WJYO	57		7	3	7	1	8	8	4	9	7	1	WJYO	6.4		6.2	6.5	17.5	1.8	11.0	9.3	7.3	12.2	12.3	1.1
74	4	10	6	6	9	2	9	7	3	4	2	WGTO	14	1		3	1	1		2			1	WGTO	1.6	1.4		6.5	2.5	1.8		2.3			1.8		
98	34	1	4	5	1	11	3	11	10	1	9	WPCV	20	6			1		1	3	5		1	WPCV	2.3	8.2			1.8		1.2	5.5	6.8		1.1		
TOTAL LISTENING IN METRO SURVEY AREA												884	73	113	46	40	55	73	86	55	74	57	88														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

ORLANDO
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
200	12	11	6	6	14	29	20	14	23	16	20	WAJL	176	12	11	6	6	14	29	20	14	19	13	7	WAJL	3.0	2.6	2.1	1.4	1.7	4.9	7.1	3.5	3.2	5.1	3.8	1.0	
1352	8	87	74	95	124	7	88	123	107	166	41	WDBO	991	8	83	69	91	85	7	64	92	100	112	30	WDBO	17.0	1.7	15.5	16.7	25.6	29.8	1.7	11.1	20.8	26.7	33.0	4.1	
2229	55	43	138	148	200	12	159	135	178	284	34	WDBO FM	1016	23	21	60	67	95		59	73	88	155	21	WDBO FM	17.4	4.9	3.9	14.5	18.8	33.3		10.2	16.5	23.5	45.7	2.9	
2348	375	398	57	36	14	359	201	97	46	25	726	WDIZ	1117	192	216	26	19	4	178	101	37	16	5	323	WDIZ	19.1	41.3	40.4	6.3	5.3	1.4	43.6	17.5	8.4	4.3	1.5	44.1	
181	12	30	48		11		15	29	4		7	*WHHL	177	12	30	44		11		15	29	4		7	*WHHL	3.0	2.6	5.6	10.6		3.9		2.6	6.5	1.1	1.0		
1376	55	80	162	138	80	48	103	146	133	87	106	WHOO	1207	55	73	150	130	69	48	100	141	121	61	96	WHOO	20.7	11.8	13.6	36.2	36.5	24.2	11.8	17.4	31.8	32.4	18.0	13.1	
1318	8	55	71	97	123	19	85	81	83	185	43	WHOO FM	873		55	56	85	83	19	66	61	72	92	33	WHOO FM	15.0		10.3	13.5	23.9	29.1	4.7	11.5	13.8	19.3	27.1	4.5	
1067	12	71	76	89	91	10	89	95	73	99	13	WKIS	874	12	71	76	89	87	10	86	86	70	76	13	WKIS	15.0	2.6	13.3	18.4	25.0	30.5	2.5	14.9	19.4	18.7	22.4	1.8	
673	75	108	19	12	25	80	105	16	16	14	143	WLOF	643	75	108	19	5	25	80	105	16	16	14	143	WLOF	11.0	16.1	20.2	4.6	1.4	8.8	19.6	18.2	3.6	4.3	4.1	19.5	
1757	257	220	48	22	8	227	333	80	35	10	489	WBJW	1283	191	160	41	19	5	152	231	72	30	5	367	WBJW	22.0	41.1	29.9	9.9	5.3	1.8	37.3	40.1	16.3	8.0	1.5	50.1	
144		44	6	10		26	17	9	7			WLOQ	129		44	6	10		19	17	9	7			WLOQ	2.2		8.2	1.4	2.8		4.7	3.0	2.0	1.9			
262	29	34	18	17	4	19	28	32	16	7	26	WOKB	242	29	34	18	17	4	19	28	32	16	7	26	WOKB	4.1	6.2	6.4	4.3	4.8	1.4	4.7	4.9	7.2	4.3	2.1	3.5	
583	95	59	24	13	9	78	47	55	41	7	126	*WORL	564	87	51	24	13	9	78	44	55	41	7	126	*WORL	9.7	18.7	9.5	5.8	3.7	3.2	19.1	7.6	12.4	11.0	2.1	17.2	
50			11		4		6		7			*WTLN	42			11		4		6		7			*WTLN	7			2.7		1.4		1.0		1.9			
169		8	14	6	4	7	9	16		21		WTLN FM	121		8	14	6	4		9	16		16		WTLN FM	2.1		1.5	3.4	1.7	1.4		1.6	3.6		4.7		
970	45	134	97	51	31	68	159	67	62	34	113	WELE FM	280	20	29	28	14	4	26	43	23	18	9	57	WELE FM	4.8	4.3	5.4	6.8	3.9	1.4	6.4	7.5	5.2	4.8	2.7	7.8	
1401	141	305	140	21	38	255	242	54	40	16	90	WHLY	738	91	149	45	15	15	158	122	54	13		68	WHLY	12.7	19.6	27.9	10.9	4.2	5.3	38.7	21.2	12.2	3.5		9.3	
953	39	140	122	67	35	86	112	88	65	45	49	WJYO	595	23	103	39	58	27	35	84	73	47	40	33	WJYO	10.2	4.9	19.3	9.4	16.3	9.5	8.6	14.6	16.5	12.6	11.8	4.5	
848	51	100	69	79	52	29	100	63	27	51	50	WGTO	225	23	25	24	27	11		25	6		15	15	WGTO	3.9	4.9	4.7	5.8	7.6	3.9		4.3	1.4		4.4	2.0	
835	118	36	49	50	26	117	80	86	62	30	105	WPCV	174	23		14	6	9	9	25	24	15	5	28	WPCV	3.0	4.9		3.4	1.7	3.2	2.2	4.3	5.4	4.0	1.5	3.8	
TOTAL LISTENING IN METRO SURVEY AREA													5509	447	524	376	334	270	408	571	431	351	306	697		94.4	96.1	97.9	90.8	93.8	94.7	99.9	99.1	97.3	93.9	90.3	95.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																										
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %											
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64												
51	4	2	1	1	1	12	4	7	3	3	11	*WBOP	49	3	2	1	1	1	12	3	7	3	3	3	11	*WBOP	12.6	5.9	4.4	4.3	7.7	10.0	25.5	6.3	21.9	11.5	17.6	23.4										
11		2		1		1	3	1	1		1	WBSR	11		2		1		1	3	1	1		1	WBSR	2.8		4.4		7.7		2.1	6.3	3.1	3.8		2.1											
29		1	3	2	2		1	2	3	2		WCOA	28		1	3	2	2		1	2	3	2		WCOA	7.2		2.2	13.0	15.4	20.0		2.1	6.3	11.5	11.8												
8							1	1		2		*WHYM	8							1	1		2		*WHYM	2.1							2.1	3.1		11.8												
61	16	9	2			9	11	1	2		11	WJLQ	48	15	8	1		6	9	1	2		6	WJLQ	12.3	29.4	17.8	4.3			12.8	18.8	3.1	7.7			12.8											
42		3	2	4	3		1	2	6	7	5	WMEZ	31		3	2	2	2	1	2	4	5	4		WMEZ	8.0		6.7	8.7	15.4	20.0	2.1	4.2	12.5	19.2	23.5												
12		2	2				1	2	2	1	1	WNVY	12		2	2		1	2	2	1	1		1	WNVY	3.1		4.4	8.7			2.1	4.2	6.3	3.8	5.9												
58	5	10	6	2	1	4	13	8	4	1	4	WOWW	51	5	9	5	2	1	4	12	5	3	1	4	WOWW	13.1	9.8	20.0	21.7	15.4	10.0	8.5	25.0	15.6	11.5	5.9	8.5											
12	1		2				3	1	2	2		*WPFA	12	1		2			3	1	2	2		1	*WPFA	3.1	2.0		8.7			6.4	2.1	6.3	7.7		2.1											
58	19	10	3	1	1	9	4	1	1		9	WTKX	31	10	5		1	1	4	2	1	1		6	WTKX	8.0	19.6	11.1		7.7	10.0	8.5	4.2	3.1	3.8		12.8											
50	2	5	9	3	3	1	8	6	4	6		WXBM	31	2	1	6	3	2	1	4	3	4	3		WXBM	8.0	3.9	2.2	26.1	23.1	20.0	2.1	8.3	9.4	15.4	17.6												
18	8	2				2	1			1	4	WABB FM	10	6					1	1				2	WABB FM	2.6	11.8					2.1	2.1				4.3											
21	6	4				5	1	1			4	WBLX	21	6	4				5	1	1			4	WBLX	5.4	11.8	8.9				10.6	2.1	3.1			8.5											
39	4	5				9	5	1	1	1	13	WKRG FM	29	3	3				7	3	1			12	WKRG FM	7.5	5.9	6.7				14.9	6.3	3.1			25.5											
TOTAL LISTENING IN METRO SURVEY AREA												389	51	45	23	13	10	47	48	32	26	17	47																									

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	
351	31	27	6	12	10	66	28	33	20	17	76	WBOP	322	19	22	6	12	10	62	24	29	20	17	76	*WBOP	13.9	7.3	8.9	3.8	9.2	9.6	28.8	9.7	16.6	14.2	14.5	25.3
248	6	36	7	10	2	21	50	26	14	6	51	WBSR	244	6	36	7	10	2	17	50	26	14	6	51	WBSR	10.5	2.3	14.6	4.5	7.6	1.9	7.9	20.2	14.9	9.9	5.1	17.0
421	12	39	25	50	33	10	31	39	34	22	27	WCOA	408	12	39	25	46	30	10	31	39	34	22	24	WCOA	17.6	4.6	15.8	16.0	35.1	28.8	4.7	12.5	22.3	24.1	18.8	8.0
74			3	6	2	3	14	19	8	7		*WHYM	63			3	6	2	3	14	10	8	5		*WHYM	2.7			1.9	4.6	1.9	1.4	5.6	5.7	5.7	4.3	
913	174	125	28	10	13	135	113	47	29	9	217	WJLQ	656	137	99	18	10	13	92	77	33	27	4	136	WJLQ	28.3	52.7	40.1	11.5	7.6	12.5	42.8	31.0	18.9	19.1	3.4	45.3
498	12	24	40	57	31	20	56	49	58	55	22	WMEZ	361	12	19	30	36	23	16	43	39	46	46	7	WMEZ	15.5	4.6	7.7	19.2	27.5	22.1	7.4	17.3	22.3	32.6	39.3	2.3
217	6	18	31	16	8	19	20	34	19	12	14	WNVY	217	6	18	31	16	8	19	20	34	19	12	14	WNVY	9.3	2.3	7.3	19.9	12.2	7.7	8.8	8.1	19.4	13.5	10.3	4.7
677	56	111	66	42	14	36	124	74	48	18	74	WOWW	557	44	80	51	34	11	28	106	65	42	18	68	WOWW	24.0	16.9	32.4	32.7	26.0	10.6	13.0	42.7	37.1	29.8	15.4	22.7
97	6	4	10	8	2	10	4	24	11	2	11	*WPFA	88	6	4	10	8	2	10	4	15	11	2	11	*WPFA	3.8	2.3	1.6	6.4	6.1	1.9	4.7	1.6	8.6	7.8	1.7	3.7
700	207	88	24	7	9	130	66	23	14	5	124	WTKX	420	145	42	3	6	8	71	43	14	9	5	71	WTKX	18.1	55.8	17.0	1.9	4.6	7.7	33.0	17.3	8.0	6.4	4.3	23.7
681	65	77	81	47	42	21	90	68	49	54	33	WXSM	410	46	25	56	31	24	13	58	40	37	28	21	WXSM	17.7	17.7	10.1	35.9	23.7	23.1	6.0	23.4	22.9	26.2	23.9	7.0
308	107	40	7		4	41	18	2	18	11	60	WABB FM	207	70	9	7		2	29	18	2	9	7	54	WABB FM	8.9	26.9	3.6	4.5		1.9	13.5	7.3	1.1	6.4	6.0	18.0
210	37	18	3			49	17	14	4	3	65	WBLX	188	31	18	3			49	17	14		3	53	WB_X	8.1	11.9	7.3	1.9			22.8	6.9	8.0		2.6	17.7
706	115	93	17		10	98	99	29	29	15	195	WKRG FM	487	77	51	17		7	78	54	20	19	4	154	WKRG FM	21.0	29.6	20.6	10.9		6.7	36.3	21.8	11.4	13.5	3.4	51.3
TOTAL LISTENING IN METRO SURVEY AREA												2148	260	229	141	119	83	211	237	157	135	111	289		92.5	99.9	92.7	90.4	90.8	79.8	98.1	95.6	89.7	95.7	94.9	96.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																				
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %
37		5	2		1	9	7	5	2	2	4	WIRL	33		5	2		1	9	6	5	1	2	2	WIRL	7.3		13.5	6.5		3.6	20.5	13.6	13.2	3.8	6.1	4.8					
26	7	2	3			1	2	2			9	WKQA	25	7	1	3			1	2	2			9	WKQA	5.6	17.1	2.7	9.7			2.3	4	5	5.3		21.4					
58	4	8	3			13	6	3	1	1	18	WKZW	47	4	6	3			10	4	3	1	1	15	WKZW	10.5	9.8	16	2	9.7			22.7	9	1	7.9	3.8	3.0	35.7			
64		2	4	2	7	1	3	4	5	10	1	WMBO	61		2	2	2	7	1	3	4	5	10	1	WMBO	13.6		5.4	6.5	10.0	25.0	2.3	6.8	10.5	19.2	30.3	2.4					
4								1	1			*WPEO	4											*WPEO	.9								2.6	3.8								
92		4	9	6	7	8	6	8	10	13	4	WSWT	69		4	7	6	6	3	5	7	9	9	1	WSWT	15.4		10.8	22.6	30	0	21.4	6	8	11	4	18.4	34	6	27.3	2	4
14	1	1	2			1	3	1	1	3		WTAZ	8	1	1	2			1	2	1				WTAZ	1.8	2	2.7	6.5			2.3	4.5	2.6								
20		2	1	2					2	10		*WVEL	10		2	1	2					2	1	*WVEL	2			6.5	5.0	7.1				7.7	3.0	2	4					
9									1	2	1	WGLO	8									1	2	1	WGLO	1.8					3.6			3.8	6.1	2	4					
29		2	1	3				3	12	1		TOTAL	18		2	1	3				3	3	1	TOTAL	4.0			6.5	5.0	10.7			11.5	9.1	2.4	2.4						
76	35	10				16	3	1			11	WWCT	54	23	7			13	3	1				7	WWCT	12.0	56.1	18.9				29.5	6	8	2.6			16.7				
61	1	5	5	7	8	2	8	10	3	3	2	WXCL	59	1	5	5	7	8	2	8	8	3	3	2	WXCL	13.1	2.4	13.5	16.1	35.0	28.6	4.5	18.2	21.1	11.5	9.1	4.8					
15		1	1		1	1		1				WBBM	4			1				1					WBBM	.9			3.2				2	3								
42	7	5	3			12	5	1	1		7	WBNQ	6	1	1			1	1					2	WBNQ	1.3	2	2	7			2.3	2	3				4.8				
29		2	3	3	2	1	1	3	5			WGN	15		1	2	2	1	1	1	1	2			WGN	3.3		2.7	6.5	10.0	3.6		2	3	2.6	3.8	6.1					
64	2	6	3	4	4	3	5	6	7	7	1	WJBC	4				1	1			1				WJBC	9				3.6	2.3				3.8							
33	2	4	2			4	3	3		1	14	WLS	8	1	2			1	2	1				1	WLS	1.8	2.4	5.4			2.3	4.5	2.6				2.4					
37	3	8	3	4	2	2	6	4	2	2	1	WMAQ	7	2	1		1	1	1	1					WMAQ	1.6	4.9	2.7		5.0		2	3	2.3	2.6							
TOTAL LISTENING IN METRO SURVEY AREA											449	41	37	31	20	28	44	44	38	26	33	42																				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
857	21	125	66	31	25	126	120	80	35	52	118	WIRL	761	15	121	60	28	20	110	106	80	27	49	87	WIRL	25.6	6.6	41.2	28.2	16.0	11.8	46.6	35.7	36.7	14.7	26.9	22.7										
429	68	41	27	4		55	40	24	11		159	WKQA	403	68	28	27	4		50	40	24	11		151	WKQA	13.5	29.8	9.5	12.7	2.3		21.2	13.5	11.0	6.0		39.3										
1064	105	144	75	12	10	170	114	71	31	12	307	WKZW	797	99	92	60	12		124	85	71	31	12	206	WKZW	26.8	43.4	31.3	28.2	6.9		52.5	28.6	32.6	16.8	6.6	53.6										
987	6	73	87	54	79	34	59	70	73	111	103	WMBD	896	6	71	81	52	71	34	59	65	68	105	58	WMBD	30.1	2.6	24.1	38.0	29.7	41.8	14.4	19.9	29.8	37.0	57.7	15.1										
123	6	2	8	9	5	10	8	9	28	3		WPEO	119	6		8	9	5	10	8	7	28	3		*WPEO	4.0	2.6				3.8	5.1	2.9	4.2	2.7	3.2	15.2	1.6									
1062		72	97	84	102	69	71	77	99	131	72	WSWT	778		51	71	71	75	29	67	66	79	88	49	WSWT	26.1		17.3	33.3	40.6	44.1	12.3	22.6	30.3	42.9	48.4	12.8										
210	19	16	27	5	6	10	44	16	13	14	23	WTAZ	178	19	16	27	5	4	10	38	16	11	4	23	WTAZ	6.0	8.3	5.4	12.7	2.9	2.4	4.2	12.8	7.3	6.0	2.2	6.0										
221		4	8	16	33	5		9	25	33		*WVEL	158		4	8	13	29			7	15	15		*WVEL	5.3		1.4	3.8	7.4	17.1			3.2	8.2	8.2											
193		9	13	9	22		10	11	15	21	9	WGLO	162		9	13	9	19			9	11	15	16	9	WGLO	5.4		3.1	6.1	5.1	11.2		3.0	5.0	8.2	8.8										
353		13	17	20	43	5	10	19	36	49	9	TOTAL	264		13	17	16	38			9	18	26	31	9	TOTAL	8.9		4.4	8.0	9.1	22.4		3.0	8.3	14.1	17.0	2.3									
686	203	72	9		5	157	39	14	4		175	WWCT	421	137	40	8		5	98	31	10	4		88	WWCT	14.1	60.1	13.6	3.8		2.9	41.5	10.4	4.6	2.2		22.9										
787	17	84	77	70	66	29	87	93	47	64	72	WXCL	745	17	78	71	70	66	29	81	79	47	63	63	WXCL	25.0	7.5	26.5	33.3	40.0	38.8	12.3	27.3	36.2	25.5	34.6	16.4										
329		19	29	31	14		10	6	31	15	31	WBBM	148		9	26	31	8		9	3	7	9	4	WBBM	5.0		3.1	12.2	17.7	4.7		3.0	1.4	3.8	4.9	1.0										
763	145	80	54	8	5	170	76	29	18	4	153	WBNQ	252	73	17	11	4		40	19	8	7		67	WBNQ	8.5	32.0	5.8	5.2	2.3		16.9	6.4	3.7	3.8		17.4										
590	15	44	66	54	42	19	22	34	31	67	37	WGN	263	6	24	45	34	12	5	8	19	15	21	25	WGN	8.8	2.6	8.2	21.1	19.4	7.1	2.1	2.7	8.7	8.2	11.5	6.5										
711	69	65	41	52	44	44	75	51	53	47	31	WJBC	59	4	4		5	8	9	6		5			WJBC	2.0	1.8	1.4		2.9	4.7	3.8	2.0		2.7												
908	102	115	71	17	9	157	79	45	39	20	219	WLS	346	37	50	28	9		52	34	19	27	8	60	WLS	11.6	16.2	17.0	13.1	5.1		22.0	11.4	8.7	14.7	4.4	15.6										
723	100	78	57	60	30	35	95	106	36	39	65	WMAQ	197	28	33	19	8	3	20	25	23	9	6	17	WMAQ	6.6	12.3	11.2	8.9	4.6	1.8	8.5	8.4	10.6	4.9	3.3	4.4										
TOTAL LISTENING IN METRO SURVEY AREA												2851	217	273	205	175	165	230	285	207	180	175	375													95.8	95.2	92.9	96.2	99.9	97.1	97.5	96.0	95.0	97.8	96.2	97.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

PHILADELPHIA
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS													SHARES--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
900	21	71	66	82	90	7	40	57	83	89	14	KYW	812	20	65	56	73	77	6	35	53	78	77	12	KYW	12.3	3.8	10.7	14.6	16.6	20.2	1.1	5.4	10.3	13.9	16.1	2.1	
232	4	12	13	16	31	3	9	7	22	32	2	WCAU	188	4	11	11	13	26	3	9	7	20	25	2	WCAU	2.9	.8	1.8	2.9	3.0	6.8	.5	1.4	1.4	3.6	5.2	3	
279	36	49	12	14	5	65	39	24	12	2	12	WCAU FM	227	32	41	12	6	4	59	35	17	7	1	11	WCAU FM	3.4	6.0	6.7	3.1	1.4	1.0	10.7	5.4	3.3	1.2	.2	1.9	
30		1		4	1			1	6	6		*WCOJ	28		1		4	1			1	6	6		*WCOJ	.4		.2			9	3		.2	1.1	1.3		
91	3	11	4	2	4	8	11	9	13	11	2	WDAS	87	3	11	4	2	4	6	10	9	12	11	2	WDAS	1.3	.6	1.8	1.0	5	1.0	1.1	1.5	1.8	2.1	2.3	3	
505	85	69	27	9	10	77	60	40	15	3	103	WDAS FM	450	80	65	24	8	9	60	55	34	14	2	92	WDAS FM	6.8	15.1	10.7	6.3	1.8	2.4	10.9	8.4	6.6	2.5	.4	15.9	
498	7	5	19	45	45	14	26	40	62	66	4	WEAZ	427	7	5	18	41	35	11	21	31	55	53	4	WEAZ	6.5	1.3	.8	4.7	9.3	9.2	2.0	3.2	6.0	9.8	11.1	.7	
209	10	26	17	14	12	22	45	14	15	9	18	WFIL	171	9	21	12	9	10	20	37	12	14	8	13	WFIL	2.6	1.7	3.5	3.1	2.0	2.6	3.6	5.7	2.3	2.5	1.7	2.2	
19		2	2	2	1		1	2		1		*WFLN	16		2	2	2	1		1	2				*WFLN	.2		.3	5	5	.3		.4					
134	2	9	14	19	7		19	14	20	9	1	WFLN FM	102	2	7	9	17	6		15	13	14	8	1	WFLN FM	1.5	.4	1.2	2.3	3.9	1.6		2.3	2.5	2.5	1.7	.2	
153	2	11	16	21	8		20	16	20	10	1	TOTAL	118	2	9	11	19	7		16	15	14	8	1	TOTAL	1.7	.4	1.5	2.8	4.4	1.9		2.5	2.9	2.5	1.7	.2	
80	2	5	3	7	1	1	8	15	10	12	4	WHAT	80	2	5	3	7	1	1	8	15	10	12	4	WHAT	1.2	.4	.8	.8	1.6	3	.2	1.2	2.9	1.8	2.5	7	
378	30	38	7	3	2	65	46	14	29	4	139	WIFI	289	24	27	4	3	2	45	35	8	28		113	WIFI	4.4	4.5	4.4	1.0	.7	5	8.2	5.4	1.6	5.0		19.5	
337	42	84	10	6	3	85	67	9	10	4	15	WIOQ	237	27	62	6			65	49	5	7	2	14	WIOQ	3.6	5.1	10.2	1.6			11.8	7.5	1.0	1.2	.4	2.4	
403	19	23	34	39	24	6	42	69	45	54	15	WIP	363	17	21	31	35	21	5	39	64	40	50	12	WIP	5.5	3.2	3.5	8.1	8.0	5.5	.9	6.0	12.5	7.1	10.4	2.1	
598	52	84	36	27	6	112	147	57	29	17	27	WMGK	505	37	61	30	26	5	100	129	52	20	16	25	WMGK	7.7	7.0	10.0	7.8	5.9	1.3	18.2	19.8	10.1	3.6	3.3	4.3	
527	156	67	10	6	1	94	35	7	5	3	143	WMMR	342	92	37	8	6		66	23	6	5	1	98	WMMR	5.2	17.4	6.1	2.1	1.4		12.0	3.5	1.2	9	.2	16.9	
276	1	10	25	33	50		6	24	42	39	1	WPEN	264	1	10	24	32	48		6	24	40	36	1	WPEN	4.0	.2	1.6	6.3	7.3	12.6		9	4.7	7.1	7.5	.2	
45	1	2	12	2		1	6	6	8	2	4	*WRCP	45	1	2	12	2		1	6	6	8	2	4	*WRCP	7	.2	3	3	1	.5		.2	.9	1.2	1.4	.4	.7
221	2	17	31	26	9	5	27	25	35	13	4	WSNI	188	2	16	20	24	8	4	25	19	30	11	4	WSNI	2.9	4	2.6	5.2	5.5	2.1	7	3.8	3.7	5.3	2.3	.7	
173	14	21	20	4	2	21	31	25	16	10	8	WUSL	124	13	13	8	3	1	15	22	19	15	8	7	WUSL	1.9	2.5	2.1	2.1	7	.3	2.7	3.4	3.7	2.7	1.7	1.2	
336	5	32	11	36	44	2	9	20	26	50	1	WWDB	275	3	26	8	29	36	2	7	17	22	46	1	WWDB	4.2	.6	4.3	2.1	6.6	9.4	.4	1.1	3.3	3.9	9.6	2	
487	16	25	25	23	53	13	15	34	53	74	4	WWSH	350	15	22	20	13	36	10	9	28	38	51	3	WWSH	5.3	2.8	3.6	5.2	3.0	9.4	1.8	1.4	5.4	6.7	10.6	5	
317	102	26	2	3		44	13	7	4	1	115	WYSP	214	68	14		2		30	7	6	4	1	82	WYSP	3.2	12.8	2.3		.5		5.5	1.1	1.2	7	2	14.1	
27	6	2	2			1	10	3	1	2		WZZD	26	6	1	2			1	10	3	1	2		WZZD	.4	1.1	2	.5			.2	1.5	6	.2	.4		
194	1	6	15	19	23	1	8	13	34	19	1	WJBR FM	76		5	9	4	12	1	5	1	12	9		WJBR FM	1.2			8	2.3	9	3.1	.2	.8	.2	2.1	1.9	
115	17	11	9		5	15	12	8			38	WPST	60	3	8	2			8	6	3			30	WPST	9	6	1.3	.5			1.5	.9	6			5.2	
159	27	23	4	4		38	15	14	2		32	WSTW	29	4	4	1	4		4	1	3			8	WSTW	.4	8	7	.3	9		.7	2	6			1.4	
73		1	9	17	9		2	15	9	5	3	*WTTM	40			5	9				2	15	3	2	3	*WTTM	.6			1.3	2.0			3	2.9	.5	4	.5
135	1	4	2	10	16		1	3	9	24		WOR	31			7	2				2	5	5		WOR	.5				1.6	5			4	9	1.0		
TOTAL LISTENING IN METRO SURVEY AREA													6593	530	608	384	440	381	550	652	514	563	479	580														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

PHILADELPHIA
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
16021	629	1570	1367	1481	1389	274	1260	1229	1194	1224	600	KYW	13694	546	1452	1152	1251	1141	219	1112	1109	1044	987	529	KYW	35.0	18.7	39.9	41.6	49.0	52.1	7.5	29.0	37.4	38.1	39.7	11.1										
5628	131	536	390	403	617	91	269	249	492	617	127	WCAU	4589	111	497	283	331	486	91	233	219	435	483	100	WCAU	11.7	3.8	13.7	10.2	13.0	22.2	3.1	6.1	7.4	15.9	19.4	2.1										
4686	641	932	198	173	62	807	727	278	195	92	393	WCAU FM	3856	534	706	175	121	47	696	637	225	149	71	350	WCAU FM	9.9	18.3	19.4	6.3	4.7	2.1	23.8	16.6	7.6	5.4	2.9	7.3										
497		40	6	55	52	18	20	25	83	44	14	*WCOJ	450		36		55	39	18	16	17	83	44	14	*WCOJ	1.1		1.0		2.2	1.8	6	4	6	3.0	1.8	3										
1713	56	94	104	78	84	159	207	197	210	132	148	WDAS	1636	56	94	98	72	84	126	198	187	201	132	144	WDAS	4.2	1.9	2.6	3.5	2.8	3.8	4.3	5.2	6.3	7.3	5.3	3.0										
5184	685	575	302	133	141	670	731	459	186	95	1005	WDAS FM	4660	634	626	278	108	118	573	670	397	149	68	939	WDAS FM	11.9	21.7	17.2	10.0	4.2	5.4	19.6	17.5	13.4	5.4	2.7	19.7										
6406	93	179	351	561	644	185	411	603	654	819	157	WEAZ	5360	93	161	267	505	498	152	339	506	551	689	131	WEAZ	13.7	3.2	4.4	9.6	19.8	22.8	5.2	8.8	17.1	20.1	27.7	2.7										
5898	473	786	421	342	151	768	973	445	288	181	798	WFIL	4679	405	620	309	267	111	631	751	349	227	146	634	WFIL	12.0	13.9	17.0	11.2	10.5	5.1	21.6	19.6	11.8	8.3	5.9	13.3										
576		27	33	28	36		48	72	24	36	25	*WFLN	481		27	33	28	31		48	72	21	14	19	*WFLN	1.2		7	1.2	1.1	1.4		1.3	2.4	8	6	4										
2364	31	277	265	218	190	26	340	222	301	145	43	WFLN FM	1849	31	258	153	158	152	26	266	193	232	108	30	WFLN FM	4.7	1.1	7.1	5.5	6.2	6.9	9	6.9	6.5	8.5	4.3	1.6										
2745	31	304	282	232	220	26	364	238	322	177	68	TOTAL	2155	31	285	170	172	182	26	291	210	253	122	49	TOTAL	5.5	1.1	7.8	6.1	6.7	8.3	9	7.6	7.1	9.2	4.9	1.0										
1497	84	14	82	167	43	34	198	153	154	198	95	WHAT	1497	84	114	82	167	43	34	198	153	154	198	95	WHAT	3.8	2.9	3.1	3.0	6.5	2.0	1.2	5.2	5.2	5.6	8.0	2.0										
6390	714	581	216	67	41	1122	656	365	230	91	2259	WIFI	4655	515	377	151	57	25	786	461	245	213	60	1765	WIFI	11.9	17.7	10.4	5.5	2.2	1.1	26.9	12.0	8.3	7.8	2.4	37.0										
5171	903	1052	249	113	75	850	913	176	225	120	434	WIOQ	3865	706	787	161	50	44	700	651	155	144	95	354	WIOQ	9.9	24.2	21.6	5.8	3.0	2.0	24.0	17.0	5.2	5.3	3.8	7.4										
6755	537	615	604	556	467	321	748	595	540	535	611	WIP	5723	404	443	545	473	415	283	638	494	489	450	475	WIP	14.6	13.9	12.2	19.7	19.5	19.0	9.7	16.6	16.7	17.8	18.1	10.0										
3457	869	1036	782	341	124	1303	1934	875	447	216	934	WMGK	7837	746	1122	669	299	91	1138	1590	731	356	180	782	WMGK	20.0	25.6	30.8	24.2	11.7	4.2	39.0	41.4	24.7	13.0	7.2	16.4										
3371	1848	1052	235	142	19	1360	707	229	112	76	2552	WMMR	5701	1156	678	185	111		956	516	185	88	42	1764	WMMR	14.6	39.7	18.6	6.7	4.4		32.8	13.4	6.2	3.2	1.7	37.0										
4108	65	67	342	468	594	24	216	320	528	554	112	WPEN	3711	63	159	312	463	528	13	199	302	479	467	100	WPEN	9.5	2.2	4.4	11.3	14.1	24.1	4	5.2	10.2	17.5	18.8	2.1										
650	32	39	67	81		27	25	61	97	50	117	*WRCP	645	32	39	62	81		27	25	61	97	50	117	*WRCP	1.6	1.1	1.1	2.2	3.2		9	7	2.1	3.5	2.0	2.5										
3408	144	275	342	370	104	165	346	435	432	210	191	WSNI	2681	109	224	234	314	72	138	300	301	358	167	125	WSNI	6.8	3.7	6.2	8.5	12.3	3.3	4.7	7.8	10.2	13.1	6.7	2.6										
3239	297	478	294	189	88	337	621	336	175	93	275	WUSL	2403	227	309	207	132	76	261	494	246	167	68	186	WUSL	6.1	7.8	8.5	7.5	5.2	3.5	8.9	12.9	8.3	6.1	2.7	3.9										
4012	206	561	264	279	409	88	212	264	328	461	131	WWDB	3163	141	445	196	221	311	70	155	197	286	402	116	WWDB	8.1	4.8	12.2	7.1	8.7	14.2	2.4	4.0	6.6	10.4	16.2	2.4										
6773	134	225	511	565	752	128	419	567	667	886	217	WWSH	4866	102	147	431	407	479	90	300	484	444	622	156	WWSH	12.4	3.5	4.0	15.6	16.0	21.9	3.1	7.8	16.3	16.2	25.0	3.3										
6155	1581	627	97	65	25	1047	326	146	92	44	2057	WYSP	4239	1042	425	33	56	15	815	204	101	62	27	1431	WYSP	10.8	35.7	11.7	1.2	2.2	7	27.9	5.3	3.4	2.3	1.1	30.0										
497	62	44	71		4	37	103	52	46	31	37	WZZD	449	62	14	71			23	103	52	46	31	37	WZZD	1.1	2.1	4	2.6			8	2.7	1.8	1.7	1.2	.8										
2232	15	110	186	250	250	23	150	139	326	200	56	WJBR FM	1099		62	118	71	157	12	104	49	133	107	17	WJBR FM	2.8		1.7	4.3	2.8	7.2	4	2.7	1.7	4.9	4.3	.4										
2206	249	230	444	18	36	232	238	182	42	14	813	WPST	1184	109	113	76	18		136	130	38	42		522	WPST	3.0	3.7	3.1	2.7	.7		4.7	3.4	1.3	1.5		10.9										
2711	405	335	121	102	27	452	283	106	83	20	745	WSTW	961	148	75	35	62	15	160	63	29	24		330	WSTW	2.5	5.1	2.1	1.3	2.4	7	5.5	1.6	1.0	9		6.9										
1018	17	39	125	125	117		57	159	63	121	88	*WTTM	559	17	12	54	76	48		37	122	19	70	62	*WTTM	1.4	6	.3	2.0	3.0	2.2		1.0	4.1	7	2.8	1.3										
1901	36	79	79	110	169		88	62	114	226	37	WOR	669		16	50	44		49	24	49	67	26	WOR	1.7			6	2.0	2.0		1.3	8	1.8	2.7		.5										
TOTAL LISTENING IN METRO SURVEY AREA												37789	2797	3520	2653	2471	2090	2844	3771	2873	2633	2435	4660													96.5	96.0	96.8	95.8	96.9	95.5	97.4	98.2	96.9	96.0	97.9	97.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

PHOENIX
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
58	1	3	3	1	6	2	10	3	4	6		KARZ	57		3	3	1	6	2	10	3	4	6		KARZ	2 6		1 3	2 3	8	6 1	1.1	4 3	1 7	2.9	4 1	
81	12	20		1		14	22	8		1	3	KBBC	74	10	19			14	21	7		1	2	KBBC	3 3	5 5	8.3				7.8	9.1	4 0		.7	8	
153	54	27	2	1		15	15	1	1	1	36	KDKB	145	53	23	2	1	15	15	1		1	34	KDKB	6 5	29 1	10 1	1 6	.8	8 4	6.5	6		7	14.1		
8		1			1	2		1	1	1		KFLR	8		1		1	2		1	1	1		KFLR	4		.4			1 0	1 1		.6	7	7		
16	1	1		1			1		3	4		*KHEP	16	1	1		1		1		3	4		*KHEP	7	5	4		8			4		2 2	2 7		
42	3	5	1	3	4	1	2	4	2	4		KHEP FM	40	3	5	1	3	4	1	2	3	2	4	KHEP FM	1 8	1.6	2 2	8	2 3	4 0	6	9	1 7	1.4	2 7		
34		1	1	12			8	10				*KIFN	33		1	1	11		8	10				*KIFN	1.5		4	.8	8 3		3 4	5 6					
59	1	1	5	5	4		4	8	12	6	1	KJJJ	45	1	1	4	3	4		2	4	8	6	1	KJJJ	2.0	5	.4	3 1	2.3	4 0		.9	2.3	5 8	4 1	4
29		8	4	2		1	3	8	1		2	KJJJ FM	22		8	1	1		1	3	6	1		1	KJJJ FM	1 0		3.5	8	8		.6	1.3	3 4	7		4
73	9	17				12	6	1	2	1	25	KKKQ	67	9	16			10	5	1	2	1	23	KKKQ	3.0	4 9	7 0				5.6	2 2	6 1	4	7 9 5		
73		8	11	5	14	1	7	3	10	6	1	KLFF	71		8	11	5	12	1	7	3	10	6	1	KLFF	3.2		3.5	8 6	3 8	12 1	.6	3 0	1.7	7.2	4 1	4
33		1		3	2		1	1	2	9		*KMEO	29		1		3	2		1	1	2	7	*KMEO	1 3		4		2 3	2 0		4	6	1 4	4 8		
212		2	6	12	30	3	8	24	26	37	2	KMEO FM	199		2	6	12	26	3	8	24	24	34	1	KMEO FM	9.0		9	4 7	9 1	26 3	1 7	3 4	13.6	17.4	23.3	.4
84	11	7	7	12	1	9	9	7	6	3	3	KNIX	60	11	5	6	9	1	4	6	7	4	3	3	KNIX	2 7	6.0	2 2	4 7	6 8	1 0	2 2	2 6	4 0	2 9	2 1	
203	7	26	27	16	4	16	23	36	8	11	9	KNIX FM	166	7	23	23	12	3	9	21	31	6	6	9	KNIX FM	7 5	3.8	10 1	18 0	9 1	3 0	5.0	9 1	17 5	4 3	4 1	3 7
107	15	22	10	2	1	14	24	9	4	1	4	KOOL	92	13	21	7	2		13	24	4	4		3	KOOL	4.2	7.1	9.2	5 5	1 5		7 3	10.3	2 3	2 9		1 2
147	19	9	5	1		24	18	12	2		56	KOPA	130	16	9	5			21	17	11	2		48	KOPA	5.9	8 8	3.9	3.9			11 7	7.3	6 2	1 4		19.9
161	1	14	25	17	7	3	31	13	21	9	3	KOY	141		12	22	15	7	2	27	12	19	8	2	KOY	6.4		5.3	17.2	11.4	7.1	1.1	11 6	6.8	13.8	5 5	8
59	1	3	3	13		3	8	12	9	1	2	*KPHX	59	1	3	3	13		3	8	12	9	1	2	*KPHX	2 7	5	1.3	2 3	9 8		1.7	3 4	6 8	6 5	.7	8
161		8	12	17	11	5	9	21	9	26		KQYT	151		7	12	16	9	5	7	20	9	24		KQYT	6.8		3.1	9 4	12 1	9 1	2.8	3 0	11 3	6 5	16.4	
14	1	1			1	4	1	1		1	1	KRDS	14	1	1			1	4	1	1		1	1	KRDS	6	5	4			1.0	2.2	4	.6		7 .4	
218	3	11	11	17	19	3	3	8	15	25	1	KTAR	203	3	10	11	15	17	3	3	8	14	24	1	KTAR	9.2	1 6	4 4	8 6	11 4	17 2	1 7	1.3	4 5	10 1	16 4	.4
105	19	3	5	2		15	8				53	KUPD	98	18	3	3	2		14	8				50	KUPD	4.4	9.9	1 3	2 3	1 5		7 8	3 4			20.7	
10		2			1	1				2		KWAO	10		2			1	1				2		KWAO	5		.9			1.0	6			1 4		
49	9	3	1			9	1	1	6		19	*KXAM	48	8	3	1			9	1	1	6		19	*KXAM	2 2	4.4	1 3	8			5 0	.4	.6	4 3		7 9
11					1			1		3		KXIV	11					1					3		KXIV	5					1.0				7	2 1	
23	4	4	1			5	3			6	6	KZZP	22	4	3	1			5	3			6	6	KZZP	1 0	2 2	1 3	8			2 8	1.3			2.5	
134	19	19	1	2		33	16	2	2	36	36	KZZP FM	128	17	19	1	2		33	15	2	2	33	33	KZZP FM	5 8	9.3	8 3	8	1.5		18.4	6 5	1.1	1 4	13 7	
157	23	23	2	2		38	19	2	2	42	42	TOTAL	150	21	22	2	2		38	18	2	2	39	39	TOTAL	6 8	11 5	9.6	1 6	1.5		21 2	7.8	1.1	1 4	16 2	
TOTAL LISTENING IN METRO SURVEY AREA												2214	182	228	128	132	99	179	232	177	138	146	241														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

PHOENIX
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
1129	19	116	74	47	88	50	201	86	72	63	58	KARZ	1014		107	74	47	88	33	167	86	72	57	43	KARZ	8 0		8 5	8 7	6.5	13 9	3 3	12 9	9 6	9 2	7 6	2 8	
1151	145	266	22	31	10	188	255	77	6	15	107	KBBC	1045	132	244	22	18	10	171	233	66	6	15	99	KBBC	8 3	13 3	19 3	2.6	2 5	1 6	17 2	18 1	7 4	8	2 0	6 4	
1862	419	353	19	41		257	204	30	13	7	499	KDKB	1753	387	331	19	41		257	191	30	8	7	462	KDKB	13 9	38 9	26 2	2 2	5 7		25 8	14 8	3 4	1 0	9	30 0	
255		21		22	29	25	7	23	42	21		KFLR	249		21		22	29	25	7	23	42	15		KFLR	2 0		1 7		3 1	4 6	2 5	5	2 6	5 4	2 0		
210	18	21		22	19	11	20		25	28		*KHEP	210	18	21		22	19	11	20		25	28		*KHEP	1 7	1 8	1 7		3 1	3 0	1 1	1 6		3 2	3 8		
769	49	102	22	73	64	30	52	47	65	43	10	KHEP FM	702	49	93	22	73	57	30	52	37	60	37		KHEP FM	5 6	4 9	7 4	2 6	10.2	9 0	3 0	4 0	4 1	7 7	5 0		
231		9	23	29		14	62	44	14		20	*KIFN	224		9	23	22		14	62	44	14		20	*KIFN	1 8		7	2 7	3 1		1 4	4 8	4 9	1 8		1 3	
1033	43	83	106	86	46	25	117	106	68	73	73	KJJJ	814	43	73	87	64	29	25	68	79	47	67	41	KJJJ	6 5	4 3	5 8	10 2	8 9	4 6	2 5	5 3	8.8	6 0	9 0	2 7	
499		113	54	72	7	22	67	75	27	15	17	KJJJ FM	416		113	41	52		22	60	47	27	15	9	KJJJ FM	3 3		8 9	4 8	7 2		2 2	4 7	5 3	3 5	2 0	6	
1169	70	209	30		10	257	121	12	29	32	381	KKKQ	1076	70	186	30		10	235	104	12	29	32	350	KKKQ	8 5	7 0	14 7	3 5		1 6	23 6	8 1	1 3	3 7	4 3	22 7	
745	18	53	70	47	79	56	73	56	98	57	28	KLFF	710	18	41	63	47	70	56	66	56	98	57	28	KLFF	5 6	1 8	3 2	7 4	6 5	11 1	5 6	5 1	6 3	12 5	7 6	1 8	
671		31	19	54	95		30	44	51	100		*KMEO	626		31	19	54	88		30	44	51	87		*KMEO	5 0		2 5	2 2	7 5	13 9		2.3	4 9	6 5	11 7		
2381	14	73	85	107	248	78	100	209	224	320	28	KMEO FM	2212		73	85	104	233	78	93	196	216	286	17	KMEO FM	17 6		5 8	10 0	14 5	36.9	7 8	7 2	21.9	27 7	38 3	1 1	
1349	73	121	152	141	32	73	204	147	85	43	71	KNIX	1012	56	94	142	80	18	52	169	128	61	32	56	KNIX	8 0	5 6	7 4	16 7	11 1	2 8	5 2	13 1	14 3	7 8	4 3	3 6	
2731	100	269	321	226	83	219	363	363	149	93	270	KNIX FM	2215	86	218	279	192	60	160	318	303	122	70	197	KNIX FM	17 6	8 6	17 2	32 9	26 7	9 5	16 0	24 7	33 9	15 6	9 4	12 8	
1464	157	261	107	37	24	160	327	89	40	32	110	KOOL	1297	125	242	96	37	10	151	304	63	40	22	93	KOOL	10 3	12 6	19 1	11 3	5 1	1 6	15 1	23 6	7 0	5 1	2 9	6 0	
2446	295	229	106	12	17	366	306	138	43	13	882	KOPA	2099	235	211	87		10	302	300	128	43	7	737	KOPA	16 7	23 6	16 7	10 2		1 6	30 3	23 3	14 3	5 5	9	47 9	
2681	56	283	330	247	114	121	448	234	185	127	154	KOY	2362	25	222	290	236	105	105	394	213	171	113	127	KOY	18 7	2 5	17 5	34 2	32 8	16 6	10 5	30 5	23 8	21 9	15 1	8 3	
394	12	21	17	66		23	68	65	34	15	38	*KPHX	371	12	9	17	66		23	68	65	34	15	27	*KPHX	2 9	1 2		7 2	0 9.2		2 3	5 3	7 3	4 4	2 0	1 8	
2051	18	85	125	233	167	85	115	183	165	237	54	KQYT	1867		72	122	221	152	85	99	170	154	209	31	KQYT	14 8		5 7	14 4	30 7	24.1	8 5	7 7	19 0	19 7	28 0	2 0	
322	43	42	24		29	47	27	10	9	15	17	KRDS	322	43	42	24		29	47	27	10	9	15	17	KRDS	2 6	4 3	3 3	2 8		4 6	4 7	2 1	1 1	1 2	2 0	1 1	
2651	71	280	209	203	262	58	69	142	159	266	74	KTAR	2414	71	246	201	181	235	58	69	132	152	240	63	KTAR	19 2	7 1	19.4	23 7	25 2	37 2	5 8	5.3	14 7	19 5	32 2	4 1	
1981	357	160	85	41	19	320	151	10	17	17	775	KUPD	1795	311	160	75	41	19	282	151	10	17	15	685	KUPD	14 2	31.3	12 6	8 8	5 7	3 0	28 3	11 7	1 1	2 2	2 0	44 5	
223		28			19	11		15	22			KWAO	215		28			19	11		15	22			KWAO	1 7		2 2			3 0	1 1			1 9	2 9		
605	69	52	35			96	54	36	38		217	*KXAM	561	56	52	28			96	40	26	38		217	*KXAM	4 5	5 6	4 1	3 3			9 6	3 1	2 9	4 9		14 1	
379		21	11	44	38		10	10	44	30	24	KXIV	362		21	11	44	38		10	10	44	30	24	KXIV	2 9		1 7	1.3	6 1	6 0			8	1 1	5 6	4 0	1 6
736	80	115	30	22		178	77	42	17		175	KZZP	651	80	90	22	9		178	77	29	17		149	KZZP	5 2	8 0	7 1	2 6	1 3		17 9	6 0	3 2	2 2		9 7	
1835	209	241	28	37		301	248	73	66		612	KZZP FM	1648	162	235	20	25		280	223	60	61		562	KZZP FM	13 1	16 3	18 6	2 4	3 5		28 1	17 3	6 7	7 8		36 5	
2352	288	325	39	46		424	288	92	83		747	TOTAL	2116	242	294	31	34		403	263	79	78		672	TOTAL	16 8	24.3	23 2	3 7	4 7		40 4	20 4	8 8	10 0		43 7	

TOTAL LISTENING IN METRO SURVEY AREA 11837 869 1184 777 684 585 932 1280 852 758 683 1476 94.0 87.3 93.6 91.5 95.1 92.6 93.5 99.2 95.2 97.1 91.6 95.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

PITTSBURGH
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS													SHARES--METRO SURVEY AREA																							
TOT PERS 12+	MEN					WOMEN					TNS 12-17	STATION CALL LETTERS	TOT PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
1055	17	47	70	93	97	19	49	133	99	138	25	KOKA	803	8	33	52	69	72	14	36	95	79	107	17	KDKA	22	3	2	11	5	27	7	27	1	32	1	4	9	12	1	29	4	25	9	37	9	5	1	
125	3	6	3	14	15		4	9	12	19		KQV	120	3	6	3	13	13		4	9	12	19		KQV	3	3	1	2	1	1	6	5	1	5	8		1	3	2	8	3	9	6	7				
238	24	37	2	6	3	26	29	22	5	2	76	WAMO	208	23	31	2	6	3	22	27	20	3	2	64	WAMO	5	8	9	3	10	8	1	1	2	4	1	3	7	8	9	1	6	2	1	0	7	19	2	
43			9	1			1		10	8		WBVP	43			9	1			1		10	8		WBVP	1	2					3	5	4				3				3	3	2	8				
23				11				3	1	2	4	*WCNS	23				11				3	1	2	4	*WCNS	6						4	3						9	3	7	1	2						
110	4	8	8	13	11	6	10	14	24	4	2	WDSY	90	2	7	3	12	11	5	8	8	22	4	2	WDSY	2	5	8	2	4	1	6	4	7	4	9	1	8	2	7	2	5	7	2	1	4	6		
411	144	47	5	1	1	83	20	10	7	1	90	WDVE	285	99	23	3		1	60	14	7	2	1	73	WDVE	7	9	40	1	8	0	1	6		4	21	2	4	7	2	2	7	4	21	9				
10		1			2	1			1	2		*WEDO	10		1			2	1				1	2	*WEDO	3							9	4						3	7								
236	13	15	17	27	10	7	29	26	43	15	11	*WEEP	152	9	9	13	17	9	3	22	6	34	12	5	*WEEP	4	2	3	6	3	1	6	9	6	7	4	0	1	1	7	4	1	9	11	1	4	3	1	5
9					1		2				1	*WESA	9				1		2					1	*WESA	2								4					7							3			
14		1	1			5	1	1	1	3	1	WESA FM	8		1	1			1	1			1	2	1	WESA FM	2				3	5				4	3				3	7	3						
23		1	1			5	3	1	1	3	2	TOTAL	17		1	1		1	1	3			2	2	TOTAL	4			3	5			4	4	1	0				3	7	6							
113	13	17	4	6	1	30	21	6	3		11	WFFM	96	11	13	4	5		27	19	4	3		10	WFFM	2	7	4	5	4	5	2	1	2	0		9	5	6	4	1	2	1	0			3	0	
31	2	1	6	1		1		1	2	2	6	*WHJB	29	2	1	5	1		1		1	1	2	6	*WHJB	8	8		3	2	7	4			4			3	3	7	1	8							
21		2	4	1	4	1	2	4	1	1		WIXZ	21		2	4	1	4	1	2	4	1	1		WIXZ	6			7	2	1	4	1	8	4		7	1	2	3	4								
70	3	7	1	2	9	7	4	7	7	6	5	WJOI	60	3	6	1	1	8	6	3	6	6	5	5	WJOI	1	7	1	2	2	1	5	4	3	6	2	1	1	0	1	9	2	0	1	8	1	5		
22		1	1	1	3		2	1	6	1		*WKPA	22		1	1	1	3			2	1	6	1	*WKPA	6			3	5	4	1	3				6	3	2	1	3								
64	2	11	11	1	3	6	17	3	2	1	5	WKTQ	57	2	8	11	1	3	6	13	3	2	1	5	WKTQ	1	6	8	2	8	5	9	4	1	3	2	1	4	4	9	7	4	1	5					
17				1			5		3	1		*WMBA	17				1				5		3	1	*WMBA	5						4						1	5			1	1	3					
43	1	1	6	6	7		1	7	3	5		*WNUF	38	1	1	6	6	7		1	7	2	4		*WNUF	1	1	1	4	3	2	4	3	1			3	2	2	7	1	4							
30	1	8	1	6		5	2	5				*WOKU	30	1	8	1	6		5	2	5				*WOKU	8	4	2	8	5	2	4		1	8	7	1	5											
48			4	3	3	1		3	2	9		*WPIT	34			3	3	1	1		2	1	3		*WPIT	9				1	6	1	2	4	4				6	3	1	1							
28	1	5	2	1	1		7	4	3	3		WPIT FM	19		2	2		1		6	3	2	2		WPIT FM	5			7	1	1			4			2	0	9	7	7								
183	3	6	5	18	15	7	13	15	39	25		WPNT	136	3	5	4	15	12	7	6	14	30	16		WPNT	3	8	1	2	1	7	2	1	5	9	5	4	2	5	2	0	4	3	9	8	5	7		
295	1	6	10	22	37	11	8	37	39	41	1	WSHH	251	1	3	9	20	35	11	4	34	30	37		WSHH	7	0	4	1	0	4	8	7	8	15	6	3	9	1	3	10	5	9	8	13	1			
245	12	42	30	12	8	15	42	33	15	6	5	WTAE	238	12	41	30	11	7	15	42	31	15	6	4	WTAE	6	6	4	9	14	2	16	0	4	3	3	1	5	3	14	1	9	6	4	9	2	1	1	2
44	1	9	4	1		12	10	3		1	3	WWKS	24	1	4	1	1		6	5	2		1	3	WWKS	7	4	1	4	5	4			2	1	1	7	6					4				9		
64	2	6	3	2	3	2	5	6	4	7		WWSW	60	2	5	3	2	3	2	5	6	4	7		WWSW	1	7	8	1	7	1	6	8	1	3	7	1	7	1	9	1	3	2	5					
187	8	36	12	10	1	26	41	15	16	4	15	WWSW FM	141	7	23	12	10	1	16	27	13	15	4	10	WWSW FM	3	9	2	8	8	0	6	4	3	9	4	5	7	9	1	4	0	4	9	1	4	3	0	
302	47	24	7	2	1	54	27	22	5	4	108	WXXK	220	24	15	6	1	1	43	16	19	4	2	88	WXXK	6	1	9	7	5	2	3	2	4	4	15	2	5	4	5	9	1	3	7	26	4			
138	43	13	2		1	31	6	1	5		36	WYDD	78	26	8	2		1	20	3	1			17	WYDD	2	2	10	5	2	8	1	1		4	7	1	1	0	3								5	1
113	1	9	10	14	9	2	9	11	15	11	3	WWVA	17		1	1	2	2		2		3	1		WWVA	5			3	5	8	9			7						1	0					4		

TOTAL LISTENING IN METRO SURVEY AREA 3603 247 288 188 255 224 283 297 323 305 282 333

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

PITTSBURGH
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		
13811	474	966	1163	1180	1168	532	1027	1235	1079	1314	845	KDKA	9791	247	688	851	829	839	347	724	894	844	957	564	KDKA	51.0	19.7	43.3	65.4	62.6	69.3	25.5	42.5	62.4	57.7	70.3	24.4	
2206	56	233	135	246	202	37	122	98	203	234	40	KQV	2112	56	225	135	240	186	37	122	98	184	226	40	KQV	11.0	4.5	14.2	10.4	18.1	15.4	2.7	7.2	6.8	12.6	16.6	1.7	
2438	289	291	41	122	28	360	300	214	78	38	602	WAMO	2047	229	238	41	113	28	290	261	186	60	35	501	WAMO	10.7	18.2	15.0	3.2	8.5	2.3	21.3	15.3	13.0	4.1	2.6	21.7	
506		12		93	38	20	20	11	79	64		WBVP	506		12		93	38	20	20	11	79	64	WBVP	2.6			8		7.0	3.1	1.5	1.2		8.5	4.7		
234			14	46	5	20		23	32	28	31	*WCNS	224			14	46	20		23	27	28	31	*WCNS	1.2			1.1	3.5		1.5		1.6	1.8	2.1	1.3		
1465	109	54	118	188	108	111	102	182	209	48	48	WDSY	1146	57	117	69	154	108	94	82	113	185	45	42	WDSY	6.0	4.5	7.4	5.3	11.6	8.9	6.9	4.8	7.9	12.6	3.3	1.8	
4849	1097	78	93	66	33	958	312	151	113	51	1348	WDVE	3183	714	344	68	31	25	598	193	123	44	39	970	WDVE	16.6	56.8	21.7	5.2	2.3	2.1	43.9	11.3	8.6	3.0	2.9	42.0	
411		24		14	49	10	30	11	40	63	12	*WEDO	349		24		14	46	10	17	11	23	63	*WEDO	1.8		1.5		1.1	3.8		7.1	1.0	8.1	1.6	4.6		
2426	113	76	268	152	154	147	247	260	237	201	218	*WEED	1515	71	105	168	105	99	59	151	109	171	165	117	*WEED	7.9	5.7	6.6	12.9	7.9	8.2	4.3	8.9	7.6	11.7	12.1	5.1	
172				19	37		23		32	9	19	*WESA	157				19	22		23		32	9	19	*WESA	8				1.4	1.8		1.4		2.2	7	8	
380	11	16	32		29	91	40	38	10	34	79	WESA FM	218	11	16	32		22	54	27	15	10	21	32	WESA FM	1.1	9	1.0	2.5			4.0	1.6	1.0	7	1.5	1.4	
506	11	16	32	19	51	91	50	38	42	34	89	TOTAL	344	11	16	32	19	22	54	37	15	42	21	42	TOTAL	1.8	9	1.0	2.5	1.4	1.8	4.0	2.2	1.0	2.9	1.5	1.8	
2358	285	282	136	76	36	542	329	115	102	23	386	WFFM	1937	244	199	123	72	28	462	285	94	96	13	310	WFFM	10.1	19.4	12.5	9.5	5.4	2.3	33.9	16.7	6.6	6.6	1.0	13.4	
752	46	40	32	46	31	25	55	68	66	39	185	*WHJB	663	46	36	28	46	28	20	40	46	58	37	170	*WHJB	3.5	3.7	2.3	2.2	3.5	2.3	1.5	2.3	3.2	4.0	2.7	7.4	
654	11	48	54	63	68	54	82	66	79	27	30	WIXZ	608	11	48	54	63	68	54	68	45	79	27	19	WIXZ	3.2	9	3.0	4.2	4.8	5.6	4.0	4.0	3.1	5.4	2.0	8	
1464	90	115	47	111	69	172	108	137	180	81	194	WJOI	1116	90	81	41	66	59	138	88	128	143	63	150	WJOI	5.8	7.2	5.1	3.2	5.0	4.9	10.1	5.2	8.9	9.8	4.6	6.5	
352		12	14	33	56		22	31	64	33		*WKPA	352		12	14	33	56			22	31	64	33	*WKPA	1.8			8	1.1	2.5	4.6		1.5	2.1	4.7	1.4	
1424	90	182	164	36	46	150	292	86	75	18	202	WKTO	1332	90	159	164	28	46	148	245	86	70	18	195	WKTO	6.9	7.2	10.0	12.6	2.1	3.8	10.9	14.4	6.0	4.8	1.3	8.4	
273		12		31			23	23	36	25		*WMBA	273		12		31				23	23	36	25	*WMBA	1.4			8		2.3			1.6	1.6	2.6	1.1	
800	11	40	41	157	113		19	56	89	86		*WNUF	640	11	12	41	154	92		19	56	75	72		*WNUF	3.3	9	8	3.2	11.6	7.6		1.1	3.9	5.1	5.3		
291	11	24	28	29		51	46	38	24	29		*WOKU	274	11	24	28	29		51	33	34	24		29	*WOKU	1.4	9	1.5	2.2	2.2		3.7	1.9	2.4	1.6		1.3	
669	9	12	39	68	35	10	7	57	51	76		*WPIT	513		12	27	57	19	10	7	42	32	52		*WPIT	2.7			8	2.1	4.3	1.6		7	4	2.9	2.2	3.8
704	17	104	55	65	43	24	73	56	57	67	15	WPIT FM	500	11	48	55	28	37	20	59	45	41	54	12	WPIT FM	2.6	9	3.0	4.2	2.1	3.1	1.5	3.5	3.1	2.8	4.0	5	
2906	47	190	142	243	278	87	202	238	480	342	83	WPNT	2073	33	128	128	165	192	78	131	218	356	259	71	WPNT	10.8	2.6	8.1	9.8	12.5	15.9	5.7	7.7	15.2	24.3	19.0	3.1	
3869	49	186	220	447	448	107	124	349	519	474	71	WSHH	2988	33	88	200	349	393	95	89	293	408	413	42	WSHH	15.6	2.6	5.5	15.4	26.4	32.5	7.0	5.2	20.5	27.9	30.3	1.8	
4093	273	477	415	216	150	323	556	472	265	200	285	WTAE	3829	273	450	380	199	143	266	549	437	251	187	253	WTAE	19.9	21.7	28.3	29.2	15.0	11.8	19.5	32.2	30.5	17.2	13.7	10.9	
654	22	31	81	33	9	90	120	65	36	11	102	WWKS	435	22	36	32	33	9	60	78	45	36	9	75	WWKS	2.3	1.8	2.3	2.5	2.5	7	4.4	4.6	3.1	2.5	7	3.2	
1686	38	123	140	119	145	88	128	128	148	87	61	WWSW	1569	38	112	140	119	145	88	102	128	148	87	50	WWSW	8.2	3.0	7.1	10.8	9.0	12.0	6.5	6.0	8.9	10.1	6.4	2.2	
3665	244	554	216	164	44	459	533	310	185	114	641	WWSW FM	2683	185	375	208	156	37	308	370	184	162	96	423	WWSW FM	14.0	14.7	23.6	16.0	11.8	3.1	22.6	21.7	12.8	11.1	7.1	18.3	
5306	615	484	235	76	27	894	512	342	187	71	1766	WXXK	3879	460	358	168	49	19	650	359	266	154	30	1302	WXXK	20.2	36.6	22.5	12.9	3.7	1.6	47.7	21.1	18.6	10.5	2.2	56.3	
2329	598	204	46	10	22	450	154	82	73	18	661	WYDD	1417	329	128	46		22	316	89	60	42	18	356	WYDD	7.4	26.2	8.1	3.5		1.8	23.2	5.2	4.2	2.9	1.3	15.4	
1891	10	178	149	186	137	51	140	125	175	158	107	WWVA	492		49	19	43	34	14	27		25	36	29	WWVA	2.6		3.1	1.5	3.2	2.8	1.0	1.6		1.7	2.6	1.3	

TOTAL LISTENING IN METRO SURVEY AREA 18635 1233 1552 1274 1277 1182 1361 1692 1421 1455 1288 2267 97.1 98.2 97.7 97.9 96.5 97.7 99.9 99.4 99.2 99.5 94.6 98.1

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.
ARBITRON

Cume Listening Estimates

FORTLAND, ME
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
53	9		5	4				4	5	3		WDCI	53	9		5	4				4	5	3		WDCI	29	61		42	38				31	43	25	
936	28	10	95	59	49	89	97	74	67	53	70	WGAN	631	28	82	52	29	39	48	74	62	44	34	70	WGAN	350	190	497	441	276	382	336	443	484	376	286	315
1482	5	96	99	130	172	18	124	174	183	138	22	WGAN FM	362	5	8	33	36	39		30	37	51	31	10	WGAN FM	201	34	48	280	343	382		180	289	436	261	45
668	140	60	5	13	6	81	85	22	34	8	184	WJBO	354	57	39	5	6	58	49	22	8	8	92	WJBO	196	388	236	42		59	406	293	172	68	67	414	
93	5	20			6		19		7	6	4	*WKXA	49	5	4		6		5		3	6	4	*WKXA	27	34	24			59		30		26	50	18	
341	5	21	29	56	14	5	32	34	44	9	31	WKXA FM	77	5	12	14		5	11	7	2	6	6	WKXA FM	43	34	73	119			35	66	55	17	50	27	
81	5	7	5	4		10	3	19	2	3		*WLOB	56	5	4	5	4			3	7	2	3	*WLOB	31	34	24	42	38			18	55	17	25		
166	9	12	17	4	3	23	11	7	7	8	13	*WMER	117	9	12		4	3	5	11	7	7	8	13	*WMER	65	61	73		38	29	35	66	55	60	67	59
273	14	80		4	3	45	75	18	2	3	25	WMGX	164	14	39		4	3	21	46	15	2	3	13	WMGX	91	95	236		38	29	147	275	117	17	25	59
409	16	27	31	43	25	33	37	43	27	30	15	WPOR	207		27	14	25	15	5	22	15	23	6	10	WPOR	115		164	119	238	147	35	132	117	197	50	45
1267	55	94	150	153	59	21	149	134	129	101	67	WPOR FM	388	9	43	19	36	21	11	52	47	47	28	26	WPOR FM	215	61	261	161	343	206	77	311	367	402	235	117
506	9	18	19	68	58	5	31	38	64	55	30	WYNZ	406	9	4	19	51	48	5	19	29	55	45	30	WYNZ	225	61	24	161	486	471	35	114	227	470	378	135
566	117	27	26	7	6	95	19	35	17	19	158	WYNZ FM	378	62	27	24	7	6	95	19	4	17	8	97	WYNZ FM	210	422	164	203	67	59	664	114	31	145	67	437
1010	173	59	17	21	6	140	86	58	11	6	329	WBLM	346	76	39	5	4	6	58	25	15	3	3	108	WBLM	192	517	236	42	38	59	406	150	117	26	25	486
715	10	82	94	34	33	69	47	51	57	50	41	WBZ	240	5	27	24	11	21	5	11	15	10	17	32	WBZ	133	34	164	203	105	206	35	66	117	85	143	144
50				4	9				4	3		WEEI	32				4	9						3	WEEI	18				38	88					25	
658		42	21	53	111	5	20	64	71	58		WHOM	145		8	9	11	15	5	8	15	5	11	WHOM	80		48	76	105	147	35	48	117	43	92		
1045	110	41	17	17		198	108	48	50	23	327	WIGY	177	28	12	9			21	14	11	5	6	71	WIGY	98	190	73	76			147	84	86	43	50	320
TOTAL LISTENING IN METRO SURVEY AREA												1708	142	153	104	105	99	132	161	124	115	113	219	947	966	927	881	999	971	923	964	969	983	950	986		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

PORTLAND, OR
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
10	1	3	1			1					4	KAAR	10	1	3	1						4	KAAR	6	.8	1.6	1.0						7						2.9
63	6	6	3	3	1	14	11	3	2	3	9	KCNR	51	4	6	1	3	1	11	9	2	2	3	8	KCNR	3.2	3.1	3.1	1.0	3.4	1.1	7.2	5.6	1.5	1.9	2.8	5.9		
152	7	14	16	10	13	8	7	15	11	21	3	KEX	128	7	12	14	7	10	8	7	13	9	16	3	KEX	7.9	5.5	6.3	13.3	7.9	10.9	5.3	4.3	9.8	8.5	14.7	2.2		
7			1		3		1				2	KGAR	7			1		3		1			2	KGAR	4			1.0		3.3		6				1.8			
224	58	24	2			50	8	2		1	76	KGON	152	40	19	1			23	7			1	58	KGON	9.4	31.5	9.9	1.0			15.1	4.3				9.42.6		
189	28	13	6	4	4	33	22	22	7	11	26	KGW	147	24	11	4	2	3	30	18	18	6	11	14	KGW	9.1	18.9	5.8	3.8	2.2	3.3	19.7	11.2	13.5	5.7	10.1	10.3		
107	18	27	5		1	19	26	5	1	1	3	KINK	86	15	23	3			13	23	4		1	3	KINK	5.3	11.8	12.0	2.9			8.6	14.3	3.0			.9	2.2	
72	8			3	1		1			8	5	*KKEY	62	8			3			1		7	5	*KKEY	3.8	6.3			3.4			.6		6.6	4.6				
27	1	17	1	1		2	4	1				KKSN	24	1	16	1	1		4	1					KKSN	1.5	.8	8.4	1.0	1.1		2.5	8						
12				2	1				2	2		*KLIQ	8				1					2			*KLIQ	.5				1.1				1.9					
122	5	32	7		1	24	33	10	2	1	7	KLLB	80	4	21	5			14	21	7	2		6	KLLB	5.0	3.1	11.0	4.8			9.2	13.0	5.3	1.9		4.4		
82	11	11	3		1	10	6	5	1		34	KMJK	60	9	9	2		1	7	4	5		23	23	KMJK	3.7	7.1	4.7	1.9		1.1	4.6	2.5	3.8			16.9		
21	2	12				4	2				1	*KPAM	21	2	12				4	2				1	*KPAM	1.3	1.6	6.3				2.5	1.5				.7		
18				3	1						1	*KPDQ	10				2				2			1	*KPDQ	.6				2.2				1.5			.9		
21			1	1	1		2	1	4	1		KPDQ FM	13		1			1	1	1	4	1		13	KPDQ FM	8			1.0		1.1	.6	.8	3.8		.9			
72	3	20	3	7		17	14	3	1	2	1	KQFM	61	2	17	2	6		15	13	3		1	1	KQFM	3.8	1.6	8.9	1.9	6.7		9.9	8.1	2.3			.7		
9		1	3	1		1	1	1	1			KRDR	9		1	3	1		1	1	1	1			KRDR	.6		.5	2.9	1.1		7	6	.8	.9				
53		1	4	7	10		2	6	5	4	1	KUPL	46		1	4	7	8		2	5	4	4		KUPL	2.9		.5	3.8	7.9	8.7		1.2	3.8	3.8	3.7			
164	1	7	15	12	20	1	6	27	24	23	1	KUPL FM	111	1	5	11	7	14	1	6	22	14	15	1	KUPL FM	6.9	8	2.6	10.5	7.9	15.2	7	3.7	16.5	13.2	13.8	7		
100	1	10	18	9	13	2	8	8	13	5	2	KWJJ	72	1	5	17	8	6	2	4	6	11	4		KWJJ	4.5	.8	2.6	16.2	9.0	6.5	1.3	2.5	4.5	10.4	3.7			
53		7	7	1	3	4	8	5	13	1	1	KJIB	36		4	6	1	1	3	5	4	9		1	KJIB	2.2		2.1	5.7	1.1	1.1	2.0	3.1	3.0	8.5		.7		
80		5	5	8	13	1	2	4	7	7	2	KXL	52		4	4	6	11	1	2	2	6	5		KXL	3.2		2.1	3.8	6.7	12.0	7	1.2	1.5	5.7	4.6			
150		5	4	8	15	11	8	14	18	21		KXL FM	109		4	4	5	10	9	7	11	9	15		KXL FM	6.8		2.1	3.8	5.6	10.9	5.9	4.3	8.3	8.5	13.8			
118	4	7	8	13	6	8	13	22	13	12	8	KYTE	85	4	4	8	12	5	4	8	10	8	12	7	KYTE	5.3	3.1	2.1	7.6	13.5	5.4	2.6	5.0	7.5	7.5	11.0	5.1		
88	1	4	6	13	12	2	1	3	8	8		KYXI	82	1	3	5	13	12	2	1	3	8	7		KYXI	5.1	.8	1.6	4.8	14.6	13.0	1.3	6	2.3	7.5	6.4			

TOTAL LISTENING IN METRO SURVEY AREA 1611 127 191 105 89 92 152 161 133 106 109 136

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

PORTLAND, OR
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
327	32	41	18		8	44	13	13		14	125	KAAR	318	23	41	18		8	44	13	13		14	125	KAAR	31	31	36	25		14	52	12	17		23	104	
1367	174	146	64	27	41	218	211	83	53	38	276	KCNR	1072	133	126	38	27	41	162	156	64	48	36	214	KCNR	103	177	111	53	44	72	191	139	86	75	58	178	
2397	35	239	246	178	206	111	197	231	195	230	110	KEX	1809	23	185	196	117	157	86	142	206	127	174	84	KEX	174	31	163	275	192	277	101	127	277	198	280	70	
188		25	7		47		28	17	8	36	10	KGAR	149		25	7		25		28	13	8	23	10	KGAR	14		22	10		44		25	17	13	37	8	
2570	506	361	25	9	15	449	154	48	21	8	918	KGON	1839	363	291	12		9	301	143	18	16	8	648	KGON	177	483	257	17		16	355	128	24	25	13	539	
3933	440	423	195	108	83	539	515	345	146	134	729	KGW	2704	307	329	127	61	70	393	383	216	121	115	474	KGW	260	409	290	178	100	123	463	342	290	189	185	394	
1543	239	359	60	45	35	225	275	68	17	43	113	KINK	1215	181	266	37	36	32	199	221	50	14	43	93	KINK	117	241	235	52	59	56	234	197	67	22	69	77	
494	25			34	22		14	6	59	56	7	*KKEY	425	25			34	16		14	6	50	50	7	*KKEY	41	33				56	28		13	87	81	6	
507	32	216	19	17		61	93	36	7	7	7	KKSN	442	23	199	19	17		33	93	25	7	7	7	KKSN	43	31	176	27	28		39	83	34	11	11	6	
230			12	34	10						18	*KLIQ	203											18	*KLIQ	20											15	
1818	125	384	145	23	4	364	380	97	40	9	242	KLLB	1272	106	265	99	18		202	279	64	30		209	KLLB	122	141	234	139	30		238	249	86	47		174	
1443	156	150	65	16	8	157	169	85	15	7	606	KMJK	1025	125	125	33	8	8	109	128	70	8	7	395	KMJK	99	166	110	46	13	14	128	114	94	13	11	328	
292	24	68	18	17		22	47	32	13	7	28	*KPAM	281	24	68	13	17		22	47	26	13	7	28	*KPAM	27	32	60	18	28		26	42	35	20	11	23	
334		9	18	33	31		13	56	16	34		*KPDO	282		9	18	28	25		13	56	16	22		*KPDO	27			8	25	46	44		12	75	25	35	
489	5	25	29	37	48	11	57	51	50	31	13	KPDO FM	351		17	26	19	48	11	41	44	39	21	7	KPDO FM	34			15	36	31	85	13	37	59	61	34	6
1229	84	235	100	38	14	220	214	79	40	47	74	KQFM	1019	75	188	81	25		214	182	70	22	23	65	KQFM	98	100	166	113	41		252	163	94	34	37	54	
215		33	24	25	8	12	20	24	7	14	7	KRDR	215		33	24	25	8	12	20	24	7	14	7	KRDR	21			29	34	41	14	14	18	32	11	23	6
926		48	55	146	71		56	118	94	90	41	KUPL	791		48	55	122	48		53	99	85	84	17	KUPL	76			42	77	201	85		47	133	135	14	
2269	62	139	209	188	215	32	185	273	207	267	66	KUPL FM	1695	49	109	180	126	156	32	167	228	146	186	54	KLPL FM	163	65	96	252	207	275	38	149	306	228	300	45	
1976	79	199	230	186	170	61	209	137	170	141	84	KWJJ	1423	48	132	199	136	141	33	136	85	137	109	54	KWJJ	137	64	117	279	224	249	39	122	114	214	176	45	
1006	12	133	129	62	83	45	127	117	122	35	76	KJIB	747	12	101	105	56	48	43	81	100	68	30	66	KJIB	72	16	89	147	92	85	51	72	134	106	48	55	
1723	9	140	153	151	159	23	84	117	143	122	95	KXL	1179		112	125	90	124	23	71	68	104	88	55	KXL	113			99	175	148	219	27	63	91	163	142	46
1896	13	56	123	133	188	98	130	184	211	233	82	KXL FM	1405	13	51	123	83	120	68	123	149	140	168	50	KXL FM	135	17	45	172	137	212	80	110	200	219	271	42	
1541	113	146	109	106	71	122	175	172	111	131	209	KYTE	1140	87	102	100	81	64	55	138	125	82	103	148	KYTE	110	116	90	140	133	113	65	123	168	128	166	123	
1423	24	91	157	155	107	32	58	86	96	110	63	KYXI	1284	24	81	148	139	107	32	53	86	96	98	58	KYXI	123	32	71	207	229	189	38	47	115	150	158	48	

TOTAL LISTENING IN METRO SURVEY AREA 9804 751 1074 676 555 529 815 1070 732 605 584 1160 943 999 948 947 913 933 960 956 983 945 940 964

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

PROVIDENCE-WARWICK-PAWTUCKET
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																										
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %											
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64												
27		1		3	1		1	2	5	6	1	*WADK	27		1		3	1		1	2	5	6	1	*WADK	12		5		2	0	7		5	1	2	2	8	3	5	6							
14			2		3			1		2		WALE	14			2		3			1		2		WALE	6			1	6		2	1			6			1	2								
16				2			2	2	3	2		*WARA	16				2				2	2	3	2	*WARA	7				1	3				1	1	1	2	1	7	1	2						
38	15	10	1			5	4				3	*WBRU	36	13	10	1			5	4				3	*WBRU	16	7	1	5	3		8			2	6	2	1				1	7					
61		2		8	6		3	3	5	7		WBSM	48		1		7	5		1	3	4	7		WBSM	22			5		4	7	3	5		5	1	9	2	2	4	0						
117	2	2	2	9	14	1	1	3	8	20		WEAN	116	2	2	2	9	14	1	1	3	8	20		WEAN	52	1	1	1	1	6	6	0	9	7	5	5	1	9	4	5	11	6					
45	4	10	9	1		2	5	6		2	2	WGNG	45	4	10	9	1		2	5	6		2	2	WGNG	20	2	2	5	3	7	3	7		1	0	2	7	3	7		1	2	1	2			
55	4	2	4	4	3	4	5	8	10	1	1	*WHIM	55		4	2	4	4	3	4	5	8	10	1	*WHIM	25		2	1	1	6	2	7	2	8	1	6	2	1	3	1	4	5	5	8	6		
99	6	6	12	8	10	7	7	2	6	10	2	WHJJ	98	6	6	11	8	10	7	7	2	6	10	2	WHJJ	44	3	3	3	2	8	9	5	3	6	9	3	7	3	7	1	2	3	4	5	8	1	2
92		5	9	13	13	1	1	9	13	12		WHJY	83		4	9	12	13	1	1	5	11	12		WHJY	37		2	1	7	3	8	0	9	0	5	5	3	1	6	1	6	1	6	9			
21	2	2	6			2	3	3	3			*WICE	21	2	2	6			2	3	3	3			*WICE	9	1	1	1	1	4	8			1	0	1	6	1	9	1	7						
8			1	2	1				1	1	1	WKRI	8			1	2	1				1	1	1	WKRI	4				8	1	3	7					6		6	6							
104		1	2	13	16		1	6	20	18		*WLKW	103		1	2	12	16		1	6	20	18		*WLKW	46			5	1	6	8	0	11	1		5	3	7	11	2	10	4					
224	4	9	15	25	22	8	10	23	29	30	2	WLKW FM	222	4	9	15	25	22	8	10	23	29	30	2	WLKW FM	100	2	2	4	7	12	1	16	7	15	3	4	2	5	3	14	2	16	2	17	3	1	2
77	4	14	10	6	2	16	14	5	1		3	WMYS	65	3	12	5	6	2	15	13	4	1		2	WMYS	29	1	6	6	3	4	0	4	0	1	4	7	9	6	9	2	5	6		1	2		
18	1		1	2	2	1	2	3	1	2	1	WNBH	16	1		1	2	1	1	2	2	1	2	1	WNBH	7	5			8	1	3	7	5	1	1	1	2	6	1	2	6		6				
6			1	2				1		1		WOTB	6			1	2					1			WOTB	3				8	1	3					6			6			6					
25		1		1	1		1		5	3		*WPEP	25		1		1	1		1		5	3		*WPEP	11			5		7	7			5			2	8	1	7							
164	17	16	4	4	2	33	20	11	2	1	54	WPJB	136	16	15	2	4	2	26	14	7	2	1	47	WPJB	61	8	8	7	9	1	6	2	7	1	4	13	6	7	4	4	3	1	1	6	27	2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

PROVIDENCE-WARWICK-PAWTUCKET
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
187	11	18	10	10	9	16	25	29	17	12	9	WPRO	187	11	18	10	10	9	16	25	29	17	12	9	WPRO	8.4	6.0	9.5	8.1	6.7	6.3	8.4	13.3	17.9	9.5	6.9	5.2
265	33	31	14	11	4	44	36	26	15	3	45	WPRO FM	235	25	29	12	11	4	39	35	24	15	3	35	WPRO FM	10.5	13.7	15.3	9.7	7.3	2.8	20.4	18.6	14.8	8.4	1.7	20.2
35	1	1		2	3		2		4	2		WSAR	33	1	1		2	3		2		4	2		WSAR	1.5	.5	5		1.3	2.1		1.1		2.2	1.2	
77	2	10	6	8		15	15	6	8	2	1	WSNE	73	2	9	6	8		12	15	6	8	2	1	WSNE	3.3	1.1	4.7	4.8	5.3		6.3	8.0	3.7	4.5	1.2	6
16		2	1		3		1		1	2		WWON	16		2	1		3		1		1	2		WWON	7		1.1	8		2.1		5		6	1.2	
91	25	17				17	2				29	WAAF	65	22	11				11	1				20	WAAF	2.9	12.1	5.8				5.8	5			11.6	
68	23	28	3			7	5			2		WBCN	16	7	6				2	1				2	WBCN	.7	3.8	3.2				1.0	5				
81	2	3	8	9	9		2	3	9	12	2	WBZ	49	2		4	3	6		2	2	5	6	2	WBZ	2.2	1.1		3.2	2.0	4.2		1.1	1.2	2.8	3.5	1.2
157	47	14		1		28	9	1			57	WCOZ	104	43	12				18	6				25	WCOZ	4.7	23.6	6.3				9.4	3.2			14.5	
32			1	5	2		1	1	1	2		WCRB	23			1	1	2		1	1	1	1		WCRB	1.0			8	.7	1.4		5	6	6	6	
28	1	1	1	1	3		1		3	1	2	WEEI	6				1	1		1		1			WEEI	3			7	.7		5		6			
38	2	10	3	2	1	4	6	7	1			WEEI FM	19	2	2				2	5	6	1			WEEI FM	.9	1.1	1.1				1.0	2.7	3.7	6		
59	1	3	7	1	7	1	5	8	1	5	1	WHDH	27			4	1	5	1	2	6		2		WHDH	1.2			3.2	.7	3.5	.5	1.1	3.7		1.2	
34		3	1	1	6			1	8	12		WHUE	13		3	1	1	2				1	3	1		WHUE	.6		1.6	8	.7	1.4		6	1.7	6	
46		1	4	9		1		4	4			WJIB	20				3	5				4	1		WJIB	.9			2.0	3.5				2.2	6		
62	7	13	5	4		8	6	4	1		14	WNBC	16	5	2	2	1		1	1	3			1	WNBC	7	2.7	1.1	1.6	.7		5	.5	1.9		6	
4					2				1	1		WPLM	2					1					1		WPLM	1					7				6	6	
19	1			3	3			2	2	3		WPLM FM	10				3	2			2	1	1		WPLM FM	4			2.0	1.4			1.2	6	6		
23	1			3	5			2	3	3		TOTAL	12				3	3			2	1	2		TOTAL	5			2.0	2.1			1.2	6	1.2		
17	2	3	2			3	5	1		1		WROR	10	2	2	1			2	1	1		1		WROR	4	1.1	1.1	8			1.0	.5	6		6	
56	6	2	4			21	5	2			15	WXKS FM	40	5	1	2			12	3	1			15	WXKS FM	1.8	2.7	5	1.6			6.3	1.6	6		8.7	
TOTAL LISTENING IN METRO SURVEY AREA												2229	182	190	124	150	144	191	188	162	179	173	173														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

PROVIDENCE-WARWICK-PAWTUCKET
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
187		16	6	15	14		16	5	32	16	12	*WADK	187		16	6	15	14		16	5	32	16	12	*WADK	1.6		1.5	.8	2.0	2.1		1.5	.6	3.9	2.0	.8
331	8	8	17	9	61		5	9	31	50		WALE	331	8	8	17	9	61		5	9	31	50		WALE	2.8	9	.8	2.2	1.2	8.9		.5	1.1	3.8	6.2	
297		8	9	36	7	20	10	18	35	44	17	*WARA	297		8	9	36	7	20	10	18	35	44	17	*WARA	2.5		.8	1.2	4.8	1.0	2.2	9	2.2	4.3	5.5	1.2
797	238	162	20		7	150	111	7	1		79	*WBRU	744	191	162	20		5	150	111	7		76	*WBRU	6.2	20.3	15.6	2.6		7	16.2	10.2		8		5.4	
664	15	48	20	78	56		33	32	73	63	13	WBSM	504	15	24	17	73	42		15	27	53	62	13	WBSM	4.2	1.6	2.3	2.2	9.8	6.2		1.4	3.2	6.5	7.7	.9
2190	78	113	79	159	272	53	40	65	165	226	31	WEAN	2126	78	113	79	157	272	53	40	65	165	226	31	WEAN	17.8	8.3	10.9	10.1	21.0	39.9	5.7	3.7	7.8	20.1	28.0	2.2
876	97	161	82	40	10	96	184	81	29	12	74	WGNG	876	97	161	82	40	10	96	184	81	29	12	74	WGNG	7.3	10.3	15.5	10.5	5.4	1.5	10.4	16.9	9.7	3.5	1.5	5.2
593		60	32	78	52	17	65	36	81	69	11	*WHIM	574		60	32	78	43	17	65	36	81	59	11	*WHIM	4.8		5.8	4.1	10.4	6.3	1.8	6.0	4.3	9.9	7.3	.8
1957	118	173	174	143	188	91	163	75	136	144	78	WHJJ	1909	118	173	155	143	188	91	163	75	136	144	78	WHJJ	16.0	12.6	16.7	19.9	19.1	27.6	9.8	15.0	9.0	16.6	17.8	5.5
1373		41	87	187	191	36	56	140	189	173	26	WHJY	1171		17	73	157	174	36	56	99	154	163	23	WHJY	9.8		1.6	9.4	21.0	25.5	3.9	5.2	11.8	18.8	20.2	1.6
180	23	25	29	8	5	8	28	12	23			*WICE	180	23	25	29	8	5	8	28	12	23			*WICE	1.5	2.4	2.4	3.7	1.1	.7	9	2.6	1.4	2.8		
166			15	9	23	10	7	7	22	26	14	WKRI	166			15	9	23	10	7	7	22	26	14	WKRI	1.4			1.9	1.2	3.4	1.1	6	8	2.7	3.2	1.0
1216	8	24	38	160	165	10	33	95	190	185	12	*WLKW	1204	8	24	38	158	156	10	33	95	190	184	12	*WLKW	10.1	9	2.3	4.9	21.2	22.9	1.1	3.0	11.4	23.2	22.8	.8
2574	27	100	166	279	282	53	140	272	298	317	68	WLKW FM	2495	27	100	166	279	274	53	122	258	298	304	68	WLKW FM	20.9	2.9	9.7	21.3	37.3	40.2	5.7	11.2	30.9	36.4	37.7	4.8
1342	83	219	135	85	51	248	196	62	45	19	152	WMYS	1089	77	174	81	85	46	186	173	59	42	18	107	WMYS	9.1	8.2	16.8	10.4	11.4	6.7	20.1	15.9	7.1	5.1	2.2	7.5
348	31	24	41	28	18	20	44	37	18	22	18	WNBH	325	31	24	26	28	15	20	44	35	18	19	18	WNBH	2.7	3.3	2.3	3.3	3.7	2.2	2.2	4.1	4.2	2.2	2.4	1.3
133		8	12	8	10		16	16		16	6	WOTB	133		8	12	8	10		16	16		16	6	WOTB	1.1		8	1.5	1.1	1.5		1.5	1.9		2.0	.4
213		8		18	29		10		41	31	11	*WPEP	213		8		18	29		10		41	31	11	*WPEP	1.8		.8		2.4	4.3		9		5.0	3.8	.8
3157	337	210	116	89	52	531	357	216	109	31	1089	WPJB	2693	305	204	98	85	52	446	266	163	109	31	914	WPJB	22.5	32.5	19.7	12.6	11.4	7.6	48.3	24.5	19.5	13.3	3.8	64.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

PROVIDENCE-WARWICK-PAWTUCKET
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
3381	254	366	212	203	154	334	466	312	208	212	357	WPRO	3277	254	342	195	203	146	310	455	312	208	212	352	WPRO	27.4	27.1	33.0	25.0	27.2	21.4	33.5	41.9	37.3	25.4	26.3	24.8		
4032	461	405	248	153	50	624	494	327	198	75	901	WPRO FM	3612	405	369	214	151	47	543	480	288	194	72	753	WPRO FM	30.2	43.1	35.6	27.5	20.2	6.9	58.8	44.2	34.4	23.7	8.9	53.1		
551	42	48	15	44	59		15		30	44	24	WSAR	544	42	48	15	44	59		15		30	44	24	WSAR	4.6	4.5	4.6	1.9	5.9	8.7		1.4		3.7	5.5	1.7		
1136	87	186	97	59	17	166	186	97	48	47	106	WSNE	1030	87	138	97	59	17	133	167	94	48	47	103	WSNE	8.6	9.3	13.3	12.5	7.9	2.5	14.4	15.4	11.2	5.9	5.8	7.3		
217		17	7	8	41		9	12	6	26	40	WWON	217		17	7	8	41		9	12	6	26	40	WWON	1.8		1.6	9	1.1	6.0	1.0	1.1	7	3.2	5.0			
1356	364	107	7		5	292	54	17	6	5	482	WAAF	990	319	92	7		5	221	28	7		5	306	WAAF	8.3	34.0	8.9	9		7	23.9	2.6				6	21.6	
590	139	143	19			81	98	6	23		51	WBCN	232	66	66				29	17	6			18	WBCN	1.9	7.0	6.4				3.1	1.6	7			1.3		
1552	99	117	201	159	110	9	53	88	168	163	52	WBZ	908	65	32	109	60	85	9	38	38	90	101	52	WBZ	7.6	6.9	3.1	14.0	8.0	12.5	1.0	3.5	4.5	11.0	12.5	3.7		
2027	472	243	11	29	5	332	136	56	2	5	696	WCOZ	1464	406	221	7		5	237	98	18		5	437	WCOZ	12.3	43.2	21.3	9		7	25.6	9.0	2.2			6	30.8	
465	21	16	16	79	40	17	31	33	17	46		*WCRB	266		16	16	37	27	17	27	30	11	12		*WCRB	2.2		1.5	2.1	5.0	4.0	1.8	2.5	3.6	1.3	1.5			
643	70	48	73	34	69		10	16	54	46	32	WEEI	212	12	16	35	27	12		10		23		6	WEEI	1.8	1.3	1.5	4.5	3.6	1.8		9		2.8		4		
656	35	166	56	35	30	104	123	39	15	6	5	WEEI FM	414	35	107	7	8	15	75	102	32	12	6	5	WEEI FM	3.5	3.7	10.3	9	1.1	2.2	8.1	9.4	3.8	1.5	7	4		
947	60	63	120	44	74	37	126	71	24	70	73	WHDH	407	8		44	32	34	19	40	44	18	31	30	WHDH	3.4	9		5.6	4.3	5.0	2.1	3.7	5.3	2.2	3.8	2.1		
529	37	24	9	20	106		5	15	79	97		WHUE	260	15	24	9	18	55		5	15	36	36		WHUE	2.2	1.6	2.3	1.2	2.4	8.1		5	1.8	4.4	4.5			
679	8		39	93	97	10	33	30	38	100	5	WJIB	307	8		24	53	44	10	15	24	35	30	5	WJIB	2.6		9	3.1	7.1	6.5	1.1	1.4	2.9	4.3	3.7	4		
1169	132	177	98	78		170	122	46	83	3	245	WNBC	315	106	34	34	17		26	12	30	6		50	WNBC	2.6	11.3	3.3	4.4	2.3		2.8	1.1	3.6	7		3.5		
180				10	14		18		35	24	28	WPLM	26				10	5					6	5	WPLM	2				1.3	7					7	4		
603	35	25	35	62	63		36	25	55	74	10	WPLM FM	310	8	18	31	52	33				21	31	41	6	WPLM FM	2.6		9	1.7	4.0	7.0	4.8			2.5	3.8	5.1	4
722	35	25	35	62	72		54	25	89	83	38	TOTAL	321	8	18	31	52	33				21	31	47	11	TOTAL	2.7		9	1.7	4.0	7.0	4.8			2.5	3.8	5.8	8
561	42	131	46	19	25	76	129	29	6	24	24	WROR	400	42	72	27	17	22	63	64	29	6	24	24	WROR	3.3	4.5	6.9	3.5	2.3	3.2	6.8	5.9	3.5	7	3.0	1.7		
804	131	74	68			167	90	57	13	12	182	WXKS FM	614	101	42	29			119	68	38	13	12	182	WXKS FM	5.1	10.8	4.1	3.7			12.9	6.3	4.5	1.6	1.5	12.8		

TOTAL LISTENING IN METRO SURVEY AREA 11491 918 994 757 703 654 903 1074 821 805 788 1374 96.2 97.8 95.9 97.2 94.1 95.9 97.7 98.9 98.2 98.3 97.6 96.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.
ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %				
8		1	1		1						1	7		1	1						1	7		4.3		7.7	8.3		11.1											
5				2			1	1	1		1	5				2					1	1	1	3.1				22.2			5.6	7.7	10.0							
20	3	1	3	1	1	4	3	1	1	1	20	3	1	3	1	1	4	3	1	1	1	20	12.3	20.0	7.7	25.0	11.1	11.1	25.0	16.7	7.7	10.0	10.0							
23		2	1	1	3		2	2	2	3	1	17		1	1		2		2	2	2	1	17	10.5		7.7	8.3		22.2		5.6	15.4	20.0	20.0	5.9					
17	1	1				1	2	1	1		10	14	1	1			1	1	1	1		8	14	8.6	6.7	7.7			6.3	5.6	7.7	10.0		47.1						
5				4					1			2			1				1				2	1.2			11.1					10.0								
28	1	2	2	4	1	2	3	3	3	4	1	22	1	2	2	3	1	2	3	3	1	3	1	13.6	6.7	15.4	16.7	33.3	11.1	12.5	16.7	23.1	10.0	30.0	5.9					
5			1							2		4		1								2	4	2.5			8.3						20.0							
8	6							1			1	2							1			1	2	1.2							7.7			5.9						
8			1	1	1		1		1	1	1	8		1	1	1		1		1	1	1	8	4.9			8.3	11.1	11.1		5.6		10.0	10.0	5.9					
14	2	2	1			2	4	2	1			12	2	1	1		2	3	2	1			12	7.4	13.3	7.7	8.3		12.5	16.7	15.4	10.0								
TOTAL LISTENING IN METRO SURVEY AREA												162	15	13	12	9	9	16	18	13	10	10	17																	
7	1	1				1	1				3	3	1	1			1						3	1.9	6.7	7.7			6.3											
20	6	3				4	2				5	15	5	3			2	2				3	9.3	33.3	23.1			12.5	11.1					17.6						
8		3	1			2	1	1				4		1			2	1					4	2.5		7.7		12.5	5.6											
16			1	3	1					1		4		1									4	2.5		8.3														
15			1	1	2				1	3	3	11		1	1	2			1	1	1		11	6.8		8.3	11.1	22.2			7.7	10.0	10.0							
14	2	2				3	2	2			3	8	2				2	1	1			2	8	4.9	13.3			12.5	5.6	7.7				11.8						

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
86		4	10	10	5	9	3	5	9	2	4	*KAPI	73		4	4	10	5	9	3	5	6	2	4	*KAPI	7.0		4.3	5.5	15.4	8.3	10.8	3.0	6.4	9.0	3.1	2.8
51		1	4	13	2	4	6	5	7	3	2	*KAPI FM	51		1	4	13	2	4	6	5	7	3	2	*KAPI FM	4.9		1.1	5.5	20.0	3.3	4.8	6.1	6.4	10.4	4.7	1.4
241	36	24	16	19	15	32	26	17	13	11	19	KCCY	226	36	24	16	14	10	32	23	17	13	11	17	KCCY	21.6	40.9	25.8	21.9	21.5	16.7	38.6	23.2	21.8	19.4	17.2	12.0
339	3	28	15	18	44		21	19	31	37	20	KCSJ	228	3	15	15	16	24		10	13	26	30	11	KCSJ	21.8	3.4	16.1	20.5	24.6	40.0		10.1	16.7	38.8	46.9	7.7
345	25	26	21	9	10	36	36	23	18	10	116	KDZA	293	25	26	15	9	10	28	31	14	18	10	92	KDZA	28.0	28.4	28.0	20.5	13.8	16.7	33.7	31.3	17.9	26.9	15.6	64.8
65	2		3	11	8	1	7	3	10	12	2	*KFEL	37	2		3	5	1	1	3	3	5	9	2	*KFEL	3.5	2.3		4.1	7.7	1.7	1.2	3.0	3.8	7.5	14.1	1.4
353	17	30	28	33	13	24	47	28	34	39	25	KIDN	273	17	25	28	19	13	24	42	26	26	20	22	KIDN	26.1	19.3	26.9	38.4	29.2	21.7	28.9	42.4	33.3	38.8	31.3	15.5
77		3	8	11	3	2	6	3	9	8	2	*KPUB	72		3	8	11	3	2	5	3	9	7	2	*KPUB	6.9		3.2	11.0	15.9	5.0	2.4	5.1	3.8	13.4	10.9	1.4
114	19	7		4		20	9	5	5	1	39	KRQY	100	7	7		4		20	8	5	5	1	38	KRQY	9.6	8.0	7.5		6.2		24.1	8.1	6.4	7.5	1.6	26.8
104		5	8	9	22		7	7	9	14	1	KYNR	82			8	9	11		5	7	9	12	1	KYNR	7.8			11.0	13.8	18.3		5.1	9.0	13.4	18.8	7
168	15	41	8	3	2	21	40	8	9	6	14	KZLO	141	15	25	8		2	21	36	8	8	6	11	KZLO	13.5	17.0	26.9	11.0		3.3	25.3	36.4	10.3	11.9	9.4	7.7
127	21	16	6			26	24	4	1	3	26	KIIQ FM	61	15	7				11	15	4	1		8	KIIQ FM	5.8	17.0	7.5				13.3	15.2	5.1	1.5		5.6
246	67	24		2		37	27	9	2	2	70	KILO	176	42	24		2		26	24	5	2	2	48	KILO	16.8	47.7	25.8		3.1		31.3	24.2	6.4	3.0	3.1	33.8
86	3	22	10			12	24	4	1	1	9	KKFM	57	3	15				12	16		1	1	9	KKFM	5.5	3.4	16.1				14.5	16.2		1.5	1.6	6.3
189	3	4	11	23	16	1	9	5	11	19	9	KOA	83	3		11	6	9	1	2	2	5	5	3	KOA	7.9	3.4		15.1	9.2	15.0	1.2	2.0	2.6	7.5	7.8	2.1
167		7	16	20	21	1	5	11	18	29	4	KRDO FM	90		3	12	9	14	1		7	8	13	1	KRDO FM	8.6		3.2	16.4	13.8	23.3	1.2		9.0	11.9	20.3	7
208	23	17	5	8	4	30	24	15	4	1	70	KSPZ	139	23	8	5	3		23	11	7	4	1	53	KSPZ	13.3	26.1	8.6	6.8	4.6		27.7	11.1	9.0	6.0	1.6	37.3
TOTAL LISTENING IN METRO SURVEY AREA												975	82	85	64	62	55	82	96	68	66	61	133	93.3	93.2	91.4	87.7	95.4	91.7	98.8	97.0	87.2	98.5	95.3	93.7		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

RALEIGH-DURHAM
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
82		5	7	25			7	11	18	4	5	*WAKS	53		5	7	10			7	4	11	4	5	*WAKS	12		1.0	2.4	4.3			1.4	1.3	4.3	1.7	1.1
239	27	19	24	28	11	25	37	25	12	14	6	WAKS FM	74	14	5	6	4	3	15	18	2	4	3	6	WAKS FM	1.7	2.6	1.0	2.1	1.7	1.6	3.2	3.7	.6	1.6	1.3	
411	56	59	20	13	6	67	68	23	17	21	30	WCHL	363	56	59	8	13	6	67	47	23	17	14	22	WCHL	8.2	10.4	11.7	2.7	5.6	3.1	14.3	9.6	7.3	6.7	6.0	4.7
148		31	8	3		27	26	14	7	6		WD8S	148		31	8	3		27	26	14	7	6		WD8S	3.3		6.2	2.7	1.3		5.8	5.3	4.5	2.7	2.6	
702	142	69	26			102	44	55	14		239	WDCG	396	106	34	16			61	21	21	14		112	WDCG	8.9	19.7	6.7	5.5			13.0	4.3	6.7	5.5		24.0
503	7	47	45	44	40	55	41	36	32	27	54	WDNC	368	7	47	35	26	40	25	41	18	18	15	21	WDNC	8.3	1.3	9.3	12.0	11.1	20.8	5.3	8.3	5.8	7.1	6.4	4.5
559	104	31	15	29	16	113	41	40	31	19	101	WDUR	471	75	31	15	21	16	70	41	40	23	19	101	WDUR	10.6	13.9	6.2	5.1	9.0	8.3	14.9	8.3	12.8	9.0	8.2	21.7
1185	106	169	92	21	19	107	192	116	66	39	207	WKIX	905	106	114	62	13	10	98	169	85	53	15	151	WKIX	20.3	19.7	22.6	21.2	5.6	5.2	20.9	34.3	27.2	20.8	6.4	32.4
647	86	57	38	31	13	126	59	37	41	13	93	*WLLE	490	42	57	22	23	13	85	59	18	33	13	72	*WLLE	11.0	7.8	11.3	7.5	9.8	6.8	18.1	12.0	5.8	12.9	5.6	15.5
163	23	11	14	4	9	14	7	33	12	7		WPJL	147	23	11	14	4		14	7	26	12	7		WPJL	3.3	4.3	2.2	4.8	1.7		3.0	1.4	8.3	4.7	3.0	
2212	114	126	230	183	183	32	115	152	193	228	84	WPTF	1264	87	87	135	100	86	32	91	97	115	129	31	WPTF	28.4	16.2	17.3	46.2	42.7	44.8	6.8	18.5	31.0	45.1	55.4	6.7
2228	612	364	84	66	20	290	201	65	83	28	379	WQDR	834	202	147	30	4	2	162	87	18	21	5	137	WQDR	18.7	37.5	29.2	10.3	1.7	1.0	34.5	17.7	5.8	8.2	2.1	29.4
4919	489	660	280	188	118	668	723	304	214	172	915	WRAL	1447	203	220	98	47	12	277	198	89	55	37	159	WRAL	32.5	37.7	43.7	33.6	20.1	6.3	59.1	40.2	28.4	21.6	15.9	34.1
53		10	6		4		2	11	4	7		*WRBX	46		10	6	4			2	11	4			*WRBX	1.0		2.0	2.1		2.1		4	3.5	1.6		
488	90	23	27	36	39	62	30	36	37	28	36	*WSRC	399	75	23	17	28	39	32	30	28	29	18	36	*WSRC	9.0	13.9	4.6	5.8	12.0	20.3	6.8	6.1	8.9	11.4	7.7	7.7
238	7	10	22	20	27	5	13	30	25	12		WTIK	211	7	10	11	12	27	5	13	22	25	12		WTIK	4.7	1.3	2.0	3.8	5.1	14.1	1.1	2.6	7.0	9.8	5.2	
151		11	15	16	3	16	42	11	13	9	4	*WYNA	140		11	15	16	3	16	42	11	13	9	4	*WYNA	3.1		2.2	5.1	6.8	1.6	3.4	8.5	3.5	5.1	3.9	9
1764	92	140	161	96	137	84	175	161	201	185	80	WYYD	807	77	71	78	69	63	39	100	65	75	72	22	WYYD	18.1	14.3	14.1	26.7	29.5	32.8	8.3	20.3	20.8	29.4	30.9	4.7
-----												-----												-----													
386	29	53	30	18	13	7	41	43	53	19	43	WPCM	127	29	21	10	2		7	16	8	6	6	16	WPCM	2.9	5.4	4.2	3.4	9		1.5	3.3	2.6	2.4	2.6	3.4
249	28	57	8			46	28	13	8		50	WQMG	66	14	15				11	15	5			6	WQMG	1.5	2.6	3.0				2.3	3.0	1.6			1.3

TOTAL LISTENING IN METRO SURVEY AREA 4285 538 481 269 219 185 469 473 295 253 221 451 96.2 99.9 95.4 92.1 93.6 96.4 99.9 96.1 94.2 99.2 94.8 96.8

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

READING
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
4				1			1			1		WBVO	4				1			1		WBVO	.9				4.5			2.4			2.7				
84		2	3	7	5	1	3	5	9	11		*WEEU	84		2	3	7	5	1	3	5	9	11	*WEEU	18.0		4.4	10.0	31.8	16.7	2.6	7.1	11.9	24.3	29.7		
40	1	2	4	3	4		3	7	5	4	1	WHUM	40	1	2	4	3	4		3	7	5	4	1	WHUM	8.6	3.6	4.4	13.3	13.6	13.3		7.1	16.7	13.5	10.8	3.8
25	1	6	1	1	2	2	4	1	2	2	1	*WRAW	25	1	6	1	1	2	2	4	1	2	2	1	*WRAW	5.4	3.6	13.3	3.3	4.5	6.7	5.3	9.5	2.4	5.4	5.4	3.8
51	3	5	5	2	4	6	8	7	2	4	1	WRFY	51	3	5	5	2	4	6	8	7	2	4	1	WRFY	10.9	10.7	11.1	16.7	9.1	13.3	15.8	19.0	16.7	5.4	10.8	3.8
15		1	2	1	1		1	1		3		KYW	15		1	2	1	1		1	1		3		KYW	3.2		2.2	6.7	4.5	3.3		2.4	2.4		8.1	
2						1	1					WAEB	2					1	1						WAEB	.4					2.6	2.4					
4		3				1						WCAU FM	4		3			1							WCAU FM	.9		6.7			2.6						
18					3		1	3	1	5		WEAZ	18				3		1	3	1	5		WEAZ	3.9				10.0		2.4	7.1	2.7	13.5			
12	1	3	3			1	2		1		1	WFIL	12	1	3	3		1	2		1		1	WFIL	2.6	3.6	6.7	10.0		2.6	4.8		2.7		3.8		
-1												*WFLN	-1											*WFLN													
3			1		1							WFLN FM	3			1		1						WFLN FM	.6			3.3		3.3							
3			1		1							TOTAL	3			1		1						TOTAL	.6			3.3		3.3							
2	2											WFMZ	2	2										WFMZ	.4	7.1											
2			1				1					WHP FM	2			1				1				WHP FM	.4			3.3			2.4						
32	2	6	1			7	3	3		10		WIFI	32	2	6	1		7	3	3		10		WIFI	6.9	7.1	13.3	3.3		18.4	7.1	7.1		38.5			
4		1				2	1					WIOQ	4		1			2	1					WIOQ	.9		2.2			5.3	2.4						
5				1				2	1			*WIOV	5			1				2	1			*WIOV	1.1			4.5			4.8	2.7					
5		1				1	1	1			1	WLAN FM	5		1		1	1	1			1	1	WLAN FM	1.1		2.2			2.6	2.4	2.4		3.8			
3						2					1	WLEV	3				2				2		1	WLEV	.6					4.8				3.8			
6		1				2	1	2				WMGK	6		1		2	1	2					WMGK	1.3		2.2			4.8	2.4	5.4					
13	3	2				5	1				2	WMMR	13	3	2		5	1					2	WMMR	2.8	10.7	4.4			13.2	2.4			7.7			
2												WNCE	2											WNCE	.4												
3		2	1									WQQQ	3		2	1								WQQQ	.6		4.4	3.3									
4			1			1			1			WSNI	4			1				1			1	WSNI	.9			3.3		2.6		2.7					
6		1			1	2	1	1				WUSL	6		1		1	2	1	1				WUSL	1.3		2.2		3.3	5.3	2.4	2.4					
3										1		WVCD	3									1		WVCD	.6									2.7			
9									2			WWDB	9							2				WWDB	1.9							5.4					
23			1	1	2		1	2	4	2		WWSH	23			1	1	2		1	2	4	2	WWSH	4.9			3.3	4.5	6.7	2.4	4.8	10.8	5.4			
17			1	3	1	2	2	1	4	2	1	WXXW	17		1	3	1	2	2	1	4	2	1	WXXW	3.6		2.2	10.0	4.5	6.7	5.3	2.4	9.5	5.4	2.7		
32	12	7				4	2				7	WYSP	32	12	7			4	2				7	WYSP	6.9	42.9	15.6			10.5	4.8			26.9			
2	1										1	WZZO	2	1									1	WZZO	.4	3.6								3.8			
TOTAL LISTENING IN METRO SURVEY AREA											466	28	45	30	22	30	38	42	42	37	37	26															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

READING
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
113			11	8	9			4		14	29	7	WBVO	113			11	8	9			4		14	29	7	WBVO	4.2			5.8	4.6	5.2			1.7		7.4	14.7	2.5
934	5	61	65	69	73	37	58	53	93	120	31	*WEEU	934	5	61	65	69	73	37	58	53	93	120	31	*WEEU	35.0	3.0	26.8	34.4	39.4	42.2	19.1	24.6	26.6	49.2	60.9	11.2			
687	24	53	49	66	65	29	39	63	55	77	42	WHUM	687	24	53	49	66	65	29	39	63	55	77	42	WHUM	25.7	14.2	23.2	25.9	37.7	37.6	14.9	16.5	31.7	29.1	39.1	15.1			
558	48	83	22	20	26	54	77	19	45	43	55	*WRAW	558	48	83	22	20	26	54	77	19	45	43	55	*WRAW	20.9	28.4	36.4	11.6	11.4	15.0	27.8	32.6	9.5	23.8	21.8	19.8			
648	24	79	49	36	43	58	93	63	27	53	28	WRFY	648	24	79	49	36	43	58	93	63	27	53	28	WRFY	24.3	14.2	34.6	25.9	20.6	24.9	29.9	39.4	31.7	14.3	26.9	10.1			
404	5	35	49	40	30	4	19	39	23	43	7	KYW	404	5	35	49	40	30	4	19	39	23	43	7	KYW	15.1	3.0	15.4	25.9	22.9	17.3	2.1	8.1	19.6	12.2	21.8	2.5			
82	5	13	5	3		12	19	5		5	15	WAEB	82	5	13	5	3		12	19	5		5	15	WAEB	3.1	3.0	5.7	2.6	1.7		6.2	8.1	2.5		2.5	5.4			
83		22	5			21	8	5		10		WCAU FM	83		22	5			21	8	5		10		WCAU FM	3.1		9.6	2.6			10.8	3.4	2.5		5.1				
247			5	12	52	8	8	34	14	48	7	WEAZ	247			5	12	52	8	8	34	14	48	7	WEAZ	9.2			2.6	6.9	30.1	4.1	3.4	17.1	7.4	24.4	2.5			
250	10	35	32	17	4	37	39	19	13	5	32	WFIL	250	10	35	32	17	4	37	39	19	13	5	32	WFIL	9.4	5.9	15.4	16.9	9.7	2.3	19.1	16.5	9.5	6.9	2.5	11.5			
8												*WFLN	8													*WFLN	.3										1.6			
71		4	11	3	13		8	5	7	10		WFLN FM	71		4	11	3	13		8	5	7	10		WFLN FM	2.7		1.8	5.8	1.7	7.5		3.4	2.5	3.7	5.1				
71		4	11	3	13		8	5	7	10		WFLN TOTAL	71		4	11	3	13		8	5	7	10		WFLN TOTAL	2.7		1.8	5.8	1.7	7.5		3.4	2.5	3.7	5.1				
51	10				4	4	4		3	5	4	WFMZ	51	10				4	4	4		3	5	4	WFMZ	1.9	5.9			2.3	2.1	1.7		1.6	2.5	1.4				
53		4	11	5		4	4	10		5		WHP FM	53		4	11	5		4	4	10		5		WHP FM	2.0		1.8	5.8	2.9		2.1	1.7	5.0		2.5				
472	29	53	27	5	4	99	50	39	7	10	133	WIFI	472	29	53	27	5	4	99	50	39	7	10	133	WIFI	17.7	17.2	23.2	14.3	2.9	2.3	51.0	21.2	19.6	3.7	5.1	47.8			
99	14	18	11		9	16	19		3	5	4	WIOQ	99	14	18	11		9	16	19		3	5	4	WIOQ	3.7	8.3	7.9	5.8		5.2	8.2	8.1		1.6	2.5	1.4			
134	14	4	16	10	13	8	8	15	10	14	3	*WIOV	134	14	4	16	10	13	8	8	15	10	14	3	*WIOV	5.0	8.3	1.8	8.5	5.7	7.5	4.1	3.4	7.5	5.3	7.1	1.1			
103	5	18	5			16	12	10	10	5	15	WLAN FM	103	5	18	5			16	12	10	10	5	15	WLAN FM	3.9	3.0	7.9	2.6			8.2	5.1	5.0	5.3	2.5	5.4			
49		4				12	15				11	WLEV	49		4				12	15				11	WLEV	1.8		1.8				6.2	6.4				4.0			
97		18		5	4	12	19	10	10	10	4	WMGK	97		18		5	4	12	19	10	10	10	4	WMGK	3.6		7.9		2.9	2.3	6.2	8.1	5.0	5.3	5.1	1.4			
263	72	39	5		9	58	27				53	WMMR	263	72	39	5		9	58	27			53	WMMR	9.8	42.6	17.1	2.6		5.2	29.9	11.4				19.1				
72			16		13			10				WNCE	72			16		13							WNCE	2.7			8.5		7.5		5.0							
56		4	11	5	4			10	3	10	4	WQQQ	56		4	11	5	4				10	3	10	4	WQQQ	2.1		1.8	5.8	2.9	2.3		5.0	1.6	5.1	1.4			
84	5		11	3	4	4		5	14	10	4	WSNI	84	5		11	3	4	4		5	14	10	4	WSNI	3.1	3.0		5.8	1.7	2.3	2.1		2.5	7.4	5.1	1.4			
152	5	26	11	7	4	33	23	19	3	5	11	WUSL	152	5	26	11	7	4	33	23	19	3	5	11	WUSL	5.7	3.0	11.4	5.8	4.0	2.3	17.0	9.7	9.5	1.6	2.5	4.0			
56			5					4		10		WVCD	56			5						4		10		WVCD	2.1			2.6				1.7			5.1			
79			11	5	4				14	5		WWDB	79			11	5	4					5		WWDB	3.0			5.8	2.9	2.3			7.4	2.5					
252		9	16	10	35		12	19	25	43	14	WWSH	252		9	16	10	35		12	19	25	43	14	WWSH	9.4		3.9	8.5	5.7	20.2		5.1	9.5	13.2	21.8	5.0			
219	14	13	49	10	22	8	8	29	23	19	17	WXKW	219	14	13	49	10	22	8	8	29	23	19	17	WXKW	8.2	8.3	5.7	25.9	5.7	12.7	4.1	3.4	14.6	12.2	9.6	6.1			
415	106	57	16			74	42	5	14	10	91	WYSP	415	106	57	16			74	42	5	14	10	91	WYSP	15.5	62.7	25.0	8.5			38.1	17.8	2.5	7.4	5.1	32.7			
78	14	18	5			12	8				21	WZZO	78	14	18	5			12	8				21	WZZO	2.9	8.3	7.9	2.6			6.2	3.4				7.6			

TOTAL LISTENING IN METRO SURVEY AREA 2558 159 228 184 139 173 190 232 194 179 197 257 95.8 94.1 99.9 97.4 79.4 99.9 97.9 98.3 97.5 94.7 99.9 92.4

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %
11		1	1	2	1		1	1	1	1		KBET	10		1	1	2	1		1	1		KBET	3.6		3.0	5.0	9.1	5.6		3.4		5.0	5.9						
32	4	3	1	2		7	2	2			11	KCBN	27	3	2	1	1		6	2	2		10	KCBN	9.6	12.5	6.1	5.0	4.5		26.1	6.9	10.0			43.5				
13			3	1			1	1	1	3		*KCRL	6			1	1				1	1		*KCRL	2.1			5.0	4.5				5.0	5.0						
20		1	1	2	3		2	1	2	4		KNEV	20		1	1	2	3		2	1	2	4	KNEV	7.1		3.0	5.0	9.1	16.7		6.9	5.0	10.0	23.5					
47	1	2	2	7	4		1	3	3	6	1	KOH	27	1	1	1	4	3			1	2	4	KOH	9.6	4.2	3.0	5.0	18.2	16.7			5.0	10.0	23.5					
25	1	2	4	3	1	1	6	3	3			KOLO	19		2	3	3	1	1	3	3	2		KOLO	6.8		6.1	15.0	13.6	5.6	4.3	10.3	15.0	10.0						
30	2	5	2	4	3	1	1	3	5	1	1	KONE	28	2	4	2	3	3	1	1	3	5	1	1	KONE	10.0	8.3	12.1	10.0	13.6	16.7	4.3	3.4	15.0	25.0	5.9	4.3			
58	16	11	1			12	7	1			10	KOZZ	38	11	7	1			7	4	1		7	KOZZ	13.6	45.8	21.2	5.0			30.4	13.8	5.0			30.4				
38	5	6	5	1		5	8	3	2	1	2	KRNO	34	2	6	5	1		5	8	3	1	1	2	KRNO	12.1	8.3	18.2	25.0	4.5		21.7	27.6	15.0	5.0	5.9	8.7			
7	1	2				1	2	1				*KROI	7	1	2				1	2	1			*KROI	2.5	4.2	6.1				4.3	6.9	5.0							
50	1	2	1	5	7		3	2	7	8	1	KSRN	29	1	1	1	3	5		1	1	3	4	1	KSRN	10.4	4.2	3.0	5.0	13.6	27.8		3.4	5.0	15.0	23.5	4.3			
5		1		2		1	1					KEZC	1								1			KEZC	.4								3.4							
26		4	2	1	1	4	3	3		4	3	KKBC	9		3			1	1	2	1		1	1	KKBC	3.2		9.1			5.6	4.3	6.9	5.0			5.9			
TOTAL LISTENING IN METRO SURVEY AREA												280	24	33	20	22	18	23	29	20	20	17	23																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
187	2	26	10	21	8	13	10	20	21	17	5	KBET	175	2	23	10	21	8	13	10	15	21	17	5	KBET	10.5	1.5	14.1	8.9	17.5	7.7	9.5	6.3	12.9	17.6	16.7	2.6
532	65	54	35	17	3	91	36	45	11	4	162	KCBN	430	45	45	19	9	3	80	36	39	11	4	130	KCBN	25.8	34.1	27.6	17.0	7.5	2.9	58.4	22.6	33.6	9.2	3.9	68.1
240	2	7	34	18	10	3	16	11	18	43	15	KCRL	141	2	5	16	18	10	3	5	11	18	14	4	*KCRL	8.5	1.5	3.1	14.3	15.0	9.6	2.2	3.1	9.5	15.1	13.7	2.1
214	2	10	15	29	22	3	14	11	29	29	15	KNEV	211	2	7	15	29	22	3	14	11	29	29	15	KNEV	12.7	1.5	4.3	13.4	24.2	21.2	2.2	8.8	9.5	24.4	28.4	7.9
606	12	34	44	94	50	34	26	37	65	41	KOH	359	12	20	26	60	37	17	16	22	43	12	KOH	21.5	9.1	12.3	23.2	50.0	35.6		10.7	13.8	18.5	42.2	6.3		
464	40	62	46	47	20	25	56	33	34	14	41	KOLO	340	20	43	34	35	20	20	41	33	19	10	29	KOLO	20.4	15.2	26.4	30.4	29.2	19.2	14.6	25.8	28.4	16.0	9.8	15.2
331	22	41	21	30	25	23	22	36	38	23	34	KONE	294	15	34	21	25	22	23	22	31	38	23	24	KONE	17.6	11.4	20.9	18.8	20.8	21.2	16.8	13.8	26.7	31.9	22.5	12.6
573	105	113	16	2	102	68	22	9	3	133	KOZZ	384	77	72	11	2	67	46	18	5	3	83	KOZZ	23.0	58.3	44.2	9.8	1.7	48.9	28.9	15.5	4.2	2.9	43.5			
397	47	79	36	11	5	50	81	27	18	9	31	KRNO	375	35	72	36	11	5	50	81	27	15	9	31	KRNO	22.5	26.5	44.2	32.1	9.2	4.8	36.5	50.9	23.3	12.6	8.8	16.2
122	7	26	8	6	2	23	26	10	4	7	*KROI	112	7	23	8	6	2	23	26	10	7	7	*KROI	6.7	5.3	14.1	7.1	5.0	1.9	16.8	16.4	8.6		3.7			
439	10	17	16	64	51	14	26	20	38	71	20	KSRN	270	10	7	16	37	37	10	14	12	19	36	14	KSRN	16.2	7.6	4.3	14.3	30.8	35.6	7.3	8.8	10.3	16.0	35.3	7.3
59	2	15	8	7	7	10	3	1	6	6	KEZC	24	2	2	3	7	3	1	6	KEZC	1.4	1.5	1.2	2.7	4.4	2.6	1.0	3.1									
404	15	40	28	31	10	28	44	48	12	29	91	KKBC	141	7	27	3	14	10	13	24	14	10	7	12	KKBC	8.5	5.3	16.6	2.7	11.7	9.6	9.5	15.1	12.1	8.4	6.9	6.3
TOTAL LISTENING IN METRO SURVEY AREA												1578	125	158	105	114	95	134	155	110	110	96	184	94.7	94.7	96.9	93.8	95.0	91.3	97.8	97.5	94.8	92.4	94.1	96.3		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

RICHMOND
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
60	9	1	3		1	6	3	7	1	4	21	*WANT	46	9	1	2		1	4	3	4	1	4	15	*WANT	5.3	10.8	1.0	3.3		2.6	4.6	3.3	5.8	1.7	6.9	17.4	
13		1		1			1	4	3		1	*WEET	13		1		1		1	4	3		1	*WEET	1.5		1.0		1.9			1.1	5.8	5.0		1.2		
17	1		2	1		3	2	2	1		5	WENZ	17	1		2	1		3	2	2	1	5	WENZ	2.0	1.2		3.3	1.9		3.4	2.2	2.9	1.7		5.8		
86		3	6	7	9	3	10	5	8	16		WEZS	54		2	5	7	6	3	4	5	6	11	WEZS	6.2		2.1	8.3	13.2	15.4	3.4	4.4	7.2	10.0	19.0			
15	3	3	2			2	4			1		*WGOE	15	3	3	2			2	4			1	*WGOE	1.7	3.6	3.1	3.3			2.3	4.4			1.7			
13	1	6		1		1	1	1	1			*WKIE	12	1	6		1		1	1	1	1		*WKIE	1.4	1.2	6.2		1.9		1.1	1.1	1.4	1.7				
38	1	7	1		1	6	6	6	1	4	1	WLEE	38	1	7	1		1	6	6	6	1	4	1	WLEE	4.4	1.2	7.2	1.7		2.6	6.9	6.6	8.7	1.7	6.9	1.2	
63	12	7	7	2	3	5	5	6	8	3	2	WRNL	57	10	6	5	2	3	5	5	6	8	2	2	WRNL	6.6	12.0	6.2	8.3	3.8	7.7	5.7	5.5	8.7	13.3	3.4	2.3	
253	15	19	13	24	25	5	16	22	23	29	4	WRVA	181	7	12	8	14	19	4	12	19	18	22	2	WRVA	20.8	8.4	12.4	13.3	26.4	48.7	4.6	13.2	27.5	30.0	37.9	2.3	
187	33	30	7	2	1	29	29	9	5	1	40	WRVQ	113	11	16	6	2	1	25	24	3	2	1	22	WRVQ	13.0	13.3	16.5	10.0	3.8	2.6	28.7	26.4	4.3	3.3	1.7	25.6	
99	24	15	4	2		13	11	1	2		27	WRXL	81	20	11	4	2		13	6	1	2		22	WRXL	9.3	24.1	11.3	6.7	3.8		14.9	6.6	1.4	3.3		25.6	
15	1	6		3				1	1			WTVR	15	1	6		3				1	1			WTVR	1.7	1.2	6.2		5.7				1.7	1.7			
64		7	2	4	3	5	3	6	4	13		WTVR FM	44		7	2	4	2	4	1	5	2	9	WTVR FM	5.1		7.2	3.3	7.5	5.1	4.6	1.1	7.2	3.3	15.5			
41	3	1	9	10	3		1	3	1	1	1	*WXGI	37		1	9	10	3		1	3	1	1		*WXGI	4.3		1.0	15.0	18.9	7.7		1.1	4.3	1.7	1.7		
13		4		5		1			2			*WBCI	1												*WBCI	.1												
24	4	1				9	3		4	1		WBCI FM	5												WBCI FM	.6							1.1		5.0			
37	4	5		5		10	3		6	1		TOTAL	6												TOTAL	.7							1.1		5.0			
101	17	11	5	2	1	18	16	5	2		23	WPLZ	75	17	8	4	1	1	13	13	2	2		14	WPLZ	8.6	20.5	8.2	6.7	1.9	2.6	14.9	14.3	2.9	3.3		16.3	
26	11		1		7		1	3	1	1		*WPVA	1												*WPVA	.1												
73	2	14	3	11	5	1	18	2	7	6	3	WPVA FM	18		4	2	3		1	1	2	2		2	WPVA FM	2.1		4.1	3.3	5.7		1.1	1.1	2.9	3.3		2.3	
6										3		*WSVS	-1												*WSVS													
21	3		1	4	1			3	3	3	1	*WSVS FM	3			1	1				1				*WSVS FM	.3			1.9	2.6			1.4					
TOTAL LISTENING IN METRO SURVEY AREA												870	83	97	60	53	39	87	91	69	60	58	86															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

RICHMOND
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %
747	46	46	61	29	20	105	56	71	32	41	193	*WANT	588	46	24	32	29	20	71	56	56	32	41	140	*WANT	11.0	11.1	4.3	8.6	8.5	7.3	15.5	9.7	13.7	8.9	13.0	22.3	
181		20	10	10	4	8	15	39	22		38	*WEET	181		20	10	10	4	8	15	39	22		38	*WEET	3.4		3.6	2.7	2.9	1.5	1.7	2.6	9.6	6.1		6.1	
541	45	18	69	14	11	108	47	41	43	16	118	WENZ	541	45	18	69	14	11	108	47	41	43	16	118	WENZ	10.2	10.9	3.2	18.4	4.1	4.0	23.6	8.2	10.0	12.0	5.1	18.8	
1063	40	36	146	78	102	9	78	92	107	140	15	WEZS	703		29	96	78	58	9	52	70	82	85	15	WEZS	13.2		5.2	25.7	22.8	21.1	2.0	9.0	17.2	22.8	27.0	2.4	
210	24	41	8	7		34	36	17	13	14	4	*WGOE	203	24	34	8	7		34	36	17	13	14	4	*WGOE	3.8	5.8	6.1	2.1	2.0		7.4	6.3	4.2	3.6	4.4	6	
218	16	26	20	11	8	43	30	24	21	4	8	*WKIE	190	16	26	20	11	8	43	17	24	21	4	8	*WKIE	3.6	3.9	4.7	5.3	3.2	2.9	9.4	3.0	5.9	5.8	1.3		
825	42	158	61	17	5	100	148	53	21	67	62	WLEE	825	42	158	61	17	5	100	148	53	21	67	62	WLEE	15.5	10.2	28.3	16.3	5.0	1.8	21.8	25.7	13.0	5.8	21.3	9.9	
1232	185	158	114	68	51	108	117	90	68	69	90	WRNL	1033	96	135	85	68	36	93	104	90	68	54	90	WRNL	19.4	23.2	24.2	22.7	19.9	13.1	20.3	18.1	22.1	18.9	17.1	14.3	
3116	221	270	285	258	252	140	236	240	231	268	125	WRVA	2178	98	184	192	202	171	123	162	209	187	184	88	WRVA	40.9	23.7	32.9	51.3	59.1	62.2	26.9	28.1	51.2	52.1	58.4	14.0	
2489	386	320	137	79	34	335	336	133	98	17	558	WRVQ	1615	201	227	115	60	23	275	249	65	57	12	314	WRVQ	30.3	48.7	40.6	30.7	17.5	8.4	60.0	43.2	15.9	15.9	3.8	50.0	
1211	287	173	41	11	12	172	112	28	43	10	317	WRXL	910	207	126	41	11	7	172	86	19	18	4	214	WRXL	17.1	50.1	22.5	11.0	3.2	2.5	37.6	14.9	4.7	5.0	1.3	34.1	
276	11	16	6	56	17	15	4	7	37	34	4	WTVR	264	11	16	6	56	17	15	4	7	32	34	4	WTVR	5.0	2.7	2.9	1.6	16.4	6.2	3.3		1.7	8.9	10.8	.6	
922		50	48	53	59	67	77	97	100	108	29	WTVR FM	625		44	43	53	45	52	24	82	69	70	16	WTVR FM	11.7		7.9	11.5	15.5	16.4	11.4	4.2	20.1	19.2	22.2	2.5	
462	40	18	47	65	30	7	23	35	27	21	24	*WXGI	395		18	47	53	30	7	23	35	27	21	9	*WXGI	7.4		3.2	12.6	15.5	10.9	1.5	4.0	8.6	7.5	6.7	1.4	
101		26		13		19	7	12	5			*WBCI	10													*WBCI	2											
318	29	68	3			6	45	43	33	31	19	13	WBCI FM	82	7	11	3		6	7	15		10	13	WBCI FM	1.5	1.7	2.0	.8		2.2	1.5	2.6		2.8	4.1		
347	29	68	3	13		6	45	50	33	31	19	13	TOTAL	82	7	11	3		6	7	15		10	13	TOTAL	1.5	1.7	2.0	.8		2.2	1.5	2.6		2.8	4.1		
951	127	94	56	24	8	176	132	95	31	4	188	WPLZ	730	127	78	36	13	8	125	112	41	31	4	155	WPLZ	13.7	30.8	14.0	9.6	3.8	2.9	27.3	19.4	10.0	8.6	1.3	24.7	
240	69	4	32		36	4	22	21	32	5		*WPVA	68	9	4	12		4	4	9		11			*WPVA	1.3	2.2	7	3.2		1.5	9	1.6		3.1			
655	48	94	75	51	42	38	87	30	68	18	77	WPVA FM	323	9	40	44	31	4	38	28	30	16	8	48	WPVA FM	6.1	2.2	7.2	11.8	9.1	1.5	8.3	4.9	7.4	4.5	2.5	7.6	
119	10			23		8	7	11	6	10		*WSVS	3													*WSVS	.1											
309	40	7	41	44	8	4	7	24	27	22	35	*WSVS FM	39		10	4	8	4	4		7	6			*WSVS FM	7		2.7	1.2	2.9		9		1.7	1.7			
TOTAL LISTENING IN METRO SURVEY AREA												5089	404	527	374	329	241	445	562	386	330	310	597		95.5	97.8	94.3	99.9	96.2	87.6	97.2	97.6	94.6	91.9	98.4	95.1		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

RIVERSIDE-SAN BERNARDINO-ONTARIO
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %
517	11	28	41	56	42	8	37	34	69	51	6	KBON	441	11	19	29	52	32	8	20	34	63	40	6	KBON	43	14	19	43	88	63	10	19	48	10	1	68	5
191		12	10	9		12	33	26	25		33	KCAL	191		12	10	9		12	33	26	25		33	KCAL	19		12	15	15		15	32	37	40		28	
585	131	63	26			124	45	23	31		135	KCAL FM	585	131	63	26			124	45	23	31		135	KCAL FM	58	167	62	38			160	44	32	50		106	
809	40	85	43	95	60	49	63	87	98	76	26	KCKC	747	40	76	34	91	60	49	56	71	90	67	26	KCKC	74	51	74	50	154	119	63	55	100	144	113	20	
489	31	57	72	73	10	24	36	65	53	29	6	KDIG	454	31	57	62	70	10	24	29	58	45	29	6	KDIG	45	39	56	91	119	20	31	28	82	72	49	5	
1149	11	41	77	132	134	19	52	82	114	183	8	KDUO	1123	11	41	77	125	124	19	52	82	114	183	8	KDUO	111	14	40	113	212	246	24	51	115	182	309	6	
1222	105	112	55	35	28	144	156	70	38	29	432	KFXM	1132	105	112	46	31	23	127	148	70	38	23	391	KFXM	112	134	109	68	53	46	164	144	98	61	39	307	
1147	144	119	59	21	11	166	167	65	34	5	346	KGGI	1090	144	111	48	21	11	156	158	65	34		332	KGGI	107	183	109	71	36	22	201	154	91	54		261	
414	56	61	11		11	73	82	32	22	9	57	KHNY	414	56	61	11		11	73	82	32	22	9	57	KHNY	41	71	60	16		22	94	80	45	35	15	45	
219				11				9	9	9	12	*KHSJ	219				11				9	9	9	12	*KHSJ	22				19			13	14	15	9		
141										9	12	KHYE	141											9	12	KHYE	14									15	9	
621	31	101	74	36	19	53	107	58	49	27	25	KMEN	601	31	101	65	32	19	53	100	58	49	27	25	KMEN	59	39	99	96	54	38	68	97	82	78	46	20	
377	25	62	55	49		66	32	19	56	5	8	KNTF	365	25	55	55	49		66	32	19	56		8	KNTF	36	32	54	81	83		85	31	27	90		6	
1162	200	115	63		11	127	38	59	17	22	481	KOLA	1111	176	115	63		11	127	38	59	17	18	458	KOLA	110	224	112	93		22	164	37	83	27	30	360	
588	35	8	40	66	67		8	26	65	77	18	KPRO	588	35	8	40	66	67		8	26	65	77	18	KPRO	58	45	8	59	112	133		8	37	104	130	14	
318	44	20	32	15	27	26	29	28	24	14	5	KQLH	306	44	20	32	15	21	26	29	28	24	8	5	KQLH	30	56	20	47	25	42	34	28	39	38	14	4	
974	47	130	118	60	39	10	65	121	25	62	28	KABC	905	47	122	97	56	34	10	56	121	25	62	28	KABC	89	60	119	143	95	67	13	55	170	40	105	22	
1539	11	104	63	144	112	44	86	136	157	196	29	KBIG	1467	11	104	63	136	112	44	79	126	148	192	29	KBIG	145	14	102	93	231	222	57	77	177	237	324	23	
180	25	31	19	8		27	44	15				*KBRT	180	25	31	19	8									*KBRT	18	32	30	28	14		35	43	21			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

RIVERSIDE-SAN BERNARDINO-ONTARIO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
227		53		15	21	10	20	40		8	15	KFAC FM	213		53		15	21	10	20	40		8	15	KFAC FM	2	1		5	2		2	5	4	2	1	3	1	9	5	6		1	4	1	2			
2351	218	373	227	89	63	224	321	121	115	69	399	KFI	1874	170	312	171	53	48	177	268	104	103	51	313	KFI	18	5	21	6	30	5	25	1	9	0	9	5	22	8	26	1	14	6	16	5	8	6	24	6
575		82	62	62	40		35	18	25	49		KFWB	575		82	62	62	40		35	18	25	49		KFWB	5	7		8	0	9	1	10	5	7	9		3	4	2	5	4	0	8	3				
373	37	44	31	11		45	100	17	17	9	7	KHJ	357	37	44	31	11		45	91	10	17	9	7	KHJ	3	5	4	7	4	3	4	6	1	9		5	8	8	9	1	4	2	7	1	5		5	
156	12	42	20	9		8	40	18			7	KHTZ	139	12	33	20	9		8	32	18			7	KHTZ	1	4	1	5	3	2	2	9	1	5		1	0	3	1	2	5				5			
138		12		8	12		8	10		18		*KIEV	138		12		8	12		8	10		18		*KIEV	1	4		1	2		1	4	2	4			.8	1	4				3	0				
784	63	65	83	7	11	149	84	18	17	17	253	KIIS	749	63	57	83	7	11	149	75	18	17	17	235	KIIS	7	4	8	0	5	6	12	2	1	2	2	2	19	2	7	3	2	5	2	7	2	9	18	5
332		20	10	32	29		8	73	17	43	7	KJOI	303		11	10	32	24		8	64	17	37	7	KJOI	3	0		1	1	1	5	5	4	4	8		8	9	0	2	7	6	3		5			
843	25	108	58	135	83	29	45	72	90	68	24	KLAC	807	25	108	46	135	83	29	45	65	90	63	24	KLAC	8	0	3	2	10	6	6	8	22	9	16	4	3	7	4	4	9	1	14	4	10	6	1	9
629	97	143	30	11		92	49	35			172	KLOS	521	49	119	19	11		82	49	26			166	KLOS	5	1	6	2	11	6	2	8	1	9		10	6	4	8	3	7				13	0		
1120	252	184	40			140	69	18			417	KMET	1039	228	177	40			120	69	18			387	KMET	10	2	29	0	17	3	5	9					15	5	6	7	2	5				30	4	
419	11	33	37	75	11		31	73	4	17	8	KMPC	412	11	33	37	72	11		31	73		17	8	KMPC	4	1	1	4	3	2	5	4	12	2	2	2		3	0	10	3			2	9		6	
1243	11	70	121	102	146		38	62	57	158	23	KNX	1109	11	62	121	96	131		38	62	49	135	18	KNX	10	9	1	4	6	1	17	8	16	3	25	9		3	7	8	7	8	22	8	1	4		
773	79	177	61	8	16	80	160	24	23	21	38	KNX FM	745	79	163	61	8	16	80	153	24	23	21	38	KNX FM	7	3	10	1	15	9	9	0	1	4	3	2	10	3	14	9	3	4	3	7	3	5	3	0
718	24	20	38	58	35	20	65	46	91	96	9	KOST	705	24	20	38	58	35	20	57	46	91	91	9	KOST	7	0	3	1	2	0	5	6	9	8	6	9	2	6	5	6	6	5	14	6	15	4	7	
340	11	58	29	22		22	59	50	9	31	21	KRLA	340	11	58	29	22		22	59	50	9	31	21	KRLA	3	4	1	4	5	7	4	3	3	7		2	8	5	8	7	0	1	4	5	2	1	6	
1020	83	236	144			154	194	62	26		92	KRTH	964	83	219	144			144	178	62	26		79	KRTH	9	5	10	6	21	4	21	2					18	6	17	3	8	7	4	2		6	2	
396	115	23	10	11		116	33	23			57	KUTE	392	115	23	10	7		116	33	23			57	KUTE	3	9	14	6	2	2	1	5	1	2		14	9	3	2	3	2				4	5		
221	36	11	53	8	11	28	8	28	10	18		KZLA FM	221	36	11	53	8	11	28	8	28	10	18		KZLA FM	2	2	4	6	1	1	7	8	1	4	2	2	3	6	.8	3	9	1	6	3	0			
410	23	31	39		17	53	25	37	15		170	XTRA	368	23	31	39		11	43	25	37	15		144	XTRA	3	6	2	9	3	0	5	7		2	2	5	5	2	4	5	2	2	4		11	3		

TOTAL LISTENING IN METRO SURVEY AREA 9482 717 998 611 568 426 744 986 667 591 564 1182 93.5 91.2 97.6 89.9 96.4 84.4 95.9 96.1 93.8 94.6 95.3 92.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
26		3	2	3	1	2	4	1	3	2		WFIR	21		3	1	2	1	1	3	1	3	2		WFIR	7.5		9.1	8.3	10.5	5.9	4.2	9.4	5.0	13.6	11.1	
8	1	1	1		2				1	2		WJLM	6	1	1		2			1	1				WJLM	2.2	4.3	3.0		11.8				4.5	5.6		
116	1	5	10	13	9	3	11	12	12	17	3	WPVR	57		3	2	9	5	1	7	3	8	9		WPVR	20.4		9.1	16.7	47.4	29.4	4.2	21.9	15.0	36.4	50.0	
4					1				1	1		*WRIS	4				1			1	1				*WRIS	1.4				5.9				4.5	5.6		
41	3	8	2	1		4	7	4	3		2	WROV	41	3	8	2	1		4	7	4	3	2	WROV	14.7	13.0	24.2	16.7	5.3		16.7	21.9	20.0	13.6		7.4	
55	2	6	8	5	6		3	7	5	4		WSLC	39	2	5	3	4	6		1	5	2	3	WSLC	14.0	8.7	15.2	25.0	21.1	35.3		3.1	25.0	9.1	16.7		
94	50	6	4		1	9	4	1	1		17	WSLQ	18	5	2			4	1	1			5	WSLQ	6.5	21.7	6.1			16.7	3.1	5.0			18.5		
16	3	3				3	4				2	*WTOY	16	3	3			3	4				2	*WTOY	5.7	13.0	9.1			12.5	12.5				7.4		
2							2					*WUEZ	2							2				*WUEZ	.7						6.3						
287	44	27	14	2	1	62	31	17	6	8	73	WXLK	63	9	5	4	1	1	9	7	5	4	1	17	WXLK	22.6	39.1	15.2	33.3	5.3	5.9	37.5	21.9	25.0	18.2	5.6	63.0
TOTAL LISTENING IN METRO SURVEY AREA												279	23	33	12	19	17	24	32	20	22	18	27														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

TOT. PERS. 12+	CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											STATION CALL LETTERS	TOT. PERS. 12+	CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS											STATION CALL LETTERS	TOT. PERS. 12+ %	CUME RATINGS-METRO SURVEY AREA											TNS. 12-17 %
	MEN					WOMEN					TNS. 12-17			MEN					WOMEN					TNS. 12-17			MEN					WOMEN						
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	18-24	
900	16	106	67	48	45	81	72	69	59	72	47	WFIR	508	16	55	28	29	40	48	45	31	59	40	14	WFIR	26.6	12.3	30.1	21.1	24.4	38.5	31.4	24.3	21.5	46.8	32.0	6.5	
178	19	10	27	7	9	16	6	13	6	37	11	WJLM	124	19	10	10	3	9	16	6	13	6	10	11	WJLM	6.5	14.6	5.5	7.5	2.5	8.7	10.5	3.2	9.0	4.8	8.0	5.1	
1402	22	60	137	109	155	40	116	150	110	160	47	WPVR	533	10	31	26	57	53	30	45	51	46	64	4	WPVR	27.9	7.7	16.9	19.5	47.9	51.0	19.6	24.3	35.4	36.5	51.2	1.8	
87		3	3	4	14	5	7	7	7	14		*WRIS	84		3	3	4	14	5	7	7	4	14		*WRIS	4.4		1.6	2.3	3.4	13.5	3.3	3.8	4.9	3.2	11.2		
686	40	99	37	24	8	99	115	60	33	11	80	WROV	628	40	99	34	22	3	99	110	57	31	4	80	WROV	32.8	30.8	54.1	25.6	18.5	2.9	64.7	59.5	39.6	24.6	3.2	36.9	
619	17	79	71	58	58	9	45	69	28	81	19	WSLC	437	17	44	49	36	53	9	25	48	20	44	15	WSLC	22.9	13.1	24.0	36.8	30.3	51.0	5.9	13.5	33.3	15.9	35.2	6.9	
1287	366	113	63	14	31	178	117	34	45	4	272	WSLQ	250	68	30	3	3		35	20	10	11	2	58	WSLQ	13.1	52.3	16.4	2.3	2.5		22.9	10.8	6.9	8.7	1.6	26.7	
203	15	25	7	11	3	35	24		24	16	20	*WTOY	179	15	25	7		3	35	24		11	16	20	*WTOY	9.4	11.5	13.7	5.3		2.9	22.9	13.0		8.7	12.8	9.2	
42		5	3	3		10	6	10			5	*WUEZ	42		5	3	3		10	6	10			5	*WUEZ	2.2		2.7	2.3	2.5		6.5	3.2	6.9			2.3	
3099	416	371	196	54	34	509	349	207	80	112	688	WXLK	676	75	70	61	13	14	82	78	65	29	10	166	WXLK	35.4	57.7	38.3	45.9	10.9	13.5	53.6	42.2	45.1	23.0	8.0	76.5	
TOTAL LISTENING IN METRO SURVEY AREA												1817	130	183	121	103	101	153	183	140	117	117	211		95.0	99.9	99.9	91.0	86.6	97.1	99.9	98.9	97.2	92.9	93.6	97.2		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

ROCHESTER, NY
SPRING 1988

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA																						
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %											
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64												
147	10	15		8	17	10	13	16	7	34		WACK	147	10	15		8	17	10	13	16	7	34		WACK	18	16	19		17	39	1.5	16	29	13	70												
1971	196	263	125	42	67	254	258	146	103	46	347	WBFF	1912	196	255	125	42	67	254	242	133	103	46	325	WBFF	23.8	31.4	31.6	23.4	8.7	15.4	38.1	29.8	24.2	19.8	9.5	32.1											
111		15	9		15	8	13	9		12	10	*WGR	111		15	9		15	8	13	9		12	10	*WGR	1.4		1.9	1.7		3.5	1.2	1.6	1.6		2.5	1.0											
1338	331	190	12	15	7	228	108	12	13		422	WCMF	1183	311	170	12	8	7	193	92	12	13		365	WCMF	14.7	49.8	21.1	2.2	1.7	1.6	29.0	11.3	2.2	2.5		36.1											
611	70	69	18		13	132	58	45	13		162	WDKX	566	70	69	18		13	109	58	45	13		140	WDKX	7.1	11.2	8.6	3.4		3.0	16.4	7.2	8.2	2.5	13.8												
149		39	12	8		23	30		7		19	*WDNY	98		26	12	8			15		7		19	*WDNY	1.2		3.2	2.2	1.7			1.8		1.3		1.9											
2594	50	73	168	240	267	40	196	236	316	298	117	WEZO	2352	30	73	168	214	234	40	181	218	296	260	95	WEZO	29.3	4.8	9.0	31.4	44.5	53.9	6.0	22.3	39.6	56.8	53.8	9.4											
372	13	30	42	48	27	19	14	41	27	25	47	WFLC	233		30	22	38	18	10	14	27	23	16	24	WFLC	2.9		3.7	4.1	7.9	4.1	1.5	1.7	4.9	4.4	3.3	2.4											
174		7	5	14	17	9	6	9	6	30	19	WGVA	159		7	5	14	17		6	9	6	24	19	WGVA	2.0		9	9	2.9	3.9		7	1.6	1.2	5.0	1.9											
2463	90	158	207	237	229	140	146	192	196	207	131	WHAM	2146	77	134	169	204	217	99	118	179	176	171	105	WHAM	26.7	12.3	16.6	31.6	42.4	50.0	14.9	14.5	32.5	33.8	35.4	10.4											
1245	198	124	18	29	7	248	135	35	30	12	364	WHFM	1159	178	117	18	21	7	248	125	35	30	12	323	WHFM	14.4	28.5	14.5	3.4	4.4	1.6	37.2	15.4	6.4	5.8	2.5	31.9											
140	10	30	18			10	13	23	12	6	18	WMIV	134	10	24	18			10	13	23	12	6	18	WMIV	1.7	1.6	3.0	3.4			1.5	1.6	4.2	2.3	1.2	1.8											
1679	397	191	48	19	7	266	96	35	36	12	572	WMJQ	1454	321	185	36	19	7	245	87	35	36	12	471	WMJQ	18.1	51.4	22.9	6.7	4.0	1.6	36.8	10.7	6.4	6.9	2.5	46.6											
1149	20	144	112	89	86	20	162	135	105	46	95	WNYR	1123	20	137	112	89	86	20	143	135	105	46	95	WNYR	14.0	3.2	17.0	20.9	18.5	19.8	3.0	17.6	24.5	20.2	9.5	9.4											
668	20	43	70	67	60	10	49	58	78	56	11	WPXN	668	20	43	70	67	60	10	49	58	78	56	11	WPXN	8.3	3.2	5.3	13.1	13.9	13.8	1.5	6.0	10.5	15.0	11.6	1.1											
1004	101	112	39	19	13	200	169	44	24		261	WPXY	978	101	112	39	19	13	188	169	44	24		247	WPXY	12.2	16.2	13.9	7.3	4.0	3.0	28.2	20.8	8.0	4.6		24.4											
965	40	123	79	48	76	10	80	51	82	108	24	WSAY	940	40	123	72	48	76	10	80	46	82	95	24	WSAY	11.7	6.4	15.2	13.5	10.0	17.5	1.5	9.9	8.4	15.7	19.7	2.4											
1661	140	296	125	79	37	176	342	141	88	52	105	WVOR	1576	107	281	125	72	37	176	333	133	88	52	92	WVOR	19.6	17.1	34.8	23.4	15.0	8.5	26.4	41.1	24.2	16.9	10.8	9.1											
215	10		16	23	7	10	22	28	26	16		WWWG	210	10		16	23	7	10	22	23	26	16		WWWG	2.6	1.6		3.0	4.8	1.6	1.5	2.7	4.2	5.0	3.3												
644	51	71	22		34	105	70	32	29	19	192	WBEN FM	188	10	17	10			56	18	4	23	6	25	WBEN FM	2.3	1.6	2.1	1.9			8.4	2.2		7	4.4	1.2	2.5										
180	7	12	9			59	39				54	WGRO	81	7		9			36	10				19	WGRO	1.0	1.1		1.7			5.4	1.2				1.9											
669	61	62	22	33	39	95	149	37	29	40	92	WKBW	233	20	24	15	11	13	66	43	8	7	14	12	WKBW	2.9	3.2	3.0	2.8	2.3	3.0	9.9	5.3	1.5	1.3	2.9	1.2											
242		17	15	17	45	9		20	10	30		*WRLX	92		17	5	8	18			4		20		*WRLX	1.1		2.1	9	1.7	4.1			7		4.1												
446	146	43	12			65	19	16	7		118	WSYR FM	109	27		5				7	11	7		52	WSYR FM	1.4	4.3		9				9	2.0	1.3		5.1											
TOTAL LISTENING IN METRO SURVEY AREA													7804	625	798	510	481	422	666	783	532	504	467	999														97.2	99.9	98.9	95.3	99.9	97.2	99.9	96.5	96.7	96.7	98.8

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
15		2	2		2	1	1	4	2		*WKKN	14		1	2		2		1	1	4	2		*WKKN	4.1		2.4	8.0		12.5		3.6	4.2	15.4	10.0		
5	1					1	1				WQFL	4						1	1				WQFL	1.2						3.6	4.2						
63	2	11	3	6	2	2	10	9	6	4	2	WROK	57	1	10	3	6	2	2	8	7	6	4	2	WROK	16.9	2.9	23.8	12.0	30.0	12.5	5.0	28.6	29.2	23.1	20.0	6.3
12		2		1	1		6			2		*WRRR	6		2		1	1					2		*WRRR	1.8		4.8		5.0	6.3				10.0		
60	3	1	5	6	8	4	2	2	6	10	1	WRWC	51	3	1	5	6	4	4	2	2	6	7		WRWC	15.1	8.8	2.4	20.0	30.0	25.0	10.0	7.1	8.3	23.1	35.0	
25	5	1	4	1		6	3	2	2		1	WYBR	21	1	1	4	1		6	3	2	2		1	WYBR	6.2	2.9	2.4	16.0	5.0		15.0	10.7	8.3	7.7	3.1	
47	12	5				11	1	1			17	WYFE	39	11	3			7	1	1			16	WYFE	11.5	32.4	7.1			17.5	3.6	4.2		50.0			
68	17	13	1	1		16	6	2			12	WZOK	40	8	6	1	1		9	4	2		9	WZOK	11.8	23.5	14.3	4.0	5.0		22.5	14.3	8.3		28.1		
-----											-----											-----															
18		2	1	1	3			2	3	1		WBBM	10		1	1		2				2	1		WBBM	3.0		2.4	4.0		12.5			7.7	5.0		
19				7		3	1	2	1	2		WFAW FM	3										1		WFAW FM	9									5.0		
48	2	4	2	3	4	2	2	3	6	1		WGN	19	2	3	2	1	2		1	2	1	2		WGN	5.6	5.9	7.1	8.0	5.0	12.5		3.6	8.3	3.8	10.0	
10			1			1	4	1			1	WIND	2									1			WIND	.6								3.8			
44	5	12	1			5	5	1			15	WLS	14	3	6			2	2				1	WLS	4.1	8.8	14.3			5.0	7.1			3.1			
80	4	11	23	4	4	5	7	8	3	2	4	WMAQ	30	1	2	5	4	2	5	2	3	2	2		WMAQ	8.9	2.9	4.8	20.0	20.0	12.5	12.5	7.1	12.5	7.7	6.3	
TOTAL LISTENING IN METRO SURVEY AREA											338	34	42	25	20	16	40	28	24	26	20	32															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
155		32	13	8	8		11	10	32	14	3	*WKKN	144		21	13	8	8		11	10	32	14	3	*WKKN	6.3		8.3	8.0	6.0	7.0		4.5	6.0	23.0	11.5	1.0
152	21	7	12	5	13	19	22	7	9	20	7	WQFL	138	7	7	12	5	13	19	22	7	9	20	7	WQFL	6.1	4.1	2.8	7.4	3.7	11.4	10.1	8.9	4.2	6.5	16.4	2.3
1191	89	72	44	102	42	61	155	97	99	53	120	WROK	954	48	142	44	95	42	61	132	75	79	53	76	WROK	42.0	28.1	56.3	27.2	70.9	36.8	32.3	53.4	44.9	56.8	43.4	25.5
134		14		8	19		28	7	16	23		*WRRR	104		14		8	19		28	7	16	23		*WRRR	4.6		5.6		6.0	16.7		2.0	4.2	6.5	18.9	
673	38	28	57	62	84	25	35	63	64	73	20	WRWC	490	26	7	57	55	44	25	25	42	56	52	6	WRWC	21.6	15.2	2.8	35.2	41.0	38.6	13.2	10.1	25.1	40.3	42.6	2.0
392	61	32	50	22	5	42	63	26	27	13	41	WYBR	353	33	32	50	22	5	42	52	26	27	13	41	WYBR	15.5	19.3	12.7	30.9	16.4	4.4	22.2	21.1	15.6	19.4	10.7	13.8
536	110	100	10	15	5	106	43	14		2	221	WYFE	495	72	79	10	15	5	89	22	14		2	177	WYFE	21.8	42.1	31.3	6.2	11.2	4.4	47.1	8.9	8.4		1.6	59.4
1047	236	165	15	22	8	212	108	26	13	5	237	WZOK	672	120	114	15	15	8	115	73	26	13	5	168	WZOK	29.6	70.2	45.2	9.3	11.2	7.0	60.8	29.6	15.6	9.4	4.1	56.4
517	14	66	41	66	44		34	46	37	27	7	WBBM	314	14	44	41	31	28		23	25	24	16	7	WBBM	13.8	8.2	17.5	25.3	23.1	24.6		9.3	15.0	17.3	13.1	2.3
213			6	52	5		10	44	22	5	31	WFAW FM	50			6	13	5			3	6	5	3	WFAW FM	2.2			3.7	9.7	4.4			1.8	4.3	4.1	1.0
916	40	92	51	106	83		73	74	84	81	75	WGN	461	26	61	51	53	58		27	31	32	38	16	WGN	20.3	15.2	24.2	31.5	39.6	50.9		10.9	18.6	23.0	31.1	5.4
475			35	16	12		10	22	18	9	29	WIND	48			5	12				3	6	9	3	WIND	2.1			3.7	10.5				1.8	4.3	7.4	1.0
1059	105	207	76	18	3	140	160	44	11	18	262	WLS	424	65	103	6		3	57	63	22	11	7	87	WLS	18.7	38.0	40.9	3.7		2.6	30.2	25.5	13.2	7.9	5.7	29.2
1365	102	179	205	85	80	66	150	130	76	65	101	WMAQ	521	48	47	65	47	32	32	52	52	31	14	34	WMAQ	22.9	28.1	18.7	40.1	35.1	28.1	16.9	21.1	31.1	22.3	11.5	11.4
TOTAL LISTENING IN METRO SURVEY AREA												2133	164	245	155	134	103	182	236	156	130	117	285		93.8	95.9	97.2	95.7	99.9	90.4	96.3	95.5	93.4	93.5	95.9	95.6	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

SACRAMENTO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17 %														
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64															
48	1		1	3	7		6	8	8	4	2	KAER	37			1	2	5		6	7	7	3		KAER	2	7			1.2	2.0	7.5		3	7	7.0	6	9	3	5											
12				2	1			4		3		*KAHI	9				2					4		2		*KAHI	7				2	0				4	0		2	4											
110	3	7	7	13	14	4	5	12	16	15	2	KCTC	70	3	7	6	10	7	2	4	12	8	8	2	KCTC	5.1	2.5	4	4	7.1	9.9	10	4	1	6	2	5	12	0	7	9	9	4	1	3						
25	1	1	2	2	2	2	2	1	2	2		KEBR	15			2	1	2	2	2	1		1		KEBR	1.1				2.4	1.0	3.0	1.6	1	2	1	0					1	2								
122	1	4	5	12	10	2	4	12	16	21		KEWT	87	1	4	3	11	7	2	3	9	11	18		KEWT	6	3	8	2	5	3	6	10	9	10	4	1	6	1	9	9	0	10	9	2	1	2				
91	2	7	5	11	12	1	4	2	11	9		KFBK	51		4	3	10	6	1	2	1	9	5		KFBK	3	7		2	5	3	6	9	9	9	0	8	1	2	1	0	8	9	5	9						
13	1		2			1	2	3	1		1	KFIA	12	1		2			1	2	3			1	KFIA	.9	8		2	4					8	1	2	3							6						
48		1	4	4	11		2	4	10	7		KGMS	41		1	4	4	6		2	4	8	7		KGMS	3	0		6	4	8	4	0	9	0	1	2	4	0	7	9	8	2								
84	1	3	10	8	5	2	5	6	9	14	1	KGNR	71	1	2	8	7	5	2	4	6	7	11	1	KGNR	5	2	8	1	3	9	5	6	9	7	5	1	6	2	5	6	0	6	9	12	9	6				
66	5	14	8	4	2	7	20	3	3			KHYL	59	5	11	8	4	2	5	18	3	3		KHYL	4	3	4	2	6	9	9	5	4	0	3	0	4	0	11	2	3	0	3	0							
30			2	3	8		1	8		3	5	KPIP	19			1	3	8		1	3		3		KPIP	1	4			1	2	3	0	11	9		6	3	0					3	5						
50	4	11	1	2	1	7	7	1	2		14	KPOP	50	4	11	1	2	1	7	7	1	2		14	KPOP	3	6	3	4	6	9	1	2	0	1	5	5	6	4	3	1	0	2	0			9	0			
196	6	11	31	28	11	6	15	24	21	13	7	KRAK	114	5	7	18	20	5	4	5	13	14	10	2	KRAK	8	3	4	2	4	4	21	4	19	8	7	5	3	2	3	1	13	0	13	9	11	8	1	3		
153	26	15	7	3		15	30	5	1		50	KSFM	108	14	9	2	2		12	24	4	1		40	KSFM	7	9	11	9	5	7	2	4	2	0			9	6	14	9	4	0	1	0			25	6		
51	9	7	1	2		14	8	3	4		3	KWOD	42	7	6	1	2		12	7	2	3		2	KWOD	3	1	5	9	3	8	1	2	2	0			9	6	4	3	2	0	3	0			1	3		
31	7	6	3	1		5	3	4	1		1	KXOA	26	2	6	3	1		5	3	4	1		1	KXOA	1	9	1	7	3	8	3	6	1	0			4	0	1	9	4	0	1	0			6			
102	5	14	3	4		30	26	6	4		4	KXOA FM	83	4	14	3	4		18	25	3	4		3	KXOA FM	6	1	3	4	8	8	3	6	4	0			14	4	15	5	3	0	4	0			1	9		
24	4	8	1		1	1	7		1	1		KYLO	14	4	4	1			1	4					KYLO	1	0	3	4	2	5	1	2				8	2	5												
249	75	27	3	1		32	14	2	2		91	KZAP	180	49	22	2	1		20	10	2	2		71	KZAP	13	1	41	5	13	8	2	4	1	0			16	0	6	2	0	2	0					45	5	
-----STATION(S) DETERMINED TO HAVE RUN ON-AIR SURVEY ANNOUNCEMENTS-----																																																			
43		1	4	3	8			2	3	8		KCBS	15			1	1	2					2		KCBS	1	1			1	2	1	0	3	0											2	4				
62	5	14	3		2	10	9	3	2		14	KFRC	17	1	4	1			4	3		1		3	KFRC	1	2	8	2	5	1	2				3	2	1	9					1	0		1	9			
85		3	8	8	7	3	2	7	11	7		KGO	42		1	4	4	3	2	1	4	7	4		KGO	3	1		6	4	8	4	0	4	5	1	6	6	4	0	6	9	4	7					6		
70	8	14	8	4	7	2	6	4	5	1	2	KNBR	25	6	5		2	2	1	2	2	2		1	KNBR	1	8	5	1	3	1		2	0	3	0	.8	1	2	2	0	2	0					6			
31		3	6	6	1		1	7		2		KSFO	8		1	1	4						1			KSFO	6			6	1	2	4	0													1	2			
31	1	6	2			8	5	2	2		5	KROY	30	1	6	2			7	5	2	2		5	KROY	2	2	8	3	8	2	4				5	6	3	1	2	0	2	0			3	2				
79	9	24	1			17	10	2	1	2	13	KROY FM	57	7	20	1			12	10	1	1	2	3	KROY FM	4	2	5	9	12	6	1	2				9	6	6	2	1	0	1	0			2	4	1	9	
TOTAL LISTENING IN METRO SURVEY AREA												1371	118	159	84	101	67	125	161	100	101	85	156																												

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

SACRAMENTO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
877	56	13	52	48	108		59	124	114	69	39	KAER	575	17	13	52	33	70		59	96	76	49		KAER	67	2.4	15	84	58	157		66	147	133	105	
184	8		11	19	22			19	9	37		*KAHI	129	8		11	19	9		19	9	21		*KAHI	15	11		18	33	20			29	16	45		
1291	17	79	142	126	110	48	92	123	152	95	88	KCTC	899	17	79	94	101	65	21	79	99	124	69	66	KCTC	106	24	92	151	177	146	29	88	151	216	147	59
354	12	24	20	25	19	21	25	44	44	32	13	KEBR	254	8	19	20	8	15	21	16	26	23	25	13	KEBR	30	11	22	32	14	34	29	18	40	40	53	12
1519	25	72	91	188	113	48	116	153	227	156	6	KEWT	1025	25	66	63	137	71	35	75	120	142	110		KEWT	120	35	77	101	240	159	48	84	183	248	235	
1737	57	173	128	193	204	57	97	120	150	153	36	KFBK	1053	8	103	74	140	125	29	55	60	94	110	36	KFBK	124	1.1	120	119	246	280	40	61	92	164	235	32
280	25	13	34	8		14	26	55	21		32	KFIA	248	25	13	20	8		14	22	55	7		32	KFIA	29	35	15	32	14		19	25	84	12		29
731		33	49	72	68		57	74	99	68	54	KGMS	616		33	46	72	49		57	68	78	68	54	KGMS	72		39	74	126	110		64	104	136	145	49
1499	17	108	187	150	108	35	95	122	142	171	27	KGNR	1190	17	103	139	116	103	35	85	99	95	117	27	KGNR	140	24	120	224	204	231	48	95	151	166	250	24
1240	79	245	151	35	34	178	323	101	39		25	KHYL	941	76	183	136	32	15	141	236	85	21		7	KHYL	110	107	214	219	56	34	194	263	130	37		6
263		13	39	13	29	28	11	31	18	33	44	KPIP	185		13	19	9	29	28	11	15	14	33	14	KPIP	22		15	31	16	65	39	12	23	24	71	13
479	59	70	18	41	7	70	66	29	18	6	95	KPOP	476	59	70	18	41	7	70	66	29	15	6	95	KPOP	56	83	82	29	72	16	96	74	44	26	13	86
2529	98	150	384	180	183	133	252	282	220	150	200	KRAK	1398	78	101	205	115	65	111	117	179	133	102	98	KRAK	164	110	118	330	202	146	153	130	274	232	218	88
2202	265	196	110	60	25	334	305	149	63	6	656	K5FM	1632	210	144	84	28	7	270	227	122	31	6	503	K5FM	192	295	168	135	49	16	371	253	187	54	13	453
1116	118	153	58	32	19	208	168	74	77	7	175	KWOD	881	78	141	38	32		192	144	46	51	6	143	KWOD	103	110	165	61	56		264	161	70	89	13	129
666	64	146	20	26		81	121	75	22	12	90	KXOA	574	27	123	20	26		81	99	75	22	12	80	KXOA	67	38	144	32	46		111	110	115	38	26	72
1424	103	240	73	40	19	347	264	99	69	4	129	KXOA FM	1157	63	240	57	39		262	241	76	49		120	KXOA FM	136	88	280	92	68		360	269	116	86		108
270	45	52	33	9	21	16	50		10	20	14	KYLO	183	45	27	19	9	8	14	34		7	6	14	KYLO	21	63	32	31	16	18	19	38		12	13	13
2754	571	331	76	45	22	367	216	35	57	6	968	KZAP	1931	387	240	54	41	9	252	145	29	50	6	680	KZAP	227	544	280	87	72	20	347	162	44	87	13	613
802		49	103	95	110		5	48	62	96		KCBS	232			20	23	28				17	38		KCBS	27			32	40	63				30	81	
1895	201	327	146	47	35	316	318	109	27	21	326	KFRC	772	72	124	65	23	9	164	125	22	23	14	131	KFRC	91	101	145	105	40	20	226	139	34	40	30	118
1329	17	69	162	138	123	59	98	93	133	96	22	KGO	553	17	20	56	81	42	24	18	38	71	37	20	KGO	65	24	23	90	142	94	33	20	58	124	79	18
1460	127	220	136	102	102	59	123	136	111	48	112	KNBR	498	70	87	18	61	28	31	23	39	51	6	48	KNBR	58	98	102	29	107	63	43	26	60	89	13	43
642	7	82	79	82	44		50	66	32	59	3	KSFO	159		32	9	41	7		5	7	15	6		KSFO	19		37	14	72	16		6	11	26	13	
STATION(S) DETERMINED TO HAVE RUN ON-AIR SURVEY ANNOUNCEMENTS																																					
1050	72	115	65	17	9	254	153	52	32	14	231	KROY	995	72	115	65	17	9	226	126	52	32	14	231	KROY	117	101	134	105	30	20	311	140	80	56	30	208
1404	247	283	48		17	314	127	45	23	6	266	KROY FM	1115	219	232	48		17	217	117	40	22	6	169	KROY FM	131	308	271	77		38	298	130	61	38	13	152
TOTAL LISTENING IN METRO SURVEY AREA												8055	686	835	602	518	396	715	885	646	544	443	1068	94.5	96.3	97.5	96.9	90.9	88.8	98.9	98.7	98.8	94.9	94.7	96.2		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %														
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64															
69	7	10	1			14	11	2			23	WIOG	31	3	3	1					7	6	1			10	WIOG	11.3	11.5	10.7	5.6					24.1	16.7	4.8			31.3										
63	3	10	7	6	3	3	11	9	3	2	5	WKCQ	37	1	7	4	3	2	1	7	4	2	2	3	WKCQ	13.5	3.8	25.0	22.2	23.1	22.2	3.4	19.4	19.0	14.3	14.3	9.4	9.4													
36	2	10			1	3	17				2	*WKNX	9	1	1		1	2	4						1	*WKNX	3.3	3.8	3.6			11.1	6.9	11.1																	
17	1	1	2	1	1	3	1	1		1	3	WSAM	11		1	2	1		3	1					1	WSAM	4.0		3.6	11.1	7.7		10.3	2.8					3.1												
101		3	11	7	5	1	4	5	10	6		WSGW	46		3	4	4	3	1	3	5	7	4		WSGW	16.7		10.7	22.2	30.8	33.3	3.4	8.3	23.8	50.0	28.6															
28	3	4	2	2		5	4	2			5	WWWS	28	3	4	2	2		5	4	2			5	WWWS	10.2	11.5	14.3	11.1	15.4		17.2	11.1	9.5					15.6												
7		2			2					1		*WBCM	2		1											*WBCM	.7		3.6																						
2								1			1	WFDF	1							1						WFDF	.4								2.8																
4	2					1	1					WFMK	3	1					1	1						WFMK	1.1	3.8					3.4	2.8																	
101	5		6	3	6	9	4	22	9	14	5	WGER	35			2	2	2	1	4	7	3	5		WGER	12.7			11.1	15.4	22.2	3.4	11.1	33.3	21.4	35.7															
6			1	2		1				1		WGMZ	3			1	1		1							WGMZ	1.1			5.6	7.7		3.4																		
113	24	23	2			16	10	2			36	WHNN	39	13	6				5	2				13	WHNN	14.2	50.0	21.4				17.2	5.6						40.6												
28	1		1	1	2					3	2	WJR	7	1		1										WJR	2.5	3.8		5.6																					
3	1					1					1	WWCK	2	1					1							WWCK	.7	3.8					3.4																		
47	1	8		7	5		2	17	2	1	3	*WXOX	5	1	1					1	1		1			*WXOX	1.8	3.8	3.6					2.8	4.8				7.1												
TOTAL LISTENING IN METRO SURVEY AREA												275	26	28	18	13	9	29	36	21	14	14	32																												

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %																
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %											
1102	135	45	32	10	6	176	152	42	25	3	352	WIOG	532	49	63	32	3	6	94	76	28	12	3	155	WIOG	29	2	35	5	32	0	24	2	2	8	6	3	63	9	37	8	20	6	11	0	3	0	60	1				
1034	78	62	139	74	36	49	102	157	72	35	95	WKCC	484	31	88	61	36	26	23	58	46	31	28	39	WKCC	26	6	22	5	44	7	46	2	34	0	27	4	15	6	28	9	33	8	28	4	28	3	15	1				
571	46	93	60	5	26	81	102	13	15	14	69	*WKXN	255	19	21	13	5	18	39	53	13	15	14	19	*WKXN	14	0	13	8	10	7	9	8	4	7	18	9	26	5	26	4	9	6	13	8	14	1	7	4				
407	39	38	20	19	20	56	48	28	17	25	67	WSAM	313	16	38	20	12	9	56	48	10	17	16	41	WSAM	17	2	11	6	19	3	15	2	11	3	9	5	38	1	23	9	7	4	15	6	16	2	15	9				
903	14	54	97	97	70	31	51	57	75	88	41	WSGW	560	14	54	52	59	46	20	42	47	41	43	34	WSGW	30	7	10	1	27	4	39	4	55	7	48	4	13	6	20	9	34	6	37	6	43	4	13	2				
266	31	20	20	13	5	45	28	20	8	5	61	WWWS	255	31	20	20	13	5	45	28	20	8	5	50	WWWS	14	0	22	5	10	2	15	2	12	3	5	3	30	6	13	9	14	7	7	3	5	1	19	4				
373	24	51	59	18	22	21	4	39	9	32	29	*WBCM	82	4	17	6	8		4	4	2	4	6	5	*WBCM	4	5	2	9	8	6	4	5	7	5		2	7	2	0	1	5	3	7	6	1	1	9					
186	32	17	27	3	13	7	15	5	17	2	30	WFDK	91	4	17	9	3	2	7	15	5	2	2	7	WFDK	5	0	2	9	8	6	6	8	2	8	2	1	4	8	7	5	3	7	1	8	2	0	2	7				
112	64	22	3			9	7			3	4	WFMK	40	9	5	3			9	7			3	4	WFMK	2	2	6	5	2	5	2	3				6	1	3	5				3	0	1	6						
972	31	15	107	71	62	54	44	154	94	102	52	WGER	419	11	15	31	46	27	26	35	62	30	45	10	WGER	23	0	8	0	7	6	23	5	43	4	28	4	17	7	17	4	45	6	27	5	45	5	3	9				
60			6	10		12		2	9	6		WGMZ	39			6	3		12		2	3	6		WGMZ	2	1				4	5	2	8		8	2		1	5	2	8	6	1									
1438	255	232	50	11	10	234	193	45	9		392	WHNN	493	106	65	11	4		76	58	16	3	147	WHNN	27	1	76	8	33	0	8	3	3	8		51	7	28	9	11	8	2	8			57	0						
371	28	5	33	28	48	4	5	14	40	16	4	WJR	124	9	5	19	9	17	4	5	4	10	2	4	WJR	6	8	6	5	2	5	14	4	8	5	17	9	2	7	2	5	2	9	9	2	0	1	6					
149	63	3				33	4	12			34	WWCK	69	27	3				22	4			13	WWCK	3	8	19	6	1	5					15	0	2	0							5	0							
445	7	72	16	61	64	4	32	61	50	28	13	*WXOX	118	7	24	16	8	8	4	18	9	6	11		*WXOX	6	5	5	1	12	2	12	1	7	5	8	4	2	7	9	0	6	6	5	5	11	1						
TOTAL LISTENING IN METRO SURVEY AREA												1767	134	186	129	103	84	147	201	131	105	91	256		97	0	97	1	94	4	97	7	97	2	88	4	99	9	99	9	96	3	96	3	91	9	99	2					

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

ST. LOUIS
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
372	53	63	14			65	92	24	22		24	*KADI	357	53	63	14			65	92	24	22		24	*KADI	1 9	3 9	3 2	1 0			4 3	4 5	1 6	1 9			9											
1706	212	211	77	41	11	388	283	139	10	27	247	KADI FM	1634	212	211	77	41	11	338	270	139	10	18	247	KADI FM	8 5	15 6	10 7	5 5	3 7	1 1	22 3	13 2	9 3	8	1 6	9 7												
878	81	36	23	71	39	99	105	106	95	49	141	KATZ	870	81	36	23	71	39	99	105	98	95	49	141	KATZ	4 5	6 0	1 8	1 6	6 4	3 8	6 5	5 1	6 6	8 0	4 2	5 6												
290		28	14	14	55	16	11	23	31	74	12	KCFM	259		28	14	14	44	16	11	23	31	66	12	KCFM	1 3		1 4	1 0	1 3	4 3	1 1	5	1 5	2 6	5 7	5												
2652	77	156	206	279	249	66	251	298	325	336	82	KEZK	2353	77	150	175	265	214	59	239	272	307	294	56	KEZK	12 2	5 7	7 6	12 4	23 9	21 0	3 9	11 6	18 3	25 9	25 4	2 2												
164			23	13		23	12	22	17	6	28	KIRL	164			23	13		23	12	22	17	6	28	KIRL		9		1 6	1 2		1 5	6	1 5	1 4		5 1 1												
2665	283	290	112	36		403	360	125	61	13	936	KMJM	2569	276	290	112	36		385	360	109	61	13	881	KMJM	13 3	20 4	14 8	7 9	3 2		25 4	17 5	7 3	5 2	1 1	34 7												
10003	424	931	1005	825	961	227	630	748	755	807	462	KMOX	7800	269	750	828	653	747	209	512	628	602	647	328	KMOX	40 5	19 9	38 2	58 7	58 9	73 5	13 8	24 9	42 2	50 8	55 9	12 9												
2561	114	255	265	123	98	203	484	208	230	169	140	KMOX FM	2127	114	198	258	98	91	182	394	202	158	118	125	KMOX FM	11 0	8 4	10 1	18 3	8 8	8 9	12 0	19 2	13 6	13 3	10 2	4 9												
3471	196	383	401	218	228	173	341	341	260	157	230	KSD	2430	69	241	287	194	200	53	242	245	186	140	119	KSO	12 6	5 1	12 3	20 4	17 5	19 7	3 5	11 8	16 5	15 7	12 1	4 7												
2800	262	316	126	64	87	312	522	226	90	91	419	KSD FM	2173	200	363	107	64	67	298	431	190	59	77	216	KSD FM	11 3	14 8	18 5	7 6	5 8	6 6	19 7	21 0	12 8	5 0	6 7	8 5												
3357	803	604	80	50	13	501	320	79	53	35	741	KSHE	3014	698	556	72	50	13	443	316	79	53	29	627	KSHE	15 6	51 5	28 3	5 1	4 5	1 3	29 3	15 4	5 3	4 5	2 5	24 7												
3454	365	321	228	43	25	585	544	258	81	66	819	KSLQ	3031	265	285	222	43	25	482	482	245	81	63	719	KSLQ	15 7	19 6	14 5	15 7	3 9	2 5	31 9	23 5	16 5	6 8	5 4	28 3												
3774	319	330	230	127	70	355	858	328	164	118	371	KXOK	2665	179	370	201	110	50	148	721	277	121	96	167	KXOK	13 8	13 2	18 8	14 3	9 9	4 9	9 8	35 1	18 6	10 2	8 3	6 6												
750	71	68	33	10	20	75	118	79	23	32	201	WESL	750	71	68	33	10	20	75	118	79	23	32	201	WESL	3 9	5 2	3 5	2 3	9	2 0	5 0	5 7	5 3	1 9	2 8	7 9												
459	14		14	28	116		15	35	41	70		*WEW	386	14		14	28	66		15	35	39	49		*WEW	2 0	1 0		1 0	2 5	6 5		7	2 4	3 3	4 2													
247			24	10			5	24	18	41		WGNU	247			24	10			5	24	18	41		WGNU	1 3				2 2	1 0		2	1 6	1 5	3 5													
445	17	22	55	10	20	45	28	49	43	27		*WIBV	445	17	22	55	10	20	45	28	49	43	27		*WIBV	2 3	1 3	1 1	3 9	9	2 0	3 0	1 4	3 3	3 6	2 3													
1954	71	226	273	176	162	114	211	170	162	94	116	WIL	1823	71	105	257	176	162	60	198	162	162	94	97	WIL	9 5	5 2	5 3	18 2	15 9	15 9	4 0	9 6	10 9	13 7	8 1	3 8												
3179	285	350	335	253	188	258	364	355	197	153	237	WIL FM	2624	198	314	297	227	160	175	311	334	146	137	181	WIL FM	13 6	14 6	16 0	21 1	20 5	15 7	11 6	15 1	22 5	12 3	11 8	7 1												
171	23	6		24		33	22	40		11	12	WMRY	171	23	6		24		33	22	40		11	12	WMRY	9	1 7	3		2 2		2 2	1 1	2 7		1 0	5												
2460	25	208	209	261	252	35	155	213	340	246	90	WRTH	2338	25	108	202	261	237	35	155	199	333	219	90	WRTH	12 1	1 8	5 5	14 3	23 5	23 3	2 3	7 5	13 4	28 1	18 9	3 5												
846	135	127	45		11	158	144	58	6	8	133	WZEN	791	135	127	45			122	144	58	6		133	WZEN	4 1	10 0	6 5	3 2			8 1	7 0	3 9	5		5 2												
-----STATION(S) DETERMINED TO HAVE RUN ON-AIR SURVEY ANNOUNCEMENTS-----																																																	
1705	365	225	23	21		311	108	44	33	20	610	KWK	1483	250	125	23	21		283	108	44	33	20	553	KWK	7 7	18 5	6 4	1 6	1 9		18 7	5 3	3 0	2 8	1 7	21 8												
3557	648	297	38	28	18	540	270	162	41	10	1362	WWWK	3297	558	397	38	28	9	504	270	162	41	10	1252	WWWK	17 1	41 2	20 2	2 7	2 5	9	33 3	13 2	10 9	3 5		9 49 3												
TOTAL LISTENING IN METRO SURVEY AREA													18586	1335	1898	1396	1080	1007	1488	2021	1475	1128	1115	2486														96 5	98 5	96 7	99 0	97 4	99 0	98 3	98 4	99 2	95 3	96 4	97 9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

SALINAS-SEASIDE-MONTEREY
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12- 17 %
	18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64	
20		1	3	3		1	3	2	5		2	*KCTY	18		1	2	3		1	2	2	5		2	*KCTY	4.7		2.0	9.1	15.8		3.0	4.9	10.0	22.7		5.1
14	1	1	1		2		1			1	6	KDON	2		1	1								6	KDON	5		2.0	4.5								
101	33	14	4	1		14	8	3	2		22	KDON FM	66	24	10	3			10	7	2	1		9	KDON FM	17.1	37.5	20.4	13.6		30.3	17.1	10.0	4.5		23.1	
6				5						1		KESE	2			1							1	KESE	.5			5.3							4.8		
36	3	4	1		1	6	3	3	1	1	13	KIDD	35	3	4	1		1	5	3	3	1	1	13	KIDD	9.0	4.7	8.2	4.5		5.3	15.2	7.3	15.0	4.5	4.8	33.3
18	5	3				2	5				3	KLRB	14	4	3				1	4				2	KLRB	3.6	6.3	6.1			3.0	9.8					5.1
4		1		1							1	KOCN	4		1		1							1	KOCN	1.0		2.0		5.3						2.6	
25	5	3	1	1	1	4	4	1	3		2	KOKQ	21	4	3	1	1		4	4	1	1		2	KOKQ	5.4	6.3	6.1	4.5	5.3		12.1	9.8	5.0	4.5		5.1
11	4	3				1	1	1				*KRAY	11	4	3	1			1	1	1				*KRAY	2.8	6.3	6.1	4.5		3.0	2.4	5.0				
2								1	1			*KRKC	2								1	1			*KRKC	5						5.0	4.5				
28	5	2	2	2	1	1	3	4	2		2	KTOM	27	5	2	2	2	1	1	3	4	2		2	KTOM	7.0	7.8	4.1	9.1	10.5	5.3	3.0	7.3	20.0	9.1		5.1
27	4	5	3			3	8	2	1	1		KWAV	19	2	3	2			3	6	1	1	1		KWAV	4.9	3.1	6.1	9.1		9.1	14.6	5.0	4.5	4.8		
38	1	2		2	5	2	1	1	2	7		KWYT	25	1	2		2	4	1	1	1	2	4		KWYT	6.5	1.6	4.1		10.5	21.1	3.0	2.4	5.0	9.1	19.0	
6		1		2		1	1			1		KARA	5		1		2			1			1		KARA	1.3		2.0		10.5		2.4				4.8	
29		1	4	2	3		1	3	4	5		KBAY	13		1	1	2	1		1	1	2	2		KBAY	3.4		2.0	4.5	10.5	5.3	2.4	5.0	9.1	9.5		
41	2	1	1	5	5				3	4		KCBS	16		1	1		5					1		KCBS	4.1		2.0	4.5		26.3					4.8	
25	8	2	5		1	1	2	1	1	4		KFAT	10	6	2				1	1					KFAT	2.6	9.4	4.1			3.0	2.4					
7	2	1				1				3		KFRC	3	2	1										KFRC	8	3.1	2.0									
79	1	6	6	8	5	2	2	2	9	8		KGO	25	1	2	1	2	2		1	1	3	4		KGO	6.5	1.6	4.1	4.5	10.5	10.5	2.4	5.0	13.6	19.0		
-1												KKHI	-1												KKHI	5				5.3							
4				1						1		KKHI FM	2				1								KKHI FM	5				5.3							
4				1						1		TOTAL	2				1								TOTAL	5				5.3							
19		3	1	1	1	1	2	1		2		KNBR	7		1	1	1	1			1				KNBR	1.8		2.0	4.5	5.3	5.3		5.0				
14			2	1			1					KOMY	2				1								KOMY	5			5.3								
20			1		1		1		5	2		*KSCO	3												*KSCO	8										4.8	
8					3				1	2		*KSCO FM	1												*KSCO FM	3										4.8	
8	3		1			1				3		KSJO	6	2		1							3		KSJO	1.6	3.1		4.5							7.7	
5	1	1	1			1	1					KSOL	5	1	1	1			1	1					KSOL	1.3	1.6	2.0	4.5		3.0	2.4					
2										2		KVNO FM	2													KVNO FM	5										5.1
TOTAL LISTENING IN METRO SURVEY AREA												387	64	49	22	19	19	33	41	20	22	21	39														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

SALINAS-SEASIDE-MONTEREY
SPRING 1981

MONDAY-SUNDAY
6. 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
134	9	15	20	9	2	6	23	10	18		17	*KCTY	117	9	15	12	9	2	6	14	10	18		17	*KCTY	50	2.8	5.9	7.9	6.9	1.7	3.2	6.1	6.2	12.9		6.0	
337	32	35	19	19	27	31	31	13	13	22	52	KDON	181	13	35	19	10	10	10	14	13	13	14	15	KDON	77	4.0	13.8	12.5	7.6	8.4	5.3	6.1	8.0	9.4	11.4	5.3	
1227	322	156	67	34	8	179	134	41	31	9	230	KDON FM	822	210	107	48	14	8	124	107	35	18	9	133	KDON FM	34.8	64.8	42.3	31.6	10.7	6.7	65.3	46.5	21.6	12.9	7.3	47.0	
126	18	7	3	28	13	4	6	6	6	11	7	KESE	94	18	7	3	11	13	4	6	6	6	11	7	KESE	40	5.6	2.8	2.0	8.4	10.9	2.1	2.6	3.7	4.3	8.9	2.5	
743	173	78	27	17	19	106	69	34	24	22	151	KIDD	722	173	78	27	17	19	85	69	34	24	22	151	KIDD	30.6	53.4	30.8	17.8	13.0	16.0	44.7	30.0	21.0	17.3	17.9	53.4	
274	55	52	6		3	47	53	3		3	52	KLRB	199	35	52	6		3	26	36	3		3	35	KLRB	8.4	10.8	20.6	3.9		2.5	13.7	15.7	1.9		2.4	12.4	
145	6	18	10	7	3	10	12	3	8	13	26	KOCN	130	6	18	10	7	3	10	12	3	8	5	26	KOCN	5.5	1.9	7.1	6.6	5.3	2.5	5.3	5.2	1.9	5.8	4.1	9.2	
311	50	38	11	3	12	52	41	9	23	14	58	KOKQ	227	30	38	3	3	3	31	41	9	6	5	58	KOKQ	9.6	9.3	15.0	2.0	2.3	2.5	16.3	17.8	5.6	4.3	4.1	20.5	
116	32	15	12			16	6	10	8		17	*KRAY	116	32	15	12			16	6	10	8		17	*KRAY	4.9	9.9	5.9	7.9			8.4	2.6	6.2	5.8		6.0	
47		8		1	3	1	2	7	8		9	*KRKC	47		8		1	3	1	2	7	8		9	*KRKC	2.0		3.2		.8	2.5	5	9	4.3	5.8		3.2	
328	60	27	16	22	27	17	28	24	17	21	29	KTOM	296	60	27	16	22	18	17	28	24	17	13	29	KTOM	12.5	18.5	10.7	10.5	15.8	15.1	8.9	12.2	14.8	12.2	10.6	10.2	
501	82	72	55	16	3	46	89	41	28	10	35	KWAV	358	42	48	41	7	3	46	61	19	21	10	35	KWAV	15.2	13.0	19.0	27.0	5.3	2.5	24.2	26.5	11.7	15.1	8.1	12.4	
421	13	25	5	15	52	39	17	10	36	63	2	KWYT	291	13	25	5	15	34	18	17	10	36	38	2	KWYT	12.3	4.0	9.9	3.3	11.5	28.6	9.5	7.4	6.2	25.9	30.9	.7	
85		11	15	3	5	27	18			3	3	KARA	49		11		3	5	6	18			3	3	KARA	2.1		4.3		2.3	4.2	3.2	7.8			2.4	1.1	
469		19	53	43	67	6	32	30	64	51	5	KBAY	228		19	24	24	26	6	23	13	28	21	5	KBAY	9.7		7.5	15.8	13.3	21.8	3.2	10.0	8.0	20.1	17.1	1.8	
563	97	21	47	55	51	3	7	12	49	45	4	KCBS	265	25	21	20	17	33	3	7	12	23	23	4	KCBS	11.2	7.7	8.3	13.2	13.0	27.7	1.6	3.0	7.4	16.5	18.7	1.4	
369	69	32	50	12	33	42	36	32	30	10	19	KFAT	144	49	16	9	3	1	20	19	11	5	5	2	KFAT	6.1	15.1	6.3	5.9	2.3	8	10.5	8.3	6.8	3.6	4.1	.7	
280	55	31	7		3	53	28	21		9	71	KFRC	159	43	16	3		3	19	19	11		9	34	KFRC	6.7	13.3	6.3	2.0		2.5	10.0	8.3	6.8		7.3	12.0	
951	77	56	66	80	99	67	36	42	72	81	20	KGO	368	25	40	30	26	41	4	28	21	37	46	3	KGO	15.6	7.7	15.8	19.7	19.8	34.5	2.1	12.2	13.0	26.6	37.4	1.1	
3		4	11	7								KKHI	3													KKHI	1											
62		4	11	7								KKHI FM	36		4	3	7				3	3	3			KKHI FM	1.5		1.6	2.0	5.3		1.9	2.2	2.4		2.4	
62		4	11	7								TOTAL	36		4	3	7				3	3	3			TOTAL	1.5		1.6	2.0	5.3		1.9	2.2	2.4		2.4	
376	12	59	15	16	21	42	46	27	9	23	5	KNBR	175	28	15	16	21		20	16	9	15	5	5	KNBR	7.4		11.1	9.9	12.2	17.6		8.7	9.9	6.5	12.2	1.8	
164			22	12	10	25	9		19	5		KOMY	29			3	10	4				3	5			KOMY	1.2				2.3	8.4	2.1		2.2	4.1		
408		4	15	12	36	21	31	13	65	37	2	*KSCO	96		4		12	9		5	3	15	13	2	*KSCO	4.1		1.6		9.2	7.6		2.2	1.9	10.8	10.6	7	
199		4		5	25	21			27	18	7	*KSCO FM	61		4		5	7				10	10	7	*KSCO FM	2.6		1.6		3.8	5.9			7.2	8.1	2.5		
254	108	3	21			51	5	3			63	KSJO	121	49	3	6			9	5	3		46	46	KSJC	5.1	15.1	1.2	3.9			4.7	2.2	1.9		16.3		
82	21	14	6	3		17	9			2	10	KSOL	82	21	14	6	3		17	9			2	10	KSOL	3.5	6.5	5.5	3.9	2.3		8.9	3.9			1.6	3.5	
37	4	2	1			6	2	2			19	KYNO FM	37	4	2	1			6	2	2		19	19	KYNO FM	1.6	1.2	.8	7			3.2	9	1.2		6.7		

TOTAL LISTENING IN METRO SURVEY AREA 2235 314 244 149 124 114 182 223 139 136 111 273 94.7 96.9 96.4 98.0 94.7 95.8 95.8 97.0 85.8 97.8 90.2 96.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

SALT LAKE CITY-OGDEN
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
75	6	18	7	3	1	9	13	8	8	1	1	KALL	74	6	18	7	2	1	9	13	8	8	1	1	KALL	6.8	6.1	13.3	9.2	3.0	2.0	7.6	11.0	8.9	12.1	2.2	.8
31	1	11	2			6	8	1		1	1	KALL FM	22	1	7	2		4	6	1			1	KALL FM	2.0	1.0	5.2	2.6			3.4	5.1	1.1		.8		
6	1	1					1					*KANN	6	1	1					1				*KANN	.5	1.0	.7					8					
4		1					1	2				KCGL	4		1					1	2			KCGL	.4		.7					.8	2.2				
75	6	10	3		1	16	10	3	2		23	KCPX	70	6	9	3		15	10	3	2		20	KCPX	6.4	6.1	6.7	3.9		2.0	12.6	8.5	3.3	3.0	16.3		
91	30	12	1			19	5	4			20	KCPX FM	69	19	9	1		14	4	4			18	KCPX FM	6.3	19.4	6.7	1.3			11.8	3.4	4.4		14.6		
56	11	10	1			10	7	4	4		9	KDAB	49	9	9	1		9	5	3	4		9	KDAB	4.5	9.2	6.7	1.3			7.6	4.2	3.3	6.1	7.3		
71	10	7	3	4		18	12	9	1		6	KISN	41	4	2	3	1	12	8	5	1		4	KISN	3.8	4.1	1.5	3.9	1.5		10.1	6.8	5.6	1.5	3.3		
19	2	3		2		3	2	1			6	KJQN	19	2	3		2	3	2	1			6	KJQN	1.7	2.0	2.2		3.0		2.5	1.7	1.1		4.9		
9		3	1		1		1	2			1	KLO	6		1	1			1	2			1	KLO	.5		7	1.3		2.0		.8	2.2				
111	1	2	1	17	14	2	2	5	11	22	1	KLUB	82	1	2	1	10	11	2	1	2	6	17	KLUB	7.5	1.0	1.5	1.3	14.9	22.4	1.7	.8	2.2	9.1	37.0		
13	3	4				2	2	1			1	KPRQ	13	3	4			2	2	1			1	KPRQ	1.2	3.1	3.0				1.7	1.7	1.1		.8		
6	1	1						2				KQPD	4	1	1									KQPD	.4	1.0	.7										
73	5	10	12	18	1	3	4	9	5	1	3	KRGO	63	2	10	10	18	1	2	4	6	5	1	3	KRGO	5.8	2.0	7.4	13.2	26.9	2.0	1.7	3.4	6.7	7.6	2.2	2.4
21	3	4				7	2				4	KRSP	19	3	4			5	2				4	KRSP	1.7	3.1	3.0				4.2	1.7			3.3		
58	12	5	1			8	2	2			28	KRSP FM	52	12	4	1		5	2	2			26	KRSP FM	4.8	12.2	3.0	1.3			4.2	1.7	2.2		21.1		
169	5	14	10	11	16	13	16	17	20	14	6	KSFI	100	4	8	5	10	11	8	11	11	12	7	KSFI	9.2	4.1	5.9	6.6	14.9	22.4	6.7	9.3	12.2	18.2	15.2		
194	14	24	18	11	14	10	29	19	13	10	6	KSL	121	6	15	13	9	6	8	18	13	8	4	3	KSL	11.1	6.1	11.1	17.1	13.4	12.2	6.7	15.3	14.4	12.1	8.7	2.4
25	3	1	9	2	1	1	3	2	1	1	1	KSOP	18	3	1	6	1	1	1	2	1	1	1	KSOP	1.6	3.1	7	7.9	1.5	2.0	.8	1.7	1.1	1.5	.8		
114	7	7	17	5	10	7	13	10	8	2	10	KSOP FM	72	7	5	8	5	7	6	9	6	6	8	KSOP FM	6.6	7.1	3.7	10.5	7.5	14.3	5.0	7.6	6.7	9.1	6.5		
17		3	1	6		1	1	1				*KSVN	8		3	1			1	1				*KSVN	.7		2.2	1.3			.8	1.1					
35		1	1	3	3			1		14		KSXX	25			2	3					13		KSXX	2.3			3.0	6.1					28.3			
18			2	2	3		1	1	5	1		KWHO FM	16		2	2	2		1	1	5	1		KWHO FM	1.5		2.6	3.0	4.1		.8	1.1	7.6	2.2			
11			3	2	2							KWMS	11		3	2	2								KWMS	1.0		3.9	3.0	4.1							
53	3	5	5	3	1	5	5	15	7	2	1	KZAN	46	1	5	4	2	1	3	5	15	7	1	1	KZAN	4.2	1.0	3.7	5.3	3.0	2.0	2.5	4.2	16.7	10.6	2.2	.8
66	8	6	1			18	9	1			23	KAYK	36	4	3			8	6	1			14	KAYK	3.3	4.1	2.2				6.7	5.1	1.1		11.4		
11	2	6					3					KRMQ	9	2	5				2						KRMQ	8	2.0	3.7					1.7				

TOTAL LISTENING IN METRO SURVEY AREA 1091 98 135 76 67 49 119 118 90 66 46 123

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

SALT LAKE CITY-OGDEN
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
1189	129	218	161	50	29	99	185	96	52	49	52	KALL	1149	129	209	152	45	27	92	185	96	44	49	52	KALL	16.0	19.9	25.9	30.0	11.3	8.3	13.8	22.7	18.5	10.9	14.3	5.1
734	75	181	54	21		161	135	16	19	9	60	KALL FM	582	58	141	54	4		118	117	12	19	7	52	KALL FM	8.1	8.9	17.5	10.7	1.0		17.7	14.4	2.3	4.7	2.0	5.1
79	21	10	5		2		7		3	4		*KANN	79	21	10	5		2		7		3	4		*KANN	1.1	3.2	1.2	1.0		6		9		7	1.2	
110		22	8				15	24	6	7	6	KCGL	103		18	8				12	24	6	7	6	KCGL	1.4		2.2	1.6				1.5	4.6	1.5	2.0	6
1634	199	221	37	13	44	305	206	116	28	2	404	KCPX	1421	191	184	25	10	38	265	189	94	21	2	350	KCPX	19.8	29.4	22.8	4.9	2.5	11.7	39.8	23.2	18.1	5.2	6	34.5
1323	324	196	23	4	14	228	87	55	9		374	KCPX FM	952	208	146	23	4	12	153	53	45	4		295	KCPX FM	13.3	32.0	18.1	4.5	1.0	3.7	23.0	6.5	8.7	1.0		29.1
1079	131	154	41	14	12	189	163	72	32		260	KDAB	940	113	129	36	14	12	159	140	59	32		240	KDAB	13.1	17.4	16.0	7.1	3.5	3.7	23.9	17.2	11.4	7.9		23.6
1257	152	159	79	49	3	183	183	116	35	27	196	KISW	898	118	77	64	33		118	146	82	28	19	155	KISW	12.5	18.2	9.5	12.6	8.3		17.7	17.9	15.8	6.9	5.5	15.3
405	30	35	22	23		58	40	47	13	4	127	KJQN	395	30	35	22	23		58	40	37	13	4	127	KJQN	5.5	4.6	4.3	4.3	5.8		8.7	4.9	7.1	3.2	1.2	12.5
303	27	57	22	12	17	37	24	31	12	12	39	KLO	258	27	51	22	12	17	21	24	25	12	4	30	KLO	3.6	4.2	6.3	4.3	3.0	5.2	3.2	2.9	4.8	3.0	1.2	3.0
1606	41	74	66	187	203	74	63	119	166	222	38	KLUB	1135	21	66	57	121	132	57	48	89	94	163	10	KLUB	15.8	3.2	8.2	11.3	30.3	40.7	8.6	5.9	17.2	23.2	47.5	1.0
358	42	55	12		7	75	51	24	6		66	KPRQ	355	42	55	12		7	75	48	24	6		66	KPRQ	4.9	6.5	6.8	2.4		2.2	11.3	5.9	4.6	1.5		6.5
78	5	7	5	8	11		9	6	7	4		KOPD	63	5	7	5	8	2		9		7	4		KOPD	9	8	9	1.0	2.0	6		1.1		1.7	1.2	
868	70	123	87	107	34	66	85	103	41	26	98	KRGO	642	32	120	68	77	24	43	66	70	35	26	58	KRGO	8.9	4.9	14.9	13.4	19.3	7.4	6.5	8.1	13.5	8.6	7.6	5.7
749	129	137	23		15	177	57	19	15	5	138	KRSP	580	112	108	18		15	138	37	16		2	100	KRSP	8.1	17.3	13.4	3.6		4.6	20.7	4.5	3.1		6.9.9	
1185	166	104	30		10	183	68	58		9	535	KRSP FM	1004	157	75	24		7	128	62	45		9	483	KRSP FM	14.0	24.2	9.3	4.7		2.2	19.2	7.6	8.7		2.6.47.6	
2458	103	186	171	172	183	183	249	253	221	173	213	KSFI	1533	68	123	114	140	103	85	178	174	157	93	93	KSFI	21.4	10.5	15.2	22.5	35.1	31.8	12.8	21.9	33.6	38.8	27.1	9.2
3277	256	165	240	236	215	196	359	255	179	200	249	KSL	2007	131	225	145	167	117	123	230	172	107	119	147	KSL	28.0	20.2	27.8	28.7	41.9	36.1	18.5	28.3	33.2	26.4	34.7	14.5
696	55	83	125	29	44	43	79	56	43	43	61	KSOP	622	46	83	111	16	41	43	69	45	43	35	55	KSOP	8.7	7.1	10.3	21.9	4.0	12.7	6.5	8.5	8.7	10.6	10.2	5.4
1276	90	113	155	70	83	97	133	124	73	22	192	KSOP FM	962	72	89	105	65	69	78	109	93	66	7	145	KSOP FM	13.4	11.1	11.0	20.8	16.3	21.3	11.7	13.4	18.0	16.3	2.0	14.3
151		13	21	24	2	11	7	29	4	6	7	*KSVN	98		7	21	13	2		7	22	4	6		*KSVN	1.4		9	4.2	3.3	6		9	4.2	1.0	1.7	
494	21	33	38	50	58	4	13	19	16	69	18	KSXX	385	21	20	24	45	48		10	12	10	62	13	KSXX	5.4	3.2	2.5	4.7	11.3	14.8		1.2	2.3	2.5	18.1	1.3
255		10	35	30	20	7	17	28	28	23		KWHO FM	211		6	31	24	15	7	17	28	28	15		KWHO FM	2.9		7	6.1	6.0	4.6	1.1	2.1	5.4	6.9	4.4	
322	26	41	47	44	33		5	12	5	28	14	KWMS	312	26	37	47	44	31		5	12	3	26	14	KWMS	4.3	4.0	4.6	9.3	11.0	9.6		6	2.3	7	7.6	1.4
558	49	93	36	36	20	55	66	67	32	12	66	KZAN	435	32	80	32	31	20	22	66	59	30	9	33	KZAN	6.1	4.9	9.9	6.3	7.8	6.2	3.3	8.1	11.4	7.4	2.6	3.3
1304	196	43	40		14	308	148	30	14	7	404	KAYK	827	126	83	27			174	113	24		7	273	KAYK	11.5	19.4	10.3	5.3			26.1	13.9	4.6		2.0.26.9	
128	32	55				7	34					KRMQ	112	32	43				7	30					KRMQ	1.6	4.9	5.3				1.1	3.7				

TOTAL LISTENING IN METRO SURVEY AREA 6833 622 768 493 372 299 647 787 513 382 312 388 95.2 95.8 95.0 97.4 93.2 92.3 97.1 96.7 99.0 94.3 91.0 97.3

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

SAN ANTONIO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
27	2	9			1	2	1	2	5		3	*KAPE	27	2	9			1	2	5		3	*KAPE	2.0	2.0	6.9			1.6	1.9	.7	1.6	5.4		1.7				
48	2	9	12	6	2		1	5	2	2	1	*KBUC	44	2	9	12	6	2		1	5	1	2	1	*KBUC	3.3	2.0	6.9	12.0	9.8	3.1		.7	4.0	1.1	2.6	.6		
7B	3	7	11	6	2	9	7	12	9	5	1	KBUC FM	58	3	4	7	3	1	5	7	11	6	5	1	KBUC FM	4.4	3.0	3.1	7.0	4.9	1.6	4.8	5.0	8.9	6.5	6.6	.6		
70	6	7	13	2		5	13	4	3	1	15	KCCW	40	3	3	11			3	7	3	2	1	7	KCCW	3.0	3.0	2.3	11.0			2.9	5.0	2.4	2.2	1.3	3.9		
115	4	4	4	10	7	2	6	4	20	10	1	KCOR	112	4	4	4	10	6	2	6	4	18	10	1	KCOR	8.5	4.0	3.1	4.0	16.4	9.4	1.9	4.3	3.2	19.4	13.2	.6		
40		2	3	5	5	2	3	6	6	5		*KEDA	39		1	3	5	5	2	3	6	6	5		*KEDA	2.9		.8	3.0	8.2	7.8	1.9	2.1	4.8	6.5	6.6			
17					1				3	2		*KGNB	16					1					3	2		*KGNB	1.2					1.6			3.2	2.6			
77	19	8	3			14	2				31	KISS	67	16	7	1			13	2				28	KISS	5.1	15.8	5.4	1.0			12.5	1.4				15.7		
70	7	3	4			13	9	2	2		28	KITY	69	7	3	4			12	9	2	2		28	KITY	5.2	6.9	2.3	4.0			11.5	6.4	1.6	2.2		15.7		
293	18	25	39	20	16	14	21	32	18	27	16	KKYX	111	8	7	22	5	10	3	7	15	4	9	5	KKYX	8.4	7.9	5.4	22.0	8.2	15.6	2.9	5.0	12.1	4.3	11.8	2.8		
24	1	4	2	1	3	1	1	1	1	1	5	KMAC	14	1	3	1		3					1	4	KMAC	1.1	1.0	2.3	1.0		4.7					1.3	2.2		
14		1	2	1	1		2	1	3		1	KMFM	13		1	2	1	1		2		3		1	KMFM	1.0			8	2.0	1.6	1.6		1.4		3.2	.6		
5								1			1	*KNBT	5										1			*KNBT	.4							8		1.3			
103	12	35	3	2		10	22	1	1	3	12	KONO	74	9	20	3			4	21	1	1	2	11	KONO	5.6	8.9	15.4	3.0			3.8	14.9	8	1.1	2.6	6.2		
143	3	8	13	11	16	2	12	17	14	17	2	KQXT	110	3	8	9	11	12	2	11	15	10	13	1	KQXT	8.3	3.0	6.2	9.0	18.0	18.8	1.9	7.8	12.1	10.8	17.1	.6		
124	14	6	2		2	26	13	9	3	1	47	KTFM	108	11	6	2			24	11	9	1	1	42	KTFM	8.2	10.9	4.6	2.0			23.1	7.8	7.3	1.1	1.3	23.6		
304	33	38	12	10	5	29	48	30	18	3	68	KTSA	154	18	18	8	6	1	13	27	24	10	1	25	KTSA	11.6	17.8	13.8	8.0	9.8	1.6	12.5	19.1	19.4	10.8	1.3	14.0		
8	1					2	3	2				KTUF	8	1					2	3	2					KTUF	.6	1.0					1.9	2.1	1.6				
17		1	1	1			1	3	4	1		*KUKA	17		1	1	1			1	3	4	1		*KUKA	1.3		.8	1.0	1.6			7	2.4	4.3	1.3			
44	1	2	4		4	7	8	6	4	4	1	KVAR	44	1	2	4		4	7	8	6	4	4	1	KVAR	3.3	1.0	1.5	4.0		6.3	6.7	5.7	4.8	4.3	5.3	6		
10		1			1				1	4		*KWED	9					1					1	4		*KWED	.7					1.6				1.1	5.3		
14					3		3	3	3			KWED FM	10								3	3	3			KWED FM	.8							2.4	3.2	3.9			
43	5	3		2		6	7		3		17	KZZY	37	5	3		2		5	4		2		16	KZZY	2.8	5.0	2.3		3.3		4.8	2.8		2.2		9.0		
161	3	18	7	13	17	2	6	7	6	24	1	WOAI	81	2	12	4	9	12	1	5	5	3	7		WOAI	6.1	2.0	9.2	4.0	14.8	18.8	1.0	3.5	4.0	3.2	9.2			
29	4	4			3	4	3	4	1	2	2	WOAI FM	27	4	4		3		4	3	4	1	2	2	WOAI FM	2.0	4.0	3.1			4.7	3.8	2.1	3.2	1.1	2.6	1.1		
TOTAL LISTENING IN METRO SURVEY AREA											1325	101	130	100	61	64	104	141	124	93	76	178																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

SAN ANTONIO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
277	25	39	5	7	10	21	39	26	28	14	37	*KAPE	277	25	39	5	7	10	21	39	26	28	14	37	*KAPE	3.2	3.0	4.7	.9	1.4	2.5	2.9	4.4	4.0	5.3	3.0	3.2	
597	27	84	67	80	29	23	41	26	36	73	14	*KBUC	488	27	59	67	66	29	23	41	26	26	60	6	*KBUC	5.7	3.3	7.1	11.6	13.6	7.1	3.1	4.6	4.0	4.9	12.8	5	
1127	58	121	124	94	36	137	107	96	67	98	74	KBUC FM	887	58	76	98	80	25	90	83	83	55	98	58	KBUC FM	10.4	7.0	9.1	17.0	15.4	6.2	12.3	9.4	12.8	10.4	20.9	5.0	
1077	145	68	93	43	5	109	139	88	59	35	181	KCCW	727	113	32	85	30	5	59	112	75	38	14	121	KCCW	8.5	13.7	3.8	14.7	6.2	1.2	8.0	12.7	11.6	7.2	3.0	10.3	
1002	23	50	96	103	72	33	66	47	129	96	48	KCOR	971	23	50	87	103	65	33	58	47	122	96	48	KCOR	11.4	2.8	6.0	15.1	21.1	16.0	4.5	6.6	7.3	23.1	20.4	4.1	
395		32	34	24	58	7	19	55	50	50	10	*KEOA	379		16	34	24	58	7	19	55	50	50	10	*KEDA	4.4		1.9	5.9	4.9	14.3	1.0	2.1	8.5	9.5	10.6	9	
168				10	8		6	5	28	17	11	*KGNB	153				10	8		6	5	28	17	11	*KGNB	1.8				2.1	2.0		7	8	5.3	3.6	9	
1009	246	117	30		7	210	70	5	6		312	KISS	781	178	93	23		7	150	42	5	6		271	KISS	9.1	21.6	11.2	4.0		1.7	20.4	4.7	8	1.1		23.2	
1517	150	73	85	31	5	272	162	35	61	10	613	KITY	1431	150	65	80	31	5	262	143	31	56	10	586	KITY	16.7	18.2	7.8	13.8	6.4	1.2	35.7	16.2	4.8	10.6	2.1	50.1	
3370	296	307	320	240	164	232	327	289	245	229	287	KKYX	1293	136	106	137	95	70	66	131	148	98	89	92	KKYX	15.1	16.5	12.7	23.7	19.5	17.2	9.0	14.8	22.9	18.6	18.9	7.9	
558	60	57	54	13	32	35	48	15	40	17	120	KMAC	386	60	39	39	5	17	15	35	7	35	9	95	KMAC	4.5	7.3	4.7	6.7	1.0	4.2	2.0	4.0	1.1	6.6	1.9	8.1	
326	21	35	51	7	25	21	58	19	37	5	21	KMFM	309	21	35	51	7	25	21	46	14	37	5	21	KMFM	3.6	2.6	4.2	8.8		4.2	2.9	5.2	2.2	7.0	1.1	1.8	
85			18	8	4		10			7	5	*KNBT	85			18	8	4					7	5	*KNBT	1.0			3.1	1.6	1.0		1.5		1.5	4		
1640	199	378	90	39	3	198	279	44	22	98	212	KONO	1299	165	248	82	31		137	246	41	20	73	205	KONO	15.2	20.0	29.8	14.2	6.4		18.7	27.8	6.3	3.8	15.5	17.5	
1544	32	89	161	162	154	37	157	147	124	172	55	KQXT	1205	32	80	133	149	129	27	123	116	104	142	25	KQXT	14.1	3.9	9.6	23.0	30.6	31.8	3.7	13.9	17.9	19.7	30.2	2.1	
1927	146	164	92	46	24	369	278	85	70	24	606	KTFM	1696	130	134	88	44	5	328	240	81	39	22	562	KTFM	19.9	15.8	16.1	15.2	9.0	1.2	44.7	27.1	12.5	7.4	4.7	48.0	
4956	581	626	229	135	69	684	638	346	217	83	1144	KTSA	2467	286	333	133	78	19	297	323	229	132	43	494	KTSA	28.9	34.8	40.0	23.0	16.0	4.7	40.5	36.5	35.4	25.0	9.1	42.2	
159	21	3	12		10	36	51	12		5		KTUF	146	21	3	12		10	36	38	12		5		KTUF	1.7	2.6	.4	2.1		2.5	4.9	4.3	1.9		1.1		
365	6	37	23	26	14	7	60	27	39	19	21	*KUKA	339	6	37	10	26	7	7	60	21	39	19	21	*KUKA	4.0	7	4.4	1.7	5.3	1.7	1.0	6.8	3.2	7.4	4.0	1.8	
549	17	40	29	14	34	33	139	56	41	65	27	KVAR	526	17	40	29	14	34	33	116	56	41	65	27	KVAR	6.2	2.1	4.8	5.0	2.9	8.4	4.5	13.1	8.7	7.8	13.8	2.3	
168		32			10		5	7	35	50		*KWEO	163		29			10		5	5	35	50		*KWED	1.9		3.5			2.5		6	8	6.6	10.6		
175		11		13	5	18	6	8	12	50	5	KWED FM	133		8		13	5			8	12	50	5	KWED FM	1.6		1.0		2.7	1.2		1.2	2.3	10.6	.4		
1012	115	97	20	52		213	167	12	44		292	KZZY	866	100	97	13	52		152	127	5	37		283	KZZY	10.1	12.2	11.7	2.2	10.7		20.7	14.4		8	7.0	24.2	
2396	86	259	149	234	253	48	169	125	133	273	44	WOAI	1254	40	164	92	134	159	29	121	78	71	155	27	WOAI	14.7	4.9	19.7	15.9	27.5	39.2	4.0	13.7	12.1	13.5	33.0	2.3	
565	62	58	12	18	48	103	89	35	29	21	22	WOAI FM	513	62	58	12	18	48	93	89	35	25	21	22	WOAI FM	6.0	7.5	7.0	2.1	3.7	11.8	12.7	10.1	5.4	4.7	4.5	1.9	

TOTAL LISTENING IN METRO SURVEY AREA 7454 655 747 541 419 346 674 836 555 463 434 1058 87.2 79.6 89.8 93.6 86.0 85.2 91.8 94.5 85.8 87.9 92.3 90.4

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

SAN DIEGO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
57	6	22	1	3	4	14	1	3	4	3	KBZT	57	6	22	1	3	4	14	1	3	4	3	KBZT	2.2	1.7	7.3	6	2.1	1.8	5.0	7	1.9	1.3					
86	8	14	4	12	4	6	15	4	6	4	2	KCBO	86	8	14	4	12	4	6	15	4	6	4	2	KCBO	3.4	2.3	4.6	2.4	8.0	2.8	2.7	5.4	2.8	3.9	2.7	9	
83	3	8	18	5	5	1	10	3	11	10		83	3	8	18	5	5	1	10	3	11	10		83	3.3	9	2.6	10.6	3.3	3.5	.5	3.6	2.1	7.1	6.8			
151	7	24	25	7	9	7	15	14	6	12	2	KFMB	151	7	24	25	7	9	7	15	14	6	12	2	KFMB	5.9	2.0	7.9	14.7	4.7	6.4	3.2	5.4	9.9	3.9	8.2	9	
99	7	21	2		19	26	7	3	1	7	7	KFMB FM	99	7	21	2		19	26	7	3	1	7	7	KFMB FM	3.9	2.0	6.9	1.2		8.6	9.3	5.0	1.9	7	3.1		
99	1	15	14	17	6	2	7	10	8	5	1	KFSD	99	1	15	14	17	6	2	7	10	8	5	1	KFSD	3.9	3	5.0	8.2	11.3	4.3	9	2.5	7.1	5.2	3.4	4	
95	17	4	13	2		12	13	4		29		KGB	95	17	4	13	2		12	13	4		29		KGB	3.7	5.0	1.3	7.6	1.3		5.4	4.6	2.8		12.7		
169	63	33	1	1	34	14		2		21		KGB FM	169	63	33	1	1	34	14		2		21		KGB FM	6.7	18.4	10.9	6	7	15.3	5.0		1.3		9.2		
82	8	20		1	27	19	4	1		1	1	KIFM	82	8	20		1	27	19	4	1		1	1	KIFM	3.2	2.3	6.6		7	12.2	6.8	2.8	6		4		
21	3	2			6	6			2	2	2	KITT	21	3	2			6	6			2	2	2	2	KITT	8	9	7			2.7	2.1			1.4	9	
57	8		5	8	6	3	4	8	6			KJFM	57	8		5	8	6	3	4	8	6			KJFM	2.2	2.3		2.9	5.3	4.3	1.4		2.8	5.2	4.1		
229	2	7	12	17	36	1	11	15	32	31	1	KJQY	229	2	7	12	17	36	1	11	15	32	31	1	KJQY	9.0	6	2.3	7.1	11.3	25.5	.5	3.9	10.6	20.8	21.1	4	
20		2		1	9	5	3					KKOS	20		2		1	9	5	3					KKOS	8		7		7	4.1	1.8	2.1					
15	1		1			1		4	1	1	1	KMJC	15	1		1		1		4	1	1	1	1	KMJC	6	.3		6			4		2.6	7	4		
84		1	4	12	16	1		7	7	17		*KMLO	84		1	4	12	16	1		7	7	17		*KMLO	3.3		.3	2.4	8.0	11.3	.5		5.0	4.5	11.6		
57	4	2	2	5	3	7	5	4	11	7	1	KOGO	57	4	2	2	5	3	7	5	4	11	7	1	KOGO	2.2	1.2	7	1.2	3.3	2.1	3.2	1.8	2.8	7.1	4.8	4	
13	5				3	1				4	4	KOWN FM	13	5				3	1				4	4	KOWN FM	5	1.5				1.4	4				1.8		
121	52	17	1		15	10	1	1		24		KPRI	121	52	17	1		15	10	1	1		24		KPRI	4.8	15.2	5.6	6		6.8	3.6	7	6		10.5		
137	10	6	11	15	15	1	4	6	25	14	2	KSDO	137	10	6	11	15	15	1	4	6	25	14	2	KSDO	5.4	2.9	2.0	6.5	10.0	10.6	5	1.4	4.3	16.2	9.5	9	
68		1	6	15	7	1	6	3	5	7	10	KSON	68		1	6	15	7	1	6	3	5	7	10	KSON	2.7		3	3.5	10.0	5.0	5	2.1	2.1	3.2	4.8	4.4	
66	4	8	5	4	2	3	9	10	1	5	9	KSON FM	66	4	8	5	4	2	3	9	10	1	5	9	KSON FM	2.6	1.2	2.6	2.9	2.7	1.4	1.4	3.2	7.1	6	3.4	3.9	
17		1	7		1		1	3		1	2	KUDE	17		1	7		1		1	3		1	2	KUDE	.7		3	4.1		7		.4	2.1		7	.9	
57		6	8	3	2	2	15	11	7	1	1	KYXY	57		6	8	3	2	2	15	11	7	1	1	KYXY	2.2		2.0	4.7	2.0	1.4	9	5.4	7.8	4.5	.7	4	
17	1			2	3				1	5		KABC	17	1			2	3				1	5		KABC	.7	3		1.3	2.1				6	3.4			
14	5	1			1	4	2			1	1	*KBRT	14	5	1			1	4	2			1	1	*KBRT	6	1.5	3			5	1.4	1.4			4		
37	6	4	4	3		5	4	3		3	3	KFI	37	6	4	4	3		5	4	3		3	3	KFI	1.5	1.7	1.3	2.4	2.0		2.3	1.4	2.1		1.3		
34	25	3	3		3							KLOS	34	25	3	3									KLOS	1.3	7.3	1.0	1.8		1.4							
9	1	1			1	1				5		KMET	9	1	1			1	1				5		KMET	4	3	3			5	4				2.2		
50		5	4	7	4	1	1	1	2	6		KNX	50		5	4	7	4	1	1	1	2	6		KNX	2.0		1.7	2.4	4.7	2.8	5	.4	7	1.3	4.1		
13	1	3	1		2	6						KRTH	13	1	3	1		2	6						KRTH	5	3	1.0	6		9	2.1						
18		1		2	3		2			1		XHER	18		1		2	3		2			1		XHER	7		3	1.3	2.1		7				.7		
23	7	2	1		1	5	3			2	2	XHIS	23	7	2	1		1	5	3			2	2	XHIS	9	2.0	7	6		7	2.3	1.1			1.4	9	
87	11	9	3	1	1	9	11	8	6		28	XHRM	87	11	9	3	1	1	9	11	8	6		28	XHRM	3.4	3.2	3.0	1.8	7	7	4.1	3.9	5.7	3.9		12.3	
97	18	17	3		1	9	15	3	2		28	XTRA	97	18	17	3		1	9	15	3	2		28	XTRA	3.8	5.2	5.6	1.8		7	4.1	5.4	2.1	1.3		12.3	
110	30	17	2		14	11	1			35		XTRA FM	110	30	17	2		14	11	1			35		XTRA FM	4.3	8.7	5.6	1.2		6.3	3.9	7			15.4		

TOTAL LISTENING IN METRO SURVEY AREA 2540 343 303 170 150 141 222 280 141 154 147 228

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

SAN DIEGO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																											
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17														
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64															
948	132	261	42	38	15	62	195	30	42	17	59	KBZT	948	132	261	42	38	15	62	195	30	42	17	59	KBZT	6	1	6	6	16	5	4	0	4	2	2	1	4	8	12	7	2	8	4	3	2	0	3	3		
1603	212	152	70	178	69	82	186	111	168	84	120	KCBQ	1603	212	152	70	178	69	82	186	111	168	84	120	KCBQ	10	2	10	5	9	6	6	7	19	6	9	5	6	4	12	1	10	4	17	4	9	8	6	8		
1160	53	152	126	76	84	52	106	70	137	92	9	KEZL	1160	53	152	126	76	84	52	106	70	137	92	9	KEZL	7	4	2	6	9	6	12	0	8	4	11	5	4	0	6	9	6	6	14	2	10	8	5			
2836	132	358	363	203	215	186	328	191	147	201	139	KFMB	2836	132	358	363	203	215	186	328	191	147	201	139	KFMB	18	1	6	6	22	6	34	7	22	3	29	5	14	4	21	4	17	9	15	2	23	5	7	8		
2271	423	380	84	38	31	361	390	141	64	33	250	KFMB FM	2271	423	380	84	38	31	361	390	141	64	33	250	KFMB FM	14	5	21	0	24	0	8	0	4	2	4	3	28	0	25	4	13	2	6	6	3	9	14	1		
1129	26	185	140	109	31	31	106	131	52	59	45	KFSD	1129	26	185	140	109	31	31	106	131	52	59	45	KFSD	7	2	1	3	11	7	13	4	12	0	4	3	2	4	6	9	12	3	5	4	6	9	2	5		
1986	318	195	112	47	8	309	239	101	42	25	579	KGB	1986	318	195	112	47	8	309	239	101	42	25	579	KGB	12	7	15	8	12	3	10	7	5	2	1	1	24	0	15	6	9	5	4	3	2	9	32	7		
2415	794	358	42	14	8	433	222	20	31	8	462	KGB FM	2415	794	358	42	14	8	433	222	20	31	8	462	KGB FM	15	4	39	5	22	6	4	0	1	5	1	1	33	6	14	5	1	9	3	2	9	26	1			
1139	132	272	28	14	15	237	186	101	32	17	54	KIFM	1139	132	272	28	14	15	237	186	101	32	17	54	KIFM	7	3	6	6	17	2	2	7	1	5	2	1	18	4	12	1	9	5	3	3	2	0	3	0		
740	79	109	14	14	15	175	133	10	32	8	128	KITT	740	79	109	14	14	15	175	133	10	32	8	128	KITT	4	7	3	9	6	9	1	3	1	5	2	1	13	6	8	7	9	3	3	9	7	2				
640	26	22	28	57	77	31	18	30	53	84		KJFM	640	26	22	28	57	77	31	18	30	53	84		KJFM	4	1	1	3	1	4	2	7	6	3	10	6	2	4	1	2	2	8	5	5	9	8				
2402	132	119	84	198	238	41	115	191	274	276	47	KJQY	2402	132	119	84	198	238	41	115	191	274	276	47	KJQY	15	3	6	6	7	5	8	0	21	8	32	6	3	2	7	5	17	9	28	3	32	3	2	7		
383	26	87	14	14		72	89	30	11		19	KKOS	383	26	87	14	14		72	89	30	11		19	KKOS	2	4	1	3	5	5	1	3	1	5		5	6	5	8	2	8	1	1		1	1				
378	26	22	28	14		31	18	10	31	33	54	KMJC	378	26	22	28	14		31	18	10	31	33	54	KMJC	2	4	1	3	1	4	2	7	1	5		2	4	1	2	9	3	2	3	9	3	0				
674		22	14	109	130	21	18	40	63	159		*KMLO	674		22	14	109	130	21	18	40	63	159		*KMLO	4	3			1	4	1	3	12	0	17	8	1	6	1	2	3	7	6	5	18	6				
1378	79	98	140	119	61	186	177	101	126	109	54	KOGO	1378	79	98	140	119	61	186	177	101	126	109	54	KOGO	8	8	3	9	6	2	13	4	13	1	8	4	14	4	11	5	9	5	13	0	12	8	3	0		
359	79				8	62	44	20	11		114	KOWN FM	359	79				8	62	44	20	11		114	KOWN FM	2	3	3	9							1	1	4	8	2	9	1	9	1	1		6	4			
2081	767	261	28	10		309	106	60	32	17	480	KPRI	2081	767	261	28	10		309	106	60	32	17	480	KPRI	13	3	38	1	16	5	2	7	1	1		24	0	6	9	5	6	3	3	2	0	27	1			
2223	185	195	223	267	207	10	71	121	232	226	60	KSDO	2223	185	195	223	267	207	10	71	121	232	226	60	KSDO	14	2	9	2	12	3	21	3	29	4	28	4	8	4	6	11	3	24	0	26	5	3	4			
1183		33	112	192	123	31	89	101	147	109	107	KSON	1183		33	112	192	123	31	89	101	147	109	107	KSON	7	6			2	1	10	7	21	1	16	9	2	4	5	8	9	5	15	2	12	8	6	0		
974	79	76	112	107	38	62	106	81	42	50	60	KSON FM	974	79	76	112	107	38	62	106	81	42	50	60	KSON FM	6	2	3	9	4	8	10	7	11	8	5	2	4	8	6	9	7	6	4	3	5	9	3	4		
276		54	42		31	10	35	30		17	26	KUDE	276		54	42		31	10	35	30		17	26	KUDE	1	8			3	4	4	0		4	3	8	2	3	2	8		2	0	1	5					
960	53	152	84	43	38	82	195	141	63	33	45	KYXY	960	53	152	84	43	38	82	195	141	63	33	45	KYXY	6	1	2	6	9	6	8	0	4	7	5	2	6	4	12	7	13	2	6	5	3	9	2	5		
429	53	22	28	47	46		27	10	21	67		KABC	429	53	22	28	47	46		27	10	21	67		KABC	2	7	2	6	1	4	2	7	5	2	6	3		1	8	9	2	2	7	8						
191	26	33		14		21	35	30			22	*KBRT	191	26	33		14		21	35	30		22		*KBRT	1	2	1	3	2	1			1	5		1	6	2	3	2	8					1	2			
1023	159	130	112	52		196	177	50	11		72	KFI	1023	159	130	112	52		196	177	50	11		72	KFI	6	5	7	9	8	2	10	7	5	7		15	2	11	5	4	7	1	1			4	1			
344	185	54	28		8	41					28	KLOS	344	185	54	28		8	41				28		KLOS	2	2	9	2	3	4	2	7		1	1	3	2									1	6			
206	53	33				41	18	20			41	KMET	206	53	33				41	18	20		41		KMET	1	3	2	6	2	1						3	2	1	2	1	9					2	3			
1301		87	112	164	146	41	53	70	84	142	32	KNX	1301		87	112	164	146	41	53	70	84	142	32	KNX	8	3			5	5	10	7	18	0	20	0	3	2	3	5	6	6	8	7	16	6	1	8		
239	26	87	14			41	71					KRTH	239	26	87	14			41	71					KRTH	1	5	1	3	5	5	1	3				3	2	4	6											
279		22		33	31		44			21	33	XHER	279		22		33	31		44			21	33		XHER	1	8			1	4			3	6	4	3		2	9			2	2	3	9				
527	159	65	28	14	8	103	53	10	10	8	69	XHIS	527	159	65	28	14	8	103	53	10	10	8	69	XHIS	3	4	7	9	4	1	2	7	1	5	1	1	8	0	3	5	9	1	0	9	3	9				
878	132	98	70	43	8	165	62	40	32		228	XHRM	878	132	98	70	43	8	165	62	40	32		228	XHRM	5	6	6	6	6	2	6	7	4	7	1	1	12	8	4	0	3	7	3	3			12	9		
2455	397	293	112	61	15	351	373	141	53	8	598	XTRA	2455	397	293	112	61	15	351	373	141	53	8	598	XTRA	15	7	19	7	18	5	10	7	6	7	2	1	27	2	24	3	13	2	5	5	9	33	8			
2121	582	304	56		8	330	160	50	21	17	550	XTRA FM	2121	582	304	56		8	330	160	50	21	17	550	XTRA FM	13	5	28	9	19	2	5	3		1	1	25	6	10	4	4	7	2	2	2	0	31	1			

TOTAL LISTENING IN METRO SURVEY AREA 14824 1958 1575 977 866 698 1278 1481 1007 89

Average Quarter-Hour Listening Estimates

SAN FRANCISCO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
171	4	1	7	20	20		10	15	15	43		KABL	167	4	1	7	20	19		10	15	15	42		KABL	2 2	6	1	1 3	4 6	4 5		1 3	2 7	3 2	8 9		
284	1	13	15	23	48	1	17	34	17	48	2	KABL FM	272	1	13	15	23	48	1	17	34	17	48	2	KABL FM	3 6	.1	1 5	2 7	5 2	11 3		1 2	2 2	6 2	3 6	10 2	3
68	9	8	3	2		5	22	10	3	1	3	KARA	61	9	7	2			4	21	10	3		3	KARA	8	1 3	8	4				6	2 7	1 8		.6	4
168	2	11	23	16	16	1	15	21	24	13	1	KBAY	132	2	10	17	15	12	1	13	19	19	7	1	KBAY	1.8	.3	1 2	3 1	3 4	2 8		1 1	1 7	3 5	4 0	1 5	1
206	21	41	10	3		44	48	18	3		18	KBLX	196	21	36	10	3		43	44	18	3		18	KBLX	2 6	3 0	4.2	1 8	7		6 3	5 6	3 3	6		2 6	
59	10	3	3			13	8	2	10		1	KBRG	59	10	3	3			13	8	2	10		1	KBRG	8	1 4	4	5			1 9	1 0	4	2 1		1	
495	4	29	33	57	79	1	24	17	49	59	2	KCBS	382	2	26	26	46	57		24	14	43	46	2	KCBS	5 1	3	3 1	4 7	10 5	13 4		3 1	2 6	9 1	9 7		3
101	15	34	5			16	15	3	2	1	4	KCBS FM	93	14	31	4			15	15	3	2		3	KCBS FM	1 2	2 0	3 6	.7			2 2	1 9	.5	4		4	
124	5	10	14	7	5	21	10	10	12	4	14	KDIA	123	5	10	13	7	5	21	10	10	12	4	14	KDIA	1 6	7	1 2	2 3	1 6	1 2	3 1	1 3	1 8	2 5	8	2 0	
34		1	2	2	4	1	2	5	6	3		KEAR	25		1		2	3	1	1	3	5	2		KEAR	.3		1		5	7	1	1	.5	1 1	4		
79	1	7	12	12		2	10	15	7	2	1	KEEN	78	1	7	12	11		2	10	15	7	2	1	KEEN	1 0	1	8	2 2	2.5		3 1	3	2 7	1 5	4	1	
111	31	17	3			27	23	3			7	KEZR	109	30	17	3			26	23	3			7	KEZR	1 5	4 3	2 0	5			3 8	2 9	.5			1 0	
72	15	22	12	2	1	4	8	2	1	1	3	KFAT	48	9	20	5	2		3	6	1	1			KFAT	6	1.3	2 3	9	5		4	8	.2	.2			
59		1	5	3	5		5	1	12	6		KFAX	57			5	3	5		4	1	12	6		KFAX	8			9	.7	1 2		5	2	2 5	1 3		
184	3	7	6	25	17	2	19	14	24	29	1	KFOG	167	3	6	5	22	15	2	18	14	24	25		KFOG	2 2	4	7	9	5 0	3 5	3	2 3	2 6	5 1	5 3		
423	38	53	16	6	5	54	44	28	15	4	152	KFRC	361	34	39	12	5	2	46	35	25	15	3	138	KFRC	4 8	4 9	4.6	2 2	1 1	5	6 7	4 5	4 6	3 2	.6	19 7	
904	14	44	56	79	99	9	30	62	80	95	7	KGO	703	12	36	40	62	84	5	26	52	57	77	4	KGO	9 4	1 7	4 2	7 2	14 1	19 8	.7	3 3	9 5	12 1	16 3	.6	
31		1	1	1	3		4	7	1	4		*KIBE	31		1	1	1	3		4	7	1	4		*KIBE	4		1	2	7	7		.5	1 3	2	8		
149	2	33	12	9	4	7	25	8	14	6	6	KDFC	136	2	29	12	8	4	7	23	5	14	4	6	KDFC	1 8	3	3 4	2 2	1 8	9	1 0	2 9	9	3 0	8	.9	
180	2	34	13	10	7	7	29	15	15	10	6	TOTAL	167	2	30	13	9	7	7	27	12	15	8	6	TOTAL	2 2	3	3 5	2 4	2 0	1 6	1 0	3 4	2 2	3 2	1 6	.9	
251	43	50	16	8		38	48	19	12	1	14	KIOI	246	43	50	16	7		38	45	19	11	1	14	KIOI	3 3	6 2	5 9	2 9	1 6		5 6	5 7	3 5	2 3	2	2 0	
53	2	5	10		3	4	14	5	1	7		*KIQI	51	2	5	10		3	4	14	5	1	5		*KIQI	7	3	6	1 8		7	6	1 8	.9	2	1 1		
65	4	18	7	9	7	3	8	1	6	1	1	KJAZ	65	4	18	7	9	7	3	8	1	6	1	1	KJAZ	9	6	2 1	1 3	2 1	1 6	4	1 0	2	1 3	2	1	
42		7	2	2	1	1	2	1	5	1	3	KKHI	42		7	2	2	1	1	2	1	5	1	3	KKHI	6		8	4	5	.2	1	3	2	1 1	2	4	
83		5	12	8	18	3	11	2	6	3		KKHI FM	72		5	12	6	16	3	11	1	4	1		KKHI FM	1 0		6	2 2	1 4	3 8	4	1 4	2	8	2		
125		12	14	10	19	4	13	3	11	4	3	TOTAL	114		12	14	8	17	4	13	2	9	2	3	TOTAL	1 6		1 4	2 6	1 9	4 0	5	1 7	4	1 9	4	4	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

SAN FRANCISCO
SPRING 198

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
53	19	6	3		1	8	2	3	1	1	9	KLIV	52	19	5	3		1	8	2	3	1	1	9	KLIV	.7	2.7	.6	.5		.2	1.2	.3	.5	.2	.2	1.3
143	10	16	6	6	8	18	29	20	13	5	7	KLOK	117	9	15	4	3	8	15	27	12	12	4	6	KLOK	1.6	1.3	1.8	.7	.7	1.9	2.2	3.4	2.2	2.5	.8	.9
317	113	55	12			64	18	3	2	1	49	KMEL	301	104	54	12			60	17	3	2	1	48	KMEL	4.0	14.9	6.3	2.2			8.8	2.2	.5	.4	.2	6.9
98	4	7	4	19	19	3	5	4	13	16	3	KMPX	96	4	7	3	19	19	3	4	4	13	16	3	KMPX	1.3	.6	.8	.5	4.3	4.5	4	5	.7	2.7	3.4	.4
424	25	61	60	25	21	21	40	30	32	16	19	KNBR	306	14	38	52	17	14	17	29	22	26	12	15	KNBR	4.1	2.0	4.5	9.4	3.9	3.3	2.5	3.7	4.0	5.5	2.5	2.1
242	11	19	25	20	9	14	24	31	13	34	7	KNEW	230	9	18	23	20	8	14	20	31	13	33	6	KNEW	3.1	1.3	2.1	4.2	4.6	1.9	2.1	2.5	5.6	2.7	7.0	.9
41	5	2		1	2	11	7	4	2	2	4	*KOFY	37	5			1	2	9	7	4	2	2	4	*KOFY	.5	.7			2	5	1.3	9	.7	.4	4	.6
175	1	3	23	16	17	3	9	18	13	41	2	KOIT	170	1	3	23	16	17	3	9	17	13	39	1	KOIT	2.3	.1	.4	4.2	3.6	4.0	4	1.1	3.1	2.7	8.3	.1
200	75	34	5			31	4	4		1	46	KOME	195	70	34	5			31	4	4		1	46	KOME	2.6	10.1	4.0	.9			4.5	5	.7		.2	6.6
32	6	13		5	1	2	3	1	1			KPEN	32	6	13		5	1	2	3	1	1			KPEN	.4	.9	1.5		1.1	.2	.3	.4	.2	.2		
28	2	7	2	1		2	7	3			4	KRE	28	2	7	2	1		2	7	3			4	KRE	.4	.3	.8	.4	.2		3	9	.5			.6
34	4	3	3	2		7	4	2	1		8	KREO	26	4	3	2	2		5	3	1	1		5	KREO	.3	.6	.4	.4	5		7	.4	.2	.2		.7
167	18	20	27	9	17	11	27	14	8	10	1	KSAN	155	18	20	25	7	16	11	21	14	8	10	1	KSAN	2.1	2.6	2.3	4.5	1.6	3.8	1.6	2.7	2.6	1.7	2.1	1
397	22	26	54	53	28	4	18	35	26	38	12	KSFO	371	22	23	53	47	26	4	17	35	25	36	12	KSFO	5.0	3.2	2.7	9.6	10.7	6.1	6	2.2	6.4	5.3	7.6	1.7
157	27	22	6	2		34	16	17	3	2	27	KSFX	157	27	22	6	2		34	16	17	3	2	27	KSFX	2.1	3.9	2.6	1.1	.5		5.0	2.0	3.1	.6	.4	3.9
66	22	9	2			9	3	1			20	KSJO	57	19	9	1			8	3				17	KSJO	.8	2.7	1.1	.2			1.2	.4				2.4
436	58	35	11	5	1	84	37	21	12	1	170	KSOL	423	54	33	10	5	1	83	36	21	12	1	167	KSOL	5.6	7.8	3.9	1.8	1.1	2	12.2	4.6	3.8	2.5	.2	23.9
42	1	12	2			10	14	3				KTIM FM	42	1	12	2			10	14	3				KTIM FM	.6	.1	1.4	.4			1.5	1.8	.5			
76	19	13	2		1	17	9	3	6	1	4	KYA	75	19	13	2		1	16	9	3	6	1	4	KYA	1.0	2.7	1.5	.4		.2	2.3	1.1	.5	1.3	.2	.6
100	11	20	14	1		15	17	4	2		14	KYA FM	97	11	20	14	1		14	16	4	2		13	KYA FM	1.3	1.6	2.3	2.5	.2		2.1	2.0	.7	.4		1.9
301	19	67	35	3	2	49	56	24	14	2	29	KYUU	296	19	67	35	3	2	48	54	24	14	2	28	KYUU	4.0	2.7	7.9	6.3	.7	.5	7.0	6.9	4.4	3.0	.4	4.0
31		2	1	2	7	2	2	3	1	7		KZST	31		2	1	2	7	2	2	3	1	7		KZST	.4		2	2	5	1.6	3	3	.5	2	1.5	
228	8	16	32	34	13	9	21	26	20	16	11	KRAK	29		1	6	1	2		9	3		1	3	KRAK	.4		.1	1.1	.2	.5		1.1	.5		.2	.4

TOTAL LISTENING IN METRO SURVEY AREA 7493 696 852 554 439 425 682 786 549 473 472 699

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

SAN FRANCISCO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
3461	54	56	282	321	344	7	163	290	379	570	40	KABL	3335	54	56	279	305	329	7	163	290	375	552	40	KABL	7.6	1.5	1.1	9.0	10.9	14.3	.2	3.4	9.2	12.9	22.1	.8
3734	15	118	301	442	406	57	295	347	404	536	105	KABL FM	3567	15	114	290	442	400	57	283	332	400	490	101	KABL FM	8.1	.4	2.3	9.3	15.8	17.4	1.6	5.8	10.5	13.8	19.6	2.1
996	79	148	105	4	3	175	238	123	25	16	62	KARA	904	79	136	76			155	219	123	25	14	59	KARA	2.1	2.2	2.8	2.4			4.3	4.5	3.9	.9	.6	1.2
2667	74	146	247	303	265	34	257	215	335	211	50	KBAY	2074	74	126	177	247	189	26	223	183	252	152	39	KBAY	4.7	2.1	2.6	5.7	8.8	8.2	.7	4.6	5.8	8.7	6.1	.8
2866	355	659	147	55	16	588	572	117	104	6	214	KBLX	2777	343	637	147	55	12	572	547	114	104	6	209	KBLX	6.3	9.5	12.9	4.7	2.0	5	16.0	11.3	3.6	3.6	.2	4.3
867	162	104	28	15		127	94	74	148	5	18	KBRG	867	162	104	28	15		127	94	74	148	5	18	KBRG	2.0	4.5	2.1	.9	5		3.5	1.9	2.3	5.1	.2	.4
8907	209	787	881	953	1048	47	454	488	785	886	171	KCBS	7139	131	704	708	776	799	43	431	406	651	680	155	KCBS	16.3	3.6	14.3	22.8	27.8	34.8	1.2	8.9	12.8	22.4	27.2	3.2
2672	397	668	123	48	18	386	335	106	60	69	212	KCBS FM	2458	366	600	112	45	13	367	327	106	58	46	199	KCBS FM	5.6	10.1	12.2	3.6	1.6	.6	10.2	6.8	3.4	2.0	1.8	4.1
2288	188	230	170	119	92	432	175	160	158	60	387	KOIA	2262	188	216	166	119	92	424	175	160	158	60	387	KOIA	5.2	5.2	4.4	5.3	4.3	4.0	11.8	3.6	5.1	5.4	2.4	7.9
716	11	49	64	27	78	33	71	67	53	61	12	KEAR	533	11	49	34	27	38	33	46	44	41	46	6	KEAR	1.2	.3	1.0	1.1	1.0	1.7	.9	1.0	1.4	1.4	1.8	1
1128	43	112	181	120	42	59	150	104	97	46	53	KEEN	1083	43	112	176	110	33	59	150	104	97	38	50	KEEN	2.5	1.2	2.3	5.7	3.9	1.4	1.6	3.1	3.3	3.3	1.5	1.0
1609	386	328	53	3	3	360	226	63	34	11	133	KEZR	1554	381	328	46			344	217	60	34	6	129	KEZR	3.6	10.6	6.6	1.5			9.6	4.5	1.9	1.2	2	2.6
1325	159	344	196	82	35	116	154	83	73	18	34	KFAT	941	106	315	117	69		82	116	51	37	6	18	KFAT	2.1	2.9	6.4	3.8	2.5		2.3	2.4	1.6	1.3	.2	4
841	26	43	53	90	73	9	51	39	98	119		KFAX	787	26	39	44	86	73	9	39	32	94	119		KFAX	1.8	.7	.8	1.4	3.1	3.2	.3	.8	1.0	3.2	4.8	
3288	97	238	222	307	322	119	238	231	359	410	83	KFOG	2978	97	235	204	259	296	115	213	213	338	356	39	KFOG	6.8	2.7	4.8	6.6	9.3	12.9	3.2	4.4	6.7	11.6	14.3	.8
10348	999	1224	556	297	99	1581	1291	730	394	122	2738	KFRC	8237	792	878	406	254	45	1240	970	614	368	86	2321	KFRC	18.8	22.0	17.8	13.0	9.1	2.0	34.6	20.0	19.4	12.7	3.4	47.5
10612	327	643	883	1014	1116	236	587	873	896	1076	226	KGO	7980	235	521	674	748	813	156	481	730	670	873	157	KGO	18.2	6.5	10.6	21.7	26.8	35.4	4.4	9.9	23.1	23.1	34.9	3.2
653		33	39	93	32		60	68	83	61	23	*KIBE	625		33	28	93	32		60	68	80	55	23	*KIBE	1.4		.7	.9	3.3	1.4		1.2	2.2	2.8	2.2	5
2501	122	414	120	174	84	171	515	157	220	131	111	KDFC	2255	91	363	100	161	80	165	472	136	216	118	97	KDFC	5.2	2.5	7.4	3.2	5.8	3.5	4.6	9.8	4.3	7.4	4.7	2.0
2849	122	422	130	223	100	171	542	210	258	179	111	TOTAL	2596	91	372	110	210	96	165	499	188	251	161	97	TOTAL	5.9	2.5	7.5	3.5	7.5	4.2	4.6	10.3	5.9	8.6	6.4	2.0
4370	636	785	298	86	27	721	850	303	173	62	352	KIOI	4253	620	776	294	72	27	712	821	302	161	60	339	KIOI	9.7	17.2	15.7	9.4	2.6	1.2	19.9	17.0	9.6	5.5	2.4	6.9
588	60	91	47	15	16	78	90	67	17	34	39	*KIQI	582	60	91	47	15	16	78	90	67	17	28	39	*KIQI	1.3	1.7	1.8	1.5	.5	.7	2.2	1.9	2.1	.6	1.1	.8
990	79	230	80	67	44	104	172	27	62	40	55	KJAZ	982	79	230	80	67	44	104	168	27	58	40	55	KJAZ	2.2	2.2	4.7	2.6	2.4	1.9	2.9	3.5	.9	2.0	1.6	1.1
835		45	60	121	48	25	76	70	148	42	46	KKHI	808		45	60	111	43	25	76	70	148	42	46	KKHI	1.8		.9	1.9	4.0	1.9	.7	1.6	2.2	5.1	1.7	.9
1374	13	146	184	187	159	63	175	72	134	40	23	KKHI FM	1256	13	143	169	174	151	63	175	61	112	31	23	KKHI FM	2.9	.4	2.9	5.4	6.2	6.6	1.8	3.6	1.9	3.9	1.2	.5
1962	13	191	234	308	180	87	251	114	231	76	46	TOTAL	1832	13	187	220	285	167	87	251	104	209	68	46	TOTAL	4.2	.4	3.8	7.1	10.2	7.3	2.4	5.2	3.3	7.2	2.7	.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

SAN FRANCISCO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
1378	344	140	52	22	16	253	89	23	67	6	353	KLIV	1329	323	134	52	22	16	240	85	23	67	6	351	KLIV	3.0	9.0	2.7	1.7	8	7	6.7	1.8	7	2.3	2	7.2
2737	128	316	179	132	64	337	639	325	220	90	189	KLOK	2334	88	293	145	112	56	281	580	263	201	66	170	KLOK	5.3	2.4	5.9	4.7	4.0	2.4	7.8	12.0	8.3	6.9	2.6	3.5
4944	1254	864	160		5	1042	365	139	30	23	1062	KMEL	4681	1175	809	145		5	988	334	134	30	20	1041	KMEL	10.7	32.6	16.4	4.7		2	27.6	6.9	4.2	1.0	8	21.3
1115	68	110	36	189	158	59	57	68	127	143	24	KMPX	1064	68	102	33	189	152	50	48	68	127	137	24	KMPX	2.4	1.9	2.1	1.1	6.8	6.6	1.4	1.0	2.2	4.4	5.5	.5
8491	479	1102	940	615	418	517	916	683	510	403	587	KNBR	6206	302	755	738	462	317	385	724	498	363	317	418	KNBR	14.2	8.4	15.3	23.7	16.5	13.8	10.7	15.0	15.8	12.5	12.7	8.5
3944	120	336	393	346	193	247	395	502	325	269	278	KNEW	3766	94	324	383	330	180	247	368	491	315	262	260	KNEW	8.6	2.6	6.6	12.3	11.8	7.8	6.9	7.6	15.5	10.9	10.5	5.3
620	79	13		57	49	91	76	99	50	17	70	*KOFY	593	79	7		55	44	88	71	99	50	13	70	*KOFY	1.4	2.2	1		2.0	1.9	2.5	1.5	3.1	1.7	5	1.4
2843	78	101	231	231	276	82	267	314	281	358	48	KOIT	2740	78	97	212	231	276	82	245	298	281	346	38	KOIT	6.3	2.2	2.0	6.8	8.3	12.0	2.3	5.1	9.4	9.7	13.9	.8
2913	800	466	157	16		442	92	80	7	26	827	KOME	2769	719	466	139	16		408	81	80	7	26	827	KOME	6.3	19.9	9.4	4.5	6		11.4	1.7	2.5	.2	1.0	16.9
442	98	174	9	16	8	35	56	30	7		9	KPEN	442	98	174	9	16	8	35	56	30	7		9	KPEN	1.0	2.7	3.5	.3	.6	.3	1.0	1.2	9	.2		2
845	41	200	40	51	25	119	166	67	4	10	82	KRE	835	41	200	40	51	25	113	166	67		10	82	KRE	1.9	1.1	4.1	1.3	1.8	1.1	3.2	3.4	2.1		4	1.7
425	72	45	33	6		52	73	30	4		110	KREO	339	72	36	21	6		43	49	18	4		90	KREO	8	2.0	7	.7	.2		1.2	1.0	.6	.1		1.8
3024	385	469	322	174	152	260	382	238	142	230	132	KSAN	2874	352	464	307	159	127	256	355	238	138	230	123	KSAN	6.6	9.8	9.4	9.9	5.7	5.5	7.1	7.3	7.5	4.8	9.2	2.5
6672	403	641	740	674	530	146	402	537	436	582	451	KSFO	6102	385	568	699	602	465	146	377	517	417	521	450	KSFO	13.9	10.7	11.5	22.5	21.6	20.3	4.1	7.8	16.4	14.4	20.9	9.2
4252	743	637	181	55	8	868	483	270	89	13	838	KSFY	4167	731	626	159	55	8	847	473	270	84	13	834	KSFY	9.5	20.3	12.7	5.1	2.0	3	23.6	9.8	8.5	2.9	.5	17.1
1885	519	240	76	9		168	154	25			670	KSJO	1640	435	228	47	9		133	141	23			600	KSJO	3.7	12.1	4.6	1.5	3		3.7	2.9	.7		12.3	
4025	706	488	131	77	20	668	347	192	173	19	1175	KSOL	3842	667	463	124	68	20	641	330	187	173	13	1129	KSOL	8.8	18.5	9.4	4.0	2.4	.9	17.9	6.8	5.9	6.0	5	23.1
614	44	201	44	34		94	116	57			24	KTIM FM	614	44	201	44	34		94	116	57			24	KTIM FM	1.4	1.2	4.1	1.4	1.2		2.6	2.4	1.8		.5	
2661	390	434	153	22	33	564	384	148	131	75	232	KYA	2626	390	434	153	22	29	543	384	138	131	75	232	KYA	6.0	10.8	8.8	4.9	.8	1.3	15.2	7.9	4.4	4.5	3.0	4.7
2631	381	513	158	39		471	349	107	55		461	KYA FM	2495	365	513	154	35		446	331	90	55		412	KYA FM	5.7	10.1	10.4	4.9	1.3		12.4	6.8	2.8	1.9		8.4
4801	509	892	338	113	44	812	991	283	147	72	531	KYUU	4652	493	892	338	103	40	783	965	283	139	69	503	KYUU	10.6	13.7	18.1	10.9	3.7	1.7	21.8	19.9	9.0	4.8	2.8	10.3
401		16	34	27	64	29	25	23	26	68	7	KZST	387		16	26	27	64	29	19	23	26	68	7	KZST	9		.3	8	1.0	2.8	.8	4	.7	.9	2.7	.1
3077	128	230	467	222	248	185	323	293	241	211	225	KRAK	458		23	119	33	57		76	30	19	27	26	KRAK	1.0		5	3.8	1.2	2.5		1.6	9	7	1.1	5

TOTAL LISTENING IN METRO SURVEY AREA 41564 3506 4763 2993 2532 2139 3510 4715 3013 2771 2420 4638 95.0 97.2 96.5 96.2 90.7 93.2 97.9 97.5 95.3 95.5 96.9 94.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

SAN JOSE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
68	9	8	3	2		5	22	10	3	1	3	KARA	60	9	7	2		4	20	10	3		3	KARA	3.3	4.6	3.1	1.4		2.2	8.9	7.7	2.4	1.7			
22		1	2	3		2	4	2	5		3	*KAZA	13				3		1	1	5		3	*KAZA	7				3.2		4	8	4.0	1.7			
159	1	11	22	16	14	1	15	19	23	13	1	KBAY	113	1	9	16	13	9	1	11	17	15	6	1	KBAY	6.2	5	4.0	11.0	13.7	12.0	6	4.9	13.1	12.0	6.7	6
77	1	7	12	12		2	9	16	6	2	1	KEEN	62	1	6	12	10		2	9	7	6	1	1	KEEN	3.4	5	2.7	8.3	10.5		1.1	4.0	5.4	4.8	1.1	6
111	31	17	3			27	23	3			7	KEZR	102	26	16	3		26	22	3			6	KEZR	5.6	13.4	7.1	2.1		14.4	9.8	2.3			3.3		
69	14	19	11	2	1	5	8	2	2	1	3	KFAT	34	8	13	4	1		1	5		1		3	KFAT	1.9	4.1	5.8	2.8	1.1		6	2.2		.8		
25			1	2	3		4	4	1	2		*KIBE	17			1		3	4	4		1		3	*KIBE	.9			.7		4.0	1.8	3.1		1.1		
63		7	9	4	1		12	5	10	4	3	KDFC	27		4		1	1	7	1	6	2	2	2	KDFC	1.5		1.8		1.1	1.3	3.1	8	4.8	2.2	1.1	
88		7	10	6	4		16	9	11	6	3	TOTAL	44		4	1	1	4	11	5	6	3	2	TOTAL	2.4		1.8	.7	1.1	5.3	4.9	3.9	4.8	3.3	1.1		
48	17	5	3		1	9	1	3		1	8	KLIV	29	6	5	1	1	4	1	3		1	7	KLIV	1.6	3.1	2.2	.7		1.3	2.2	.4	2.3		1.1	3.9	
132	10	15	4	6	8	18	26	17	12	4	7	KLOK	88	1	15	3	2	4	12	21	10	9	3	6	KLOK	4.8	.5	6.7	2.1	2.1	5.3	6.6	9.4	7.7	7.2	3.4	3.3
9					1		4	1	2			KNTA	9				1		4	1	2				KNTA	.5				1.3		1.8	8	1.6			
183	63	35	4			32	4	2		1	42	KOME	138	50	27	4		27	4	2		1	23	KOME	7.6	25.8	12.0	2.8		14.9	1.8	1.5			1.1	12.7	
32	7	12		5	1	2	3	1	1			KPEN	28	4	12		5	1	2	2	1	1			KPEN	1.5	2.1	5.3		5.3	1.3	1.1	.9	.8	8		
17				1			1		2		13	KRVE	14						1					13	KRVE	8						.4				7.2	
60	18	8	2			9	3				20	KSJO	36	10	8	1		7	2				8	KSJO	2.0	5.2	3.6	.7		3.9	.9					4.4	
92			5	13	12		5	5	9	26		KABL	29			2	3	7		1	1	2	8	KABL	1.6			1.4	3.2	9.3		.4	8	1.6	9.0		
103	1	9	6	6	16		6	8	9	14		KABL FM	18			3	3			2	2	3			KABL FM	1.0			2.1	3.2			1.5	1.6	3.4		
143	15	24	3	2		36	40	14	3		6	KBLX	34	4	7	1		8	10	3			1	KBLX	1.9	2.1	3.1	.7		4.4	4.5	2.3			.6		
244	3	18	14	23	40		9	7	26	27	2	KCBS	61	1	7	8	3	9		4	4	5	6		KCBS	3.3	5	3.1	5.5	3.2	12.0		1.8	3.1	4.0	6.7	
36	5	12	3			5	2	1	1	1	1	KCBS FM	6		3					1					KCBS FM	3		1.3					8				
93	5	7	12	7	3	7	8	9	6	5	7	KOIA	15		2			1	2	4			6	KDIA	.8		.9			.6	.9	3.1				3.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

SAN JOSE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
94	21	15	4	2	1	14	9	3	3	22	KDON FM	6		1			1	1			3	KDON FM	3			.4					.6	.4					1	7									
17		1	1	2		1	1	2	2	2	KEAR	7				1		1		2	1	KEAR	4					1	1	.6		.8	1.6	1	1												
40		1	5	2	1		6	2	3	4	KFAX	11		2		1		2				KFAX	6			1	4																				
82	1	5	4	7	11		5	8	10	19	KFOG	43	1	2	3	5	3		5	1	7	9	KFOG	2.4		5	.9	2.1	5	3	4.0		2.2	.8	5.6	10	1										
176	18	22	6	6	1	23	15	12	5	3	63	KFRC	67	9	5	3	1	1		9	5	2	1	1	30	KFRC	3.7	4	6	2	2.1	1	1	1.3	5.0	2	2	1.5	8	1	1	16.6					
503	13	24	33	41	38	4	15	41	54	43	3	KGO	144	6	7	9	12	11		2	5	8	19	17	1	KGO	7.9	3	1	3	1	6	2	12.6	14	7	1.1	2	2	6	2	15.2	19	1	6		
138	8	30	8			23	37	14	8	1	7	KIOI	43	3	7	4				6	15	3	3	1	1	1	KIOI	2.4	1	5	3	1	2	8		3.3	6	7	2	3	2	4	1	1	6		
23		2	1			1	1	1	4	1	3	KKHI	3			1	1					1					KKHI	2			7	1	1					.8									
38		8	3	3		2	4	1	4	3	3	KKHI FM	12			5	1	2			1					1	KKHI FM	7		3	4	1	1	2	7		.4				1	1					
61		10	4	3		3	4	2	8	4	3	TOTAL	15			6	2	2			1	1				1	TOTAL	.9		4	1	2	2	2	7		.4		8				1	1			
198	69	31	9			48	11	1	2	1	26	KMEL	20	3	6	2				3	1		1		4	KMEL	1.1	1	5	2	7	1	4		1.7		.4				8			2	2		
43	4		1	12	7		6	2	4	7		KMPX	12				1	5					4	2		KMPX	7				1	1	6	7					3	2	2	2					
157	7	14	31	9	3	10	16	12	9	11	7	KNBR	60	6	7	16	6			7	4	4	2	2	2	KNBR	3.3	3	1	3	1	11	0	6	3		3	1	3	1	3	2	2	2	1	1	
95	1	9	8	15	6	2	8	7	5	7	3	KNEW	26		2	3	3	1			3	1	3		1	KNEW	1.4			9	2	1	3	2	1	3		1	3	.8	2	4			.6		
107		2	15	8	10	1	7	13	9	28		KOIT	56		2	9	8	3			1	5	3	7	7	KOIT	3.1			9	6	2	8	4	4	0	6	2	2	3	5	6	7	9			
107	13	17	13	3	12	6	18	10	3	8	1	KSAN	26	2	6	7	1			3	3	2	1	1		KSAN	1.4	1	0	2	7	4	8	1	1		1	7	1	3	1	5	8	1	1		
230	17	15	34	34	10	2	12	18	13	23	9	KSFO	52	3	2	11	6	2			4	8	3	6	1	KSFO	2.8	1	5	.9	7	6	6	3	2	7		1	8	6	2	2	4	6	7	6	
90	17	9	4			19	11	8	1		20	KSFY	34	5	3	1				7	6	5		6	6	KSFY	1.9	2	6	1	3	.7			3	9	2	7	3	8				3	3		
347	52	22	12	4	1	68	31	20	10		126	KSOL	102	16	5	2				31	6	3		39	KSOL	5.6	8	2	2	2	1	4		17	1	2	7	2	3					21	5		
45	3	7	1			13	3	3	4	1	3	KYA	12	4	3					3	1			1	KYA	7	2	1	1	3				1	7		.4						6				
42	3	5	8			8	5	4			6	KYA FM	8	1	2					2	1	1		1	KYA FM	4		5	9					1	1		4	.8					.6				
155	10	24	24	3	2	21	33	15	8	2	13	KYUU	48	4	8	2	3	1		7	9	3	7	4	KYUU	2	6	2	1	3	6	1	4	3	2	1	3	3	9	4	0	2	3	5	6	2	2

TOTAL LISTENING IN METRO SURVEY AREA 1826 194 225 145 95 75 181 224 130 125 89 181

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

SAN JOSE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
969	79	149	95	4	3	151	241	125	25	16	63	KARA	821	79	136	61				129	189	111	25	14	59	KARA	7.6	8.5	9.9	7.2			13.8	14.1	13.1	3.8	2.9	4.4
247	17	7	14	36	6	44	43	25	16		31	*KAZA	164	9		36	6		14	30	21	13		27	*KAZA	1.5	1.0			5.5	1.4	1.5	2.2	2.5	2.0		2.0	
2348	34	152	238	247	213	34	237	199	312	194	46	KBAY	1431	34	105	147	168	99	26	167	156	174	113	39	KBAY	13.3	3.6	7.7	17.4	25.5	22.3	2.8	12.4	18.5	26.2	23.6		2.9
1074	43	116	175	129	40	59	130	106	80	42	46	KEEN	857	43	92	157	95	16	59	113	73	80	19	43	KEEN	7.9	4.6	6.7	18.6	14.4	3.6	6.3	8.4	8.6	12.0	4.0	3.2	
1576	370	317	52	4	3	351	227	63	34	11	135	KEZR	1306	267	275	46			311	202	60	17	6	113	KEZR	12.1	28.6	20.1	5.4			33.3	15.0	7.1	2.6	1.3	8.3	
1252	170	270	180	89	35	126	144	80	84	18	32	KFAT	612	45	186	102	38		64	83	36	16	6	18	KFAT	5.7	4.8	13.6	12.1	5.8		6.8	6.2	4.3	2.4	1.3	1.3	
483		9	38	87	32		50	45	28	34	22	*KIBE	291		9	28	23	32		50	45	7	13		*KIBE	2.7		.7	3.3	3.5	7.2		3.7	5.3	1.1	2.7		
1031	24	102	92	94	24	9	220	85	141	57	66	KDFC	419		53	28	31	24	9	100	23	40	44	9	KDFC	3.9		3.9	3.3	4.7	5.4	1.0	7.4	2.7	6.0	9.2	7	
1278	24	111	101	144	40	9	236	115	151	78	66	TOTAL	550		61	38	38	40	9	116	53	47	44	9	TOTAL	5.1		4.5	4.5	5.8	9.0	1.0	8.6	6.3	7.1	9.2	7	
1260	302	134	53	22	16	267	63	23	43	6	318	KLIV	836	162	134	38	22	16	149	45	23	43	6	188	KLIV	7.8	17.4	9.8	4.5	3.3	3.6	15.9	3.4	2.7	6.5	1.3	13.9	
2341	117	232	161	96	55	323	532	275	195	73	193	KLOK	1582	62	224	119	49	23	172	359	179	118	47	170	KLOK	14.7	6.6	16.4	14.1	7.4	5.2	18.4	26.7	21.2	17.8	9.8	12.5	
118		7		18	6		41	27	11			KNTA	118		7		18	6		41	27	11			KNTA	1.1		.5		2.7	1.4		3.1	3.2	1.7			
2530	613	404	132	16		448	81	55	7	22	752	KOME	1629	357	314	84	16		298	81	55	7	6	411	KOME	15.1	38.3	22.9	9.9	2.4		31.9	6.0	6.5	1.1	1.3	30.3	
471	137	170	9	16	8	35	50	30	7		9	KPEN	330	34	149	9	16	8	35	33	30	7		9	KPEN	3.1	3.6	10.9	1.1	2.4	1.8	3.7	2.5	3.6	1.1		.7	
153		7	9	30		9	23		26		36	KRVE	108		7	9	7		9	23		7		36	KRVE	1.0		5	1.1	1.1		1.0	1.7		1.1		2.7	
1778	478	217	71	9		176	127	25			658	KSJO	1012	261	168	47	9		116	70	23			318	KSJO	9.4	28.0	12.3	5.6	1.4		12.4	5.2	2.7			23.5	
1705	11	44	184	165	162		85	128	185	282	13	KABL	566	11	18	84	48	64		50	38	55	76	13	KABL	5.2	1.2	1.3	9.9	7.3	14.4		3.7	4.5	8.3	15.9	1.0	
1608	27	96	141	193	147	16	200	145	185	180		KABL FM	357		15	47	57	24		28	46	43	50		KABL FM	3.3		1.1	5.6	8.6	5.4		2.1	5.4	6.5	10.5		
2043	317	433	62	53	11	414	457	107	78	6	105	KBLX	424	52	100	13			116	102	8		6	27	KBLX	3.9	5.6	7.3	1.5			12.4	7.6	9		1.3	2.0	
4256	126	469	401	356	466	48	178	255	403	416	171	KCBS	1262	39	198	152	104	122		85	94	77	131	24	KCBS	11.7	4.2	14.5	18.0	15.8	27.5		6.3	11.1	11.6	27.4	1.8	
1025	121	256	58	50	8	130	105	31	30	21	88	KCBS FM	307	11	97		30	8	26	33	15	7	13	39	KCBS FM	2.8	1.2	7.1		4.6	1.8	2.8	2.5	1.8	1.1	2.7	2.9	
1545	135	133	137	99	52	248	158	105	94	76	183	KDIA	186		18	4		8	29	18	21	9		79	KDIA	1.7		1.3	.5		1.8	3.1	1.3	2.5	1.4		5.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

SAN JOSE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
1253	233	167	69	41	24	205	151	40	42	16	246	KDON FM	108	6	8	5				26	12	4	4	6	37	KDON FM	1 0	6	6	6			2 8	9	5	6	1 3	2 7
428	11	33	34	32	8	33	61	29	18	39	13	KEAR	153	11	9	13	9	8	33	23	10	15	6	6	KEAR	1 4	1 2	7	1 5	1 4	1 8	3 5	1 7	1 2	2 3	1 3	4	
571	38	22	31	38	27		65	41	33	85		KFAX	142	11	18	7		16		15	8	7	13		KFAX	1 3	1 2	1 3		8	3 6		1 1	9	1 1	2 7		
1648	38	142	150	169	207	35	94	133	208	228	15	KFOG	741	11	69	65	58	72	35	78	53	91	101	15	KFOG	6 9	1 2	5 0	7 7	8 8	16 3	3 7	5 8	6 3	13 7	21 1	1 1	
4256	407	429	185	196	29	773	399	291	132	79	1230	KFRC	1484	157	138	75	28	16	209	141	97	55	26	542	KFRC	13 8	16 8	10 1	8 9	4 2	3 6	22 4	10 5	11 5	8 3	5 4	40 0	
5645	285	379	499	497	504	133	299	439	493	503	134	KGO	1784	79	141	158	195	166	44	91	130	210	129	41	KGC	16 5	8 5	10 3	18 7	29 6	37 5	4 7	6 8	15 4	31 6	27 0	3 0	
2545	284	471	207	33	17	473	495	143	110	54	202	KIOI	1007	139	190	85	24		135	256	63	41	25	40	KIOI	9 3	14 9	13 9	10 0	3 6		14 4	19 1	7 5	6 2	5 2	3 0	
486			53	94	25	28	8	68	69	33	43	KKHI	153			37	28	8		8	38	15	19		KKHI	1 4			4 4	4 2	1 8		6	4 5	2 3	4 0		
717		56	132	49	49	22	124	56	71	40	22	KKHI FM	221		9	37	21	32		33	23	7	31		KKHI FM	2 0		7	4 4	3 2	7 2		2 5	2 7	1 1	6 5		
1055		58	175	143	57	50	132	101	120	66	43	TOTAL	344		9	65	49	40		41	53	15	44		TOTAL	3 2		7	7 7	7 4	9 0		3 1	6 3	2 3	9 2		
2964	818	483	62			727	171	36	28	15	624	KMEL	463	90	158	9			95	14	3	9		85	KMEL	4 3	9 6	11 5	1 1			10 2	1 0	4	1 4		6 3	
538	47	35	3	115	64	9	72	33	40	81		KMPX	130		9		7	32	9	8		40	25	KMPX	1 2		7		1 1	7 2	1 0	6		6 0	5 2			
3336	162	350	459	220	129	279	380	237	179	215	208	KNBR	1220	102	182	177	116	48	52	142	60	75	53	72	KNBR	11 3	10 9	13 3	20 9	17 6	10 8	5 6	10 6	7 1	11 3	11 1	5 3	
1758	56	177	166	220	112	56	212	133	164	130	48	KNEW	578	23	40	63	90	27	9	83	53	65	13	15	KNEW	5 4	2 5	2 9	7 4	13 7	6 1	1 0	6 2	6 3	9 8	2 7	1 1	
1701	17	51	159	111	169	67	177	189	170	218	31	KOIT	847		47	101	68	72	17	89	97	116	69	31	KOIT	7 9		3 4	11 9	10 3	16 3	1 8	6 6	11 5	17 5	14 4	2 3	
2090	257	409	175	122	92	176	314	139	82	178	47	KSAN	549	56	136	76	32	8	73	78	26	33	13	9	KSAN	5 1	6 0	9 9	9 0	4 9	1 8	7 8	5 8	3 1	5 0	2 7	7	
3551	326	362	410	334	226	56	257	240	187	302	333	KSFO	920	56	82	159	96	56	9	101	105	51	57	62	KSFO	8 5	6 0	6 0	18 8	14 6	12 6	1 0	7 5	12 4	7 7	11 9	4 6	
2482	462	297	92	40	8	500	291	160	60	10	515	KSFX	763	137	112	28		8	137	110	40	9		164	KSFX	7 1	14 7	8 2	3 3		1 8	14 7	8 2	4 7	1 4		12 1	
2976	500	324	114	57	19	489	323	155	133	2	838	KSOL	958	136	63	44		8	197	69	54	16		361	KSOL	8 9	14 6	4 6	5 2		1 8	21 1	5 1	6 4	2 4		26 6	
1536	237	259	43		26	378	177	98	82	48	152	KYA	538	63	124	26			109	50	15	24	13	95	KYA	5 0	6 8	9 1	3 1			11 7	3 7	1 8	3 6	2 7	7 0	
1281	196	205	30			294	143	63	46		274	KYA FM	408	45	88	9			91	40	30	7		98	KYA FM	3 8	4 8	6 4	1 1			9 7	3 0	3 6	1 1		7 2	
2811	298	505	216	94	36	436	584	194	101	36	274	KYUU	978	77	163	56	51	19	148	212	82	35	9	107	KYUU	9 1	8 3	11 9	6 6	7 7	4 3	15 8	15 8	9 7	5 3	1 9	7 9	

TOTAL LISTENING IN METRO SURVEY AREA 10303 878 1320 822 605 429 921 1287 799 629 455 1300 95 5 94 1 96 4 97 2 91 8 96 8 98 5 95 8 94 6 94 7 95 2 95 9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
36					6			1		10		*WAMR	33						6					10		*WAMR	6.6						14.6					3.7		14.9
29			1	4	5				1	3		WAMR FM	27			1	2	5					1	3		WAMR FM	5.4			4.3	13.3	12.2					4.8	4.5		
8					1	2		1		1		*WBRD	8					1	2			1	1		*WBRD	1.6					2.4	7.4			3.7		1.5			
77		6	3	4	7	2	2	10	3	15		WDUV	76		6	3	3	7	2	2	10	3	15		WDUV	15.3	21.4	13.0	20.0	17.1	7.4	6.9	37.0	14.3	22.4					
11									1	2		*WENG	4										1		*WENG	8											1.5			
8						1	1	1			3	WKXY	8						1	1	1			3	WKXY	1.6					3.7	3.4	3.7				12.5			
13		1							1	1		*WQSA	13		1			1					1		*WQSA	2.6		3.6			2.4						1.5			
18		1							1	2		WSPB	18		1			2					2		WSPB	3.6		3.6			4.9					4.8	3.0			
10						3	4	1	1			WSPB FM	10						3	4	1	1			WSPB FM	2.0					11.1	13.8	3.7	4.8						
10	1	3		1					3	1		WSRZ	9	1	2		1			3	1			WSRZ	1.8	5.3	7.1		6.7			10.3	3.7							
4										1		*WTRL	4										1		*WTRL	8										1.5				
21				1	1			1		6		*WWZZ	21				1	1			1	1	6		*WWZZ	4.2			6.7	2.4		3.4		4.8	9.0					
8	3					2	1		1		1	WCKX	8	3					2	1		1		1	WCKX	1.6	15.8				7.4	3.4		4.8		4.2				
11							2		1	1		WFLA	11						2			1	1		WFLA	2.2					6.9		4.8	1.5						
21			1	2	5					4		WFLA FM	21			1	2	5					4		WFLA FM	4.2			4.3	13.3	12.2					6.0				
21	4	5	2			1	5	1	1		2	WINK FM	6	4					1	1				2	WINK FM	1.2	21.1				3.7	3.4								
19						2	2		2	3		WJYW	19				2	2		2	2		3		WJYW	3.8				4.9	7.4			9.5	4.5					
11		2	2			2	3	1				WLCY	11		2	2			2	3	1				WLCY	2.2		7.1	8.7		7.4	10.3	3.7							
11					1				2	1		WPLP	11					1				2	1		WPLP	2.2					2.4			9.5	1.5					
21	5	3	3			3		2			5	WQXM	21	5	3	3			3		2			5	WQXM	4.2	26.3	10.7	13.0		11.1		7.4			20.8				
18	1	3		1		2	1	1	1	1	5	WQYK	18	1	3		1		2	1	1	1	1	5	WQYK	3.6	5.3	10.7		6.7		7.4	3.4	3.7	4.8	1.5				
11	3	1	2			2	1				2	WRBQ	11	3	1	2					2	1		2	WRBQ	2.2	15.8	3.6	8.7			6.9	3.7			8.3				
41	1	2	6	3	4	2	5	4	1	5		WSUN	37	1	2	6	3	3	2	5	4		4		WSUN	7.4	5.3	7.1	26.1	20.0	7.3	7.4	17.2	14.8		6.0				
6						3		2			1	*WTMP	6							3		2		1	*WTMP	1.2					11.1		7.4			4.2				
32			3	2	3				3	6		WWBA	32			3	2	3					3	6		WWBA	6.4			13.0	13.3	7.3			14.3	9.0				
6					2				1	2		*WWLF	6					2						2	*WWLF	1.2					4.9			4.8	3.0					
21	1	6				1	1				12	WYNF	13	1	4				1	1				6	WYNF	2.6	5.3	14.3			3.7	3.4				25.0				
TOTAL LISTENING IN METRO SURVEY AREA											497	19	28	23	15	41	27	29	27	21	67	24																		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

SARASOTA-BRADENTON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
242				5	22		5	5	5	42		*WAMR	212				5	22		5	5	5	38		*WAMR	6	7			3	7	10	6		2	8	3	3	0	12	0								
351			12	39	31			10	20	55		WAMR FM	295			12	33	26			10	17	51		WAMR FM	9	3			8	9	24	3	12	5			6	6	10	1	16	1						
120				11	12	12		14		16		*WBRD	120				11	12	12		14		16		*WBRD	3	8				8	1	5	8	9	0		9	2		5	1							
801		33	24	47	76	12	30	64	32	133	11	WDUV	782		33	24	41	76	12	30	64	29	129	11	WDUV	24	6		20	0	17	8	30	1	36	5	9	0	16	8	42	1	17	3	40	8	4	6	
124			6	5					8	34		*WENG	75			6							25		*WENG	2	4			4	4											7	9						
285		16	18	10	9	37	15	15	18	8	70	WKXY	278		16	18	10	9	37	15	15	18	8	70	WKXY	8	8		9	7	13	3	7	4	4	3	27	6	8	4	9	9	10	7	2	5	29	2	
229		17	6	11	17			5	5	19	24	*WQSA	229		17	6	11	17			5	5	19	24	*WQSA	7	2		10	3	4	4	9	1	8	2			2	8	3	3	11	3	7	6			
274		8	6	20	22			5	5	10	29	WSPB	274		8	6	20	22			5	5	10	29	6	WSPB	8	6		4	8	4	4	14	7	10	6			2	8	3	3	6	0	9	2	2	5
178		17		11	4	31	35	15	10		17	WSPB FM	178		17		11	4	31	35	15	10		17	WSPB FM	5	6		10	3		8	1	1	9	23	1	19	6	9	9	6	0			7	1		
259	22	57	12	11	4	6	42	20	14	4	30	WSRZ	237	22	42	12	11	4	6	35	20	14	4	30	WSRZ	7	5	16	8	25	5	8	9	9	1	1	9	4	5	19	6	13	2	8	3	1	3	12	5
112					4			5	5	12		*WTRL	112					4			5	5	12		*WTRL	3	5					1	9							3	3	3	0	3	8				
172				16	17			5	10	13	17	*WWZZ	172				16	17			5	10	13	17	*WWZZ	5	4					11	8	8	2			2	8	6	6	7	7	5	4				
172	11	25	6		4	24	20	10	14		58	WCKX	172	11	25	6		4	24	20	10	14		58	WCKX	5	4	8	4	15	2	4	4		1	9	17	9	11	2	6	6	8	3			24	2	
254		8	12		8	12	25	5	14	21		WFLA	241		8	12		8	12	25	5	8	21		WFLA	7	6		4	8	8	9		3	8	9	0	14	0	3	3	4	8	6	6				
308			12	22	52		6	5	17	54		WFLA FM	277			12	22	43			5	9	46		WFLA FM	8	7			8	9	16	2	20	7				3	3	5	4	14	6					
225	22	45	27		4	6	41	23	6	13	25	WINK FM	73	22			4	6	15	5		4	17	17	WINK FM	2	3	16	8				1	9	4	5	8	4	3	3			1	3	7	1			
266				16	29	6	5		32	49		WJYW	266				16	29	6	5		32	49		WJYW	8	4					11	8	13	9	4	5	2	8			19	0	15	5				
267		16	17	5		54	25	19	17	8	38	WLCY	267		16	17	5		54	25	19	17	8	38	WLCY	8	4		9	7	12	6	3	7		40	3	14	0	12	5	10	1	2	5	15	8		
149		8			12				19	17		WPLP	136		8			12				19	17		WPLP	4	3		4	8				5	8					11	3	5	4						
331	44	33	23	14	4	49	10	20	9	8	105	WQXM	331	44	33	23	14	4	49	10	20	9	8	105	WQXM	10	4	33	6	20	0	17	0	10	3	1	9	36	6	5	6	13	2	5	4	2	5	43	8
247	11	49	24	11	8	12	15	15	9	16	46	WQYK	247	11	49	24	11	8	12	15	15	9	16	46	WQYK	7	8	8	4	29	7	17	8	8	1	3	8	9	0	8	4	9	9	5	4	5	1	19	2
202	33	24	12	11		18	39	15	14		36	WRBQ	202	33	24	12	11		18	39	15	14		36	WRBQ	6	4	25	2	14	5	8	9	8	1		13	4	21	8	9	9	8	3			15	0	
532	11	25	71	36	52	30	35	34	30	50	14	WSUN	481	11	25	71	36	38	30	35	34	27	42	14	WSUN	15	2	8	4	15	2	52	6	26	5	18	3	22	4	19	6	22	4	16	1	13	3	5	8
83					4	18		10		4	41	*WTMP	83				4	18		10		4	41	*WTMP	2	6						1	9	13	4					6	6			1	3	17	1		
361		16	18	17	38	12			29	71		WWBA	341		16	18	17	34	12			29	71		WWBA	10	7		9	7	13	3	12	5	16	3	9	0					17	3	19	6			
107			6	21					18	25		*WWLF	107			6	21					18	25		*WWLF	3	4					4	4	10	1							10	7	7	9				
324	11	73	12		22	43	20	15	5	4	119	WYNF	288	11	58	12		17	43	20	15	5	4	103	WYNF	9	1	8	4	35	2	8	9		8	2	32	1	11	2	9	9	3	0	1	3	42	9	
TOTAL LISTENING IN METRO SURVEY AREA												2944	120	156	135	136	195	134	164	147	146	299	234	92	8	91	6	94	5	99	9	99	9	93	8	99	9	91	6	96	7	86	9	94	6	97	5		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %	35-44 %	45-54 %	55-64 %							
374	84	85	21	6	83	43	16	6	2	26	WAEV	265	62	58	6	56	31	16	6	2	26	WAEV	14.6	37.6	32.8	5.2	35.2	17.4	12.2	5.1	1.8	11.0																	
1147	122	144	99	102	59	127	109	118	92	55	86	WCHY	415	36	51	40	36	21	43	48	38	39	14	36	WCHY	22.8	21.8	28.8	34.5	34.6	21.9	27.0	27.0	29.0	33.1	12.6	15.2												
176	41	4	4	14	6	8	5	13	17	20	15	*WEAS	137	7	4	4	14	6	8	5	13	17	15	15	*WEAS	7.5	4.2	2.3	3.4	13.5	6.3	5.0	2.8	9.9	14.4	13.5	6.3												
689	89	36	49	26	7	87	62	50	23	21	198	WEAS FM	465	56	36	24	26	7	60	49	21	23	16	121	WEAS FM	25.6	33.9	20.3	20.7	25.0	7.3	37.7	27.5	16.0	19.5	14.4	51.1												
29			3		6		8	4	3	1	WGEC	29			3		6		8	4	3	1	WGEC	1.6			2.6		6.3		6.1	3.4	2.7	4															
704	81	47	30	62	72	9	62	47	60	60	13	WJCL	346	17	29	20	34	33	9	38	28	23	38	13	WJCL	19.0	10.3	16.4	17.2	32.7	34.4	5.7	21.3	21.4	19.5	34.2	5.5												
143		11	14	8	4	19	12	21	7	11	14	WKBX	94		11	4	8	4	8	6	14	2	11	14	WKBX	5.2		6.2	3.4	7.7	4.2	5.0	3.4	10.7	1.7	9.9	5.9												
66		9	7	10	16				6	6	*WNMT	66		9	7	10	16					6	6	*WNMT	3.6		5.1	6.0	9.6	16.7			5.1	5.4															
159		33	14	16	11	9	17	12	13	9	8	WQQT	159		33	14	16	11	9	17	12	13	9	8	WQQT	8.7		18.6	12.1	15.4	11.5	5.7	9.6	9.2	11.0	8.1	3.4												
409	60	35	15	8	25	54	58	20	27	18	74	WSGA	340	26	35	15	8	13	44	52	20	25	13	74	WSGA	18.7	15.8	19.8	12.9	7.7	13.5	27.7	29.2	15.3	21.2	11.7	31.2												
753	140	67	30	18	9	104	68	48	7	18	223	WSGF	448	73	53	17	7	3	75	48	38	7	13	109	WSGF	24.6	44.2	29.9	14.7	5.7	3.1	47.2	27.0	29.0	5.9	11.7	46.0												
364	31	27	15	26	13	41	33	30	25	24	43	WSOK	364	31	27	15	26	13	41	33	30	25	24	43	WSOK	20.0	18.8	15.3	12.9	25.0	13.5	25.8	18.5	22.9	21.2	21.6	18.1												
256	15	43	11	11	31	26	28	16	8	23	13	WWSA	223	15	33	11	11	25	26	22	16	8	23	13	WWSA	12.3	9.1	18.6	9.5	10.6	26.0	16.4	12.4	12.2	6.8	20.7	5.5												
1007	168	118	26	46	14	117	110	61	46	30	228	WZAT	499	61	49	16	21	14	49	53	41	31	21	100	WZAT	27.4	37.0	27.7	13.8	20.2	14.6	30.8	29.8	31.3	26.3	18.9	42.2												
TOTAL LISTENING IN METRO SURVEY AREA												1731	159	177	112	99	88	159	171	126	115	99	237																										

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

SEATTLE-EVERETT-TACOMA
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
39		3		2	3	1	3	1	6	2		KAYO	34		3		1	2		3	1	5	2		KAYO	1.2		1.0		8	1.7		1.0	5	3.0	1.3		
61	8	3	5		3	7	10	12	6	2	4	KBIQ	48	8	3	4			7	6	11	4	2	2	KBIQ	1.8	2.5	1.0	2.1		8	1.7	2.8	2.1	5.3	2.4	1.3	.8
9				1				2	1			*KBLE	9				1				2	1			*KBLE	3				8				1.0		.6		
54	20	6	1			10	2	4	3		8	*KBLE FM	51	20	6	1			10	2	3	3	6	6	*KBLE FM	1.9	6.2	1.9	5		4.0	.7	1.4	1.8		2.4		
82	3	11	5	6	10	2	3	10	11	8	4	KBRD	67	3	11	3	5	7	2	3	5	11	7	3	KBRD	2.4	9	3.5	1.6	3.8	5.9	8	1.0	2.4	6.5	4.4	1.2	
109	1	5	4	9	7		4	12	10	23	3	KEZX	80	1	2	4	9	7		2	10	10	16	2	KEZX	2.9	3	6	2.1	6.9	5.9		.7	4.8	5.9	10.1	8	
47		1		1		1	10	12	9			*KGON	44			1	1			1	8	12	9		*KGON	1.6			.5		8		.3	3.9	7.1	5.7		
146	12	27	6	3	6	32	26	10	7	1	13	KING	112	9	21	5	2	6	28	19	5	5	1	9	KING	4.1	2.8	6.7	2.7	1.5	5.0	11.2	6.5	2.4	3.0	.6	3.5	
73	3	5	13	8	4	5	6	10	9	2	1	KING FM	64	3	5	10	8	3	5	6	7	9	1	1	KING FM	2.3	.9	1.6	5.3	6.2	2.5	2.0	2.1	3.4	5.3	6	.4	
278	3	26	18	26	30	8	18	22	21	25	5	KIRO	222	3	19	16	18	24	8	16	18	15	23	3	KIRO	8.1	.9	6.0	8.5	13.8	20.2	3.2	5.5	8.7	8.9	14.6	1.2	
275	105	26	3			39	7	1	1	4	89	KISW	237	86	22	3			34	7	1		4	80	KISW	8.7	26.5	7.0	1.6		13.5	2.4	5		2.5	31.5		
95			1	12	12		2	4	11	28		KIXI	90			1	10	12		2	4	11	26		KIXI	3.3			.5	7.7	10.1		.7	1.9	6.5	16.5		
123	14	13	13	9	3	11	19	17	3	6	11	KIXI FM	110	14	8	13	9	2	11	18	14	2	4	11	KIXI FM	4.0	4.3	2.5	6.9	6.9	1.7	4.4	6.2	6.8	1.2	2.5	4.3	
168	17	29	11	2	3	34	19	6	5	1	40	KJR	129	14	23	9	1	1	23	18	6	4		29	KJR	4.7	4.3	7.3	4.8	8	8	9.2	6.2	2.9	2.4		11.4	
15	1			2		2	3	3			4	KKFX	14	1			1		2	3	3			4	KKFX	5	3			.8		.8	1.0	1.4		1.6		
28	7	1	2	3	2				5	2	1	KMO	28	7	1	2	3	2					5	2	1	KMO	1.0	2.2	3	1.1	2.3	1.7			3.0	1.3	.4	
84	2	5	11	12	6	3	7	5	16	9	1	KMPS	72	2	5	11	10	3	3	6	4	15	6	1	KMPS	2.6	6	1.6	5.9	7.7	2.5	1.2	2.1	1.9	8.9	3.8	.4	
83	2	6	9	12	6	6	12	10	4	3		KMPS FM	70	2	5	8	6	5	5	11	10	2	3		KMPS FM	2.6	.6	1.6	4.3	4.6	4.2	2.0	3.8	4.8	1.2	1.9		
136	33	10	1		1	16	15	7	1	1	51	KNBQ	116	32	7	1		1	15	13	6	1		40	KNBQ	4.2	9.8	2.2	.5		8	6.0	4.5	2.9	.6		15.7	
230	7	9	30	20	19	2	12	18	35	22	2	KOMO	173	5	7	27	12	17	2	8	16	12	19	2	KOMO	6.3	1.5	2.2	14.4	9.2	14.3	8	2.7	7.7	7.1	12.0	.8	
94	6	28	3			20	22	3	4		7	KPLZ	86	6	26	1			18	21	3	4		7	KPLZ	3.1	1.8	8.3	.5			7.2	7.2	1.4	2.4		2.8	
47	10	10	4	1		2	6	10	2		2	KRPM FM	46	10	10	4	1		2	5	10	2		2	KRPM FM	1.7	3.1	3.2	2.1	8		8	1.7	4.8	1.2		.8	
177	3	4	17	9	19	4	15	26	12	22	1	KSEA	143	3	4	10	9	14	4	10	22	10	16		KSEA	5.2	.9	1.3	5.3	6.9	11.8	1.6	3.4	10.6	5.9	10.1		
40	1	3	5	1	2	11	3	8	2		4	KTAC	38	1	3	5	1	2	11	2	7	2		4	KTAC	1.4	.3	1.0	2.7	.8	1.7	4.4	7	3.4	1.2		1.6	
11				3			3		4	1		KTNT	11				3				3		4	1		KTNT	.4				2.3		1.0		2.4	6		
149	4	27	11	12	8	2	15	12	12	9	2	KVI	132	4	23	10	10	6	2	14	12	9	8	1	KVI	4.8	1.2	7.3	5.3	7.7	5.0	8	4.8	5.8	5.3	5.1	.4	
39	7	5	4		2	2	3	1		3	1	KWYZ	34	7	5	4			2	3	1			1	KWYZ	1.2	2.2	1.6	2.1			.8	1.0	5		.4		
81	10	25	10	1		3	20	6	2		3	KXA	66	10	24	7			3	16	4			1	KXA	2.4	3.1	7.6	3.7			1.2	5.5	1.9		.4		
133	26	18	13	1		13	28	3	3	2	25	KYYX	123	26	14	11	1		12	26	3	3	2	24	KYYX	4.5	8.0	4.4	5.9	8		4.8	8.9	1.4	1.8	1.3	9.4	
6	2	1				2	1					KZAM	6	2	1				2	1						KZAM	2	.6	3			8	3					
84	14	29	4			13	21	1		1	1	KZAM FM	76	14	25	4			11	20	1		1		KZAM FM	2.8	4.3	7.9	2.1			4.4	6.9	.5		.6		
24	14	2				3	1	1			3	KZOK	12	4	2				2	1	1			2	KZOK	4	1.2	6			.8	3	5			.8		
71	18	11	6			20	6	1	2	1	6	KZOK FM	63	13	11	4			20	6		2	1	6	KZOK FM	2.3	4.0	3.5	2.1			8.0	2.1		1.2	.6	2.4	

TOTAL LISTENING IN METRO SURVEY AREA 2737 325 315 188 130 119 251 291 207 169 158 254

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

SEATTLE-EVERETT-TACOMA
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
792		67	38	62	109	55	37	42	103	65	11	KAYO	648		67	38	48	77	13	37	33	80	65	11	KAYO	37		33	30	47	91	9	19	26	78	7.3	5	
1016	108	84	92	32	33	126	139	157	71	39	121	KBIQ	791	108	49	69	32	16	85	109	129	59	36	87	KBIQ	45	6.6	24	54	31	19	56	55	101	57	40	42	
260	21		20	21	16		19	36	18	14		*KBLE	236	21		20	21	16		19	26	18	14		*KBLE	13	13		16	21	19		10	20	17	16		
896	172	161	29	11		224	77	27	19		156	*KBLE FM	842	168	161	29	11		222	77	18	19		125	*KBLE FM	48	103	80	23	11		146	39	14	18		6.0	
1402	91	107	123	124	117	27	85	148	104	131	92	KBRD	1016	91	90	71	87	94	27	75	78	80	81	32	KBRD	58	5.6	45	55	85	111	1	8	38	61	78	91	15
1477	38	99	107	134	143	13	96	177	128	207	58	KEZX	1175	38	55	107	117	125	13	75	148	116	163	34	KEZX	67	23	27	83	114	148	9	38	11.6	113	182	16	
595	41	11	38	10	43	15	41	113	74	45	27	*KGDN	543	41	11	38	10	43	15	41	85	74	45	27	*KGDN	31	25	5	30	10	51	10	21	67	72	50	13	
3640	414	608	234	91	57	621	510	280	107	77	455	KING	2478	273	356	173	62	42	509	379	161	82	37	291	KING	140	167	176	134	61	50	334	192	12.6	80	4.1	14.0	
1394	89	201	165	98	72	149	167	109	100	52	49	KING FM	1226	89	181	136	87	68	149	133	85	100	36	48	KING FM	69	55	90	106	85	80	98	67	67	97	40	2.3	
5219	225	609	494	400	402	198	424	397	346	429	219	KIRO	4224	182	496	377	308	310	198	372	321	270	361	163	KIRO	239	11.2	245	293	201	367	130	188	251	26.2	403	78	
2974	71	398	49	10	18	512	151	42	40	40	1003	KISW	2433	488	350	49	10	16	457	151	42	37	23	810	KISW	138	299	173	38	10	19	300	76	3.3	3.6	26	39.0	
1275	19		67	192	157		78	98	151	204	16	KIXI	1113	19		67	163	142		68	77	119	182		KIXI	63	12		52	159	168		34	60	116	203		
1837	146	174	217	107	86	222	284	154	39	98	227	KIXI FM	1603	143	159	170	105	52	221	250	131	35	60	209	KIXI FM	91	88	79	132	103	62	145	127	103	34	67	101	
3693	449	545	173	70	82	695	458	173	81	49	826	KJR	2890	346	459	118	41	49	537	378	137	62	36	656	KJR	164	212	227	92	40	58	353	191	107	60	40	316	
337	19	34	10	31		54	66	25	8		90	KKFX	326	19	34	10	20		54	66	25	8		90	KKFX	18	12	17	8	20		35	33	20		8	43	
515	60	23	31	50	27		19	28	63	50	35	KMO	453	55	23	30	48	26		19	17	62	38	35	KMO	26	34	11	23	47	31		10	13	60	42	17	
1457	56	110	243	155	100	83	108	139	189	64	70	KMPS	1222	56	92	224	120	69	83	88	118	164	36	54	KMPS	69	34	46	174	117	82	54	45	92	159	40	26	
864	54	115	100	107	39	63	115	60	44	37	11	KMPS FM	728	54	89	99	78	25	55	93	49	29	36	11	KMPS FM	41	33	44	77	76	30	36	47	38	28	40	5	
1893	379	224	53	10	9	272	202	103	10	32	569	KNBQ	1580	331	161	49	10	9	265	136	86	9	15	479	KNBQ	89	203	80	38	10	11	174	69	67	9	17	230	
3728	136	253	385	345	372	158	247	334	267	285	162	KOMO	3035	107	215	319	287	299	125	189	286	215	220	148	KOMO	172	66	106	248	281	354	82	96	224	209	246	71	
1595	161	413	78	13		303	362	44	37	18	124	KPLZ	1335	161	345	41	10		249	326	44	37	7	91	KPLZ	76	99	171	32	10		163	165	34	36	8	44	
427	73	70	42	28	12	28	57	46	20	14	11	KRPM FM	407	73	68	41	28	10	28	48	43	20	14	11	KRPM FM	23	45	34	32	27	12	18	24	34	19	16	5	
2010	71	80	239	173	144	69	233	256	166	181	48	KSEA	1664	71	80	179	137	110	69	210	201	140	147	34	KSEA	94	44	40	139	134	130	45	106	157	136	164	16	
912	93	133	60	19	26	204	84	106	17	8	134	KTAC	802	93	92	60	19	26	195	68	77	17	8	134	KTAC	45	57	46	47	19	31	128	34	60	17	9	64	
176		23	10	39			19	9	36	8		KTNT	154		23	10	39			19	9	36	8		KTNT	9		11	8	38			10	7	35	9		
2564	129	366	239	169	145	54	238	245	174	180	113	KVI	2286	129	315	215	137	126	54	229	230	162	162	58	KVI	129	79	156	167	134	149	35	116	180	157	181	28	
354	21	13	56	22	27	15	21	19	9	22	49	KWYZ	323	21	13	56	22	10	15	21	19	9	8	49	KWYZ	18	13	6	44	22	12	10	11	15	9	9	24	
1339	91	307	187	25	31	111	247	120	30	14	96	KXA	1180	91	294	149	11	16	111	227	110	10	14	67	KXA	67	56	145	11.6	11	19	73	115	86	10	16	32	
2327	328	374	136	22	22	324	359	80	37	53	569	KYYX	2096	328	332	89	20	8	311	324	79	37	36	512	KYYX	119	201	164	69	20	9	204	164	6.2	36	40	246	
370	90	90				106	55	18	11			KZAM	347	90	77				106	55	8	11			KZAM	20	55	38				70	2.8	6	11			
1485	220	431	97	10	2	240	361	25	28	7	48	KZAM FM	1347	217	400	78	10		197	340	25	28	7	33	KZAM FM	76	133	198	61	40		129	172	20	27	8	16	
784	194	140	19		16	171	57	16	11	7	153	KZOK	691	163	127	19		16	137	57	16	11	7	138	KZOK	39	100	63	15		19	90	29	13	11	8	66	
1958	526	361	95	9	15	494	127	52	18	23	238	KZOK FM	1579	371	298	58	9		439	125	16	18	23	222	KZOK FM	89	228	147	45	9		288	63	13	17	26	107	

TOTAL LISTENING IN METRO SURVEY AREA 16565 1576 1932 1246 916 770 1480 1880 1173 974 828 1976 93.8 96.7 95.6 96.8 89.8 91.1 97.2 95.2 91.9 94.6 92.5 95.0

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %				
8	1				1					1	1	8	1							1	1	1.9	2.9						5.0					4.2	4.0					
4		4										4		4								1.0		9.8																
41		1	2	1	2	2	4	5	6	5	1	33		1	1	1	2	1	2	5	4	7.9		2.4	5.0	5.0	10.0	2.4	4.0	15.2	16.7	16.0								
48			3	3	2	3	4	5	3	6	6	45		3	3	2	3	4	5	3	5	6	1	10.7		7.3	15.0	10.0	15.0	9.5	10.0	9.1	20.8	24.0	2.2					
32	5	7				7	5	3	3		2	29	4	7				6	5	3	2	2	2	6.9	11.8	17.1				14.3	10.0	9.1	8.3		4.4					
64	5	9	4	3	1	15	9	6	3	1	5	41	3	7	2		1	10	5	4	2	1	4	9.8	8.8	17.1	10.0		5.0	23.8	10.0	12.1	8.3	4.0	8.9					
5								2			1	5							2			1	1	1.2							4.0				2.2					
43	10	6	3	1		6	6			1	10	35	7	5	2	1		4	5		1	10	8.4	20.6	12.2	10.0	5.0		9.5	10.0		4.2				22.2				
2												2											2	.5																
74	7	2	3	2	4	12	13	6	3	5	13	66	6	2	3	2	4	10	11	5	2	5	12	15.8	17.6	4.9	15.0	10.0	20.0	23.8	22.0	15.2	8.3	20.0		26.7				
17		1	3	1	2		4	1	3	1		15		1	3	1	2		4	1	1	1	2	3.6		2.4	15.0	5.0	10.0		8.0	3.0	4.2	4.0						
84	8	8	4	8	6	3	10	12	5	6	7	44	5	4	1	6	3	2	5	6	3	3	2	10.5	14.7	9.8	5.0	30.0	15.0	4.8	10.0	18.2	12.5	12.0		4.4				
101	8	9	7	9	8	3	14	13	8	7	7	59	5	5	4	7	5	2	9	7	4	4	2	14.1	14.7	12.2	20.0	35.0	25.0	4.8	18.0	21.2	16.7	16.0		4.4				
65	16	4	2		1	8	6	2	1	1	23	30	6	2				4	3	2		12	7.2	17.6	4.9				9.5	6.0	6.1				26.7					
98	3	8	9	12	5	1	6	6	5	8	3	54	1	4	4	7	3	1	3	2	3	3	1	12.9	2.9	9.8	20.0	35.0	15.0	2.4	6.0	6.1	12.5	12.0		2.2				
TOTAL LISTENING IN METRO SURVEY AREA												419	34	41	20	20	20	42	50	33	24	25	45																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
95	6	6	6	7	5	6	9	9	5	7	*KASO	95	6	6	6	7	5	6	9	9	5	7	*KASO	3.1	2.6	2.1	2.9	4.3	3.3	2.5	3.8	4.8	2.7	1.7			
77	5	25	8		4	5	11		5	3	*KBCL	77	5	25	8		4	5	11		5	3	*KBCL	2.5	2.2	8.6	3.8		2.6	2.1	3.4		2.6	1.6			
423	9	24	31	20	37	46	21	40	51	46	21	*KCIJ	332	9	24	20	16	28	28	10	36	35	39	10	*KCIJ	10.9	4.0	8.2	9.6	9.8	18.5	11.8	3.1	15.2	18.5	20.9	2.4
585	15	43	30	35	49	33	46	35	73	78	28	KCOZ	513	15	43	30	32	40	33	35	35	53	74	28	KCOZ	16.9	6.6	14.8	14.4	19.5	26.5	13.9	11.0	14.8	28.0	39.6	6.8
418	47	70	15	7		85	66	20	26	8	71	KDKS	335	35	60	15	7		62	58	20	10	5	60	KDKS	11.0	15.4	20.6	7.2	4.3		26.1	18.2	8.4	5.3	2.7	14.5
1467	163	183	86	46	35	213	238	138	34	48	194	KEEL	825	60	130	62	20	25	85	124	90	25	43	112	KEEL	27.2	26.4	44.7	29.8	12.2	16.6	35.7	38.9	38.0	13.2	23.0	27.1
109		14	4	5	4		24	11	5	14	16	KEPT	101		14	4	5	4		16	11	5	14	16	KEPT	3.3		4.8	1.9	3.0	2.6		5.0	4.6	2.6	7.5	3.9
598	147	94	9	16	10	87	78	11	19	3	120	KMBQ	468	85	84	5	16	10	61	62	11	15	3	112	KMBQ	15.4	37.4	28.9	2.4	9.8	6.6	25.6	19.4	4.6	7.9	1.6	27.1
40			9		7				5		5	*KNCB	40			9		7				5		5	*KNCB	1.3			4.3		4.6				2.6	1.2	
887	109	47	62	32	31	110	121	64	51	29	168	KOKA	704	73	36	52	28	31	76	101	53	26	29	140	KOKA	23.2	32.2	12.4	25.0	17.1	20.5	31.9	31.7	22.4	13.8	15.5	33.9
367	5	15	38	26	29	19	59	23	40	48	10	KRMD	289	5	15	31	26	29	14	54	20	30	19	10	KRMD	9.5	2.2	5.2	14.9	15.9	19.2	5.9	16.9	8.4	15.9	10.2	2.4
1161	93	117	94	113	84	61	122	88	82	72	102	KRMD FM	602	49	51	37	82	34	20	60	53	44	40	56	KRMD FM	19.8	21.6	17.5	17.8	50.0	22.5	8.4	18.8	22.4	23.3	21.4	13.6
1387	93	122	119	119	109	80	157	96	114	99	102	TOTAL	783	49	56	62	88	60	34	96	61	65	52	56	TOTAL	25.8	21.6	19.2	29.8	53.7	39.7	14.3	30.1	25.7	34.4	27.8	13.6
1017	242	91	52		14	120	103	45	33	11	284	KROK	532	79	61	28		4	55	53	38	7		185	KROK	17.5	34.8	21.0	13.5		2.6	23.1	16.6	16.0	3.7	44.8	
1708	108	166	145	163	102	41	140	123	126	136	76	KWKH	770	25	69	52	82	66	15	65	55	58	57	28	KWKH	25.4	11.0	23.7	25.0	50.0	43.7	6.3	20.4	23.2	30.7	30.5	6.8
TOTAL LISTENING IN METRO SURVEY AREA												2935	221	286	198	164	139	238	319	233	171	180	401	96.6	97.4	98.3	95.2	99.9	92.1	99.9	99.9	98.3	90.5	96.3	97.1		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS										SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
66	8	17	2			8	11	1			16	KELO	18	1	3	1					4	4	1			1	2	KELO	12.2	7.7	18.8	11.1			28.6	22.2	10.0		14.3	14.3
34	1	2	5	2	2	2	2	3	4	3		KELO FM	17				2	2			1	1	1	4	2		KELO FM	11.6				28.6	28.6	7.1	5.6	10.0	33.3	28.6		
17	2	1	2	2	1	1	1	2	3		1	KIOV	12	1	1	2		1	1	2	1					1	KIOV	8.2	7.7	6.3	22.2		14.3	7.1	5.6	20.0	8.3		7.1	
40	7	10	2			8	3	1			9	KKRC	16	3	3						3	2	1				KKRC	10.9	23.1	18.8				21.4	11.1	10.0			28.6	
11	3	2				1	2				3	KKRZ	11	3	2						1	2					KKRZ	7.5	23.1	12.5				7.1	11.1				21.4	
24	2	2	1			5	5	1	1		7	KPAT	15	1	2						4	3	1	1			KPAT	10.2	7.7	12.5				28.6	16.7	10.0	8.3		21.4	
2						1	1					*KRSS	1									1					*KRSS	.7							5.6					
39	1	2	7	2	2			1	3	5	3	1	KSOO	29	1	1	4	2	2		1	3	3	3			KSOO	19.7	7.7	6.3	44.4	28.6	28.6		5.6	30.0	25.0	42.9		
61	5	7	9	6	2	2	5	3	5	6	3	*KXRB	15	2	2	2	2	1			3	1	1	1			*KXRB	10.2	15.4	12.5	22.2	28.6	14.3		16.7	10.0	8.3	14.3		
86	3	3	9	12	11	3		7	6	7	2	WNAX	3		1												WNAX	2.0		6.3										
TOTAL LISTENING IN METRO SURVEY AREA												147	13	16	9	7	7	14	18	10	12	7	14																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN																										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %																	
1082	159	75	41	10	17	158	139	43	7	30	265	KELO	337	31	48	14	10	10	52	45	15	7	15	66	KELO	37	1	46	3	54	5	22	6	18	5	21	7	62	7	49	5	22	7	12	5	28	8	55	9									
471	23	31	72	25	31	23	36	51	28	44	14	KELO FM	181	7	12	10	16	15	10	15	21	21	17	7	KELO FM	19	9	10	4	13	6	16	1	29	6	32	6	12	0	16	5	31	8	37	5	32	7	5	9									
313	29	22	36	32	14	8	24	37	27	16	50	KIOV	161	10	12	24	8	10	8	13	18	15	7	24	KIOV	17	7	14	9	13	6	38	7	14	8	21	7	9	6	14	3	27	3	26	8	13	5	20	3									
627	77	67	20	6	5	99	67	18	11	16	228	KKRC	311	38	40	7	6	5	54	41	12	4	13	78	KKRC	34	3	56	7	45	5	11	3	11	1	10	9	65	1	45	1	18	2	7	1	25	0	66	1									
155	29	23	2			36	17	3			34	KKRZ	134	29	23	2			23	17	3		34	KKRZ	14	8	43	3	26	1	3	2					27	7	18	7	4	5			28	8												
427	65	35	23	5	3	99	45	15	10	5	114	KPAT	246	33	27	7	5	3	49	31	15	10	5	53	KPAT	27	1	49	3	30	7	11	3	9	3	6	5	59	0	34	1	22	7	17	9	9	6	44	9									
78	5	10		3		19	8	3	2	5	14	*KRSS	69	5	10		3		10	8	3	2	5	14	*KRSS	7	6	7	5	11	4		5	6		12	0	8	8	4	5	3	6	9	6	11	9											
566	17	36	40	46	46	18	23	34	54	56	40	KSOO	364	17	18	26	36	28	8	17	29	32	37	31	KSOO	40	1	25	4	20	5	41	9	66	7	60	9	9	6	18	7	43	9	57	1	71	2	26	3									
681	69	62	55	71	24	35	53	48	46	75	54	*KXRB	186	17	18	24	15	8	10	25	11	12	17	14	*KXRB	20	5	25	4	20	5	38	7	27	8	17	4	12	0	27	5	16	7	21	4	32	7	11	9									
1098	42	56	83	111	115	23	27	76	95	89	97	WNAX	88	5	8	5	7	5	3		8	3	7	3	WNAX	9	7	7	5	9	1	8	1	13	0	10	9	3	6		12	1	5	4	13	5	2	5										
TOTAL LISTENING IN METRO SURVEY AREA												852	62	85	57	51	41	78	91	62	54	50	111	TOTAL LISTENING IN METRO SURVEY AREA												93.8	92	5	96	6	91	9	94	4	89	1	94	0	99	9	93	9	96	4	96	2	94	1

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

SOUTH BEND
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
195	16	30	8	9	8	5	10	19	11	20	17	WHME	136	16	12	8	9	8	5	10	15	3	10	13	WHME	5.9	7.5	5.9	5.3	6.4	6.2	2.8	4.9	9.0	2.0	6.9	4.4	
194			8	19	14	19	9	18	24	25	18	*WJVA	183			8	19	14	19	9	18	24	25	7	*WJVA	7.9			3.9	12.5	10.0	14.6	5.1	8.8	14.4	16.4	4.9	2.7
459	16	54	19	67	25	36	60	39	29	30	31	WNDU	396	16	35	19	48	25	36	47	39	21	30	27	WNDU	17.2	7.5	17.2	12.5	34.3	19.2	20.2	22.9	23.4	13.8	20.8	9.2	
2541	275	353	158	27	24	321	336	179	90	42	698	WNDU FM	946	126	100	53	14	13	149	87	85	36	26	248	WNDU FM	41.1	59.2	49.3	34.9	10.0	10.0	83.7	42.4	50.9	23.7	18.1	84.6	
1298	118	176	124	23	13	230	199	78	30	26	225	WRBR	648	91	73	64	15	6	92	69	47	11	12	140	WRBR	28.1	42.7	36.0	42.1	10.7	4.6	51.7	33.7	28.1	7.2	8.3	47.8	
927	45	101	62	87	61	33	93	73	64	59	42	*WSBT	748	45	64	50	76	61	33	66	62	59	50	42	*WSBT	32.5	21.1	31.5	32.9	54.3	46.9	18.5	32.2	37.1	38.8	34.7	14.3	
147			6	17	9		8	12	19	18	3	*WTCA	121			6	17	9		8	12	15	10	3	*WTCA	5.3			3.9	12.1	6.9		3.9	7.2	9.9	6.9	1.0	
161	6	9	17	23			19	17	17	4	24	*WTCA FM	83	6	9	6	13			14	8	13	4		*WTCA FM	3.6	2.8	4.4	3.9	9.3			6.8	4.8	8.6	2.8		
1132	43	68	88	80	87	26	25	106	157	156	21	WWJY	468	16	12	42	38	38	12	25	50	59	58	17	WWJY	20.3	7.5	5.9	27.6	27.1	29.2	6.7	12.2	29.9	38.8	40.3	5.8	
327	40	123	4			70	34	5	7		44	WAOR	180	40	35	4			37	8	5	7		44	WAOR	7.8	18.8	17.2	2.6			20.8	3.9	3.0	4.6		15.0	
541	79	37	49	55	60	31	5	31	34	37	25	WBBM	213	30	19	8	32	22	5	5	5	17	16	5	WBBM	9.2	14.1	9.4	5.3	22.9	16.9	2.8	2.4	3.0	11.2	11.1	1.7	
274		71			19	26	56	25	12	13	42	WCFL	51		12				10	13	5	3	4	4	WCFL	2.2		5.9				5.6	6.3	3.0	2.0	2.8	1.4	
431		45	28	30	15	30	64	68	29	47	29	*WFRN	158		8	16	8	8	13	15	21	3	14	25	*WFRN	6.9		3.9	10.5	5.7	6.2	7.3	7.3	12.6	2.0	9.7	8.5	
472	14	22	63	32	61	31	24	7	32	42	36	WGN	143	14	22	23	13	19	5			11	7	3	WGN	6.2	6.6	10.8	15.1	9.3	14.6	2.8			7.2	4.9	1.0	
1436	136	243	52	41	15	264	182	84	32	21	333	WLS	383	67	59	15	15	3	51	32	24	15	9	70	WLS	16.6	31.5	29.1	9.9	10.7	2.3	28.7	15.6	14.4	9.9	6.3	23.9	
1129	52	109	115	110	77	68	135	125	121	33	74	WMAQ	245	6	30	32	29	14	21	15	26	31	4	9	WMAQ	10.6	2.8	14.8	21.1	20.7	10.8	11.8	7.3	15.6	20.4	2.8	3.1	
635		42	34	55	67		64	58	39	68	56	WOWO	66		11	14		5		8	4	7	5		WOWO	2.9		5.4	9.2		3.8		3.9	2.4	4.6	3.5		
897	36	82	73	94	51	46	65	57	83	105	18	WYEZ	386	16	11	31	38	39	4	27	24	40	52	18	WYEZ	16.8	7.5	5.4	20.4	27.1	30.0	2.2	13.2	14.4	26.3	36.1	6.1	

TOTAL LISTENING IN METRO SURVEY AREA 2230 213 203 145 134 119 173 200 167 145 139 289 96.8 99.9 99.9 95.4 95.7 91.5 97.2 97.6 99.9 95.4 96.5 98.6

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %				
50	1	13	2	3	1	5	10	4	7	2		KDRK	23	1	4	2	1	1	3	3	3	2	1		KDRK	5.1	2.4	8.3	7.7	6.3	4.0	8.8	6.5	11.1	6.7	3.4				
28		1		3	3		6	2	2	1	1	KEZE	28		1		3	3	6	2	2	1	1		KEZE	6.2		2.1		18.8	12.0		13.0	7.4	6.7	3.4	2.6			
50	1	7	5	1	9	2	2	4	6	3	1	KGA	28		2	4	5	1	2	2	4	2		KGA	6.2		4.2	15.4		20.0	2.9	4.3	7.4	13.3	6.9					
57	1	7	5	6	3		4	8	5	4		KHQ	31	1	3	4	1	2	3	2	3	4		KHQ	6.9	2.4	6.3	15.4	6.3	8.0		6.5	7.4	10.0	13.8					
88	17	7	4	1	1	21	9	3	2	1	21	*KHQ FM	46	11	6	2	1		7	6	3	1	1	7	*KHQ FM	10.2	26.2	12.5	7.7	6.3		20.6	13.0	11.1	3.3	3.4	17.9			
83	6	5	2	2		15	6	5	4	2	33	KJRB	58	4	4	1	1		10	5	4	3	2	21	KJRB	12.9	9.5	8.3	3.8	6.3		29.4	10.9	14.8	10.0	6.9	53.8			
14	2	5	1			2	3				1	KREM	13	1	5	1		2	3				1	KREM	2.9	2.4	10.4	3.8			5.9	6.5			2.6					
91	34	14		1		18	13	1	1		9	KREM FM	58	21	11		1		10	7		1	7	KREM FM	12.9	50.0	22.9		6.3		29.4	15.2		3.3	17.9					
43		2	2	4	2		1	1	5	4		*KSPO	43		2	2	4	2	1	1	5	4		*KSPO	9.6		4.2	7.7	25.0	8.0		2.2	3.7	16.7	13.8					
17	1	2	3		1		2		1	1		KXLY	11	1	1	1		1				1		KXLY	2.4	2.4	2.1	3.8		4.0		2.2			3.4					
80		4	5	7	10	2	9	10	9	10	3	KXLY FM	44		4	4	2	4	4	6	4	7		KXLY FM	9.8		8.3	15.4	12.5	16.0		8.7	22.2	13.3	24.1					
18					2		1	1	1	2	1	*KXXR	18				2		1	1	1	2	1	*KXXR	4.0					8.0		2.2	3.7	3.3	6.9	2.6				
10					1			1	1	1		*KZUN	8				1					1		*KZUN	1.8					4.0			3.3	3.4						
64	2	7	9	3	10	3	8	5	7	2	1	KZUN FM	21	2	2	3	1	2	2	1	2	1	1	KZUN FM	4.7	4.8	4.2	11.5	6.3	8.0		4.3	3.7	6.7	3.4	2.6				
TOTAL LISTENING IN METRO SURVEY AREA												449	42	48	26	16	25	34	46	27	30	29	39																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																								
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %									
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64										
26					3		1		2	7		*KBUG	17					3		1		2	4		*KBUG	5.9					15.0		3.6		10.0	20.0										
21	3	3	1		2	4	2	2	1	1		*KGBX	20	2	3	1		2	4	2	2	1	1		*KGBX	7.0	7.7	11.1	6.7		10.0	12.9	7.1	11.1	5.0	5.0										
9	1	2				1	3		1		1	KICK	8		2				1	3		1		1	KICK	2.8		7.4			3.2	10.7		5.0	5.3											
6	2		1				1	1				*KLFJ	6	2		1			1	1				*KLFJ	2.1	7.7		6.7			3.6	5.6														
37		1	3	2	1	2	2	4	3	4		KTTS	29		1	2		1	2	2	2	3	4		KTTS	10.1		3.7	13.3	5.0	6.5	7.1	11.1	15.0	20.0											
130	3	13	11	7	7	8	14	14	18	15	8	KTTS FM	49	2	2	5	3	4	3	4	5	6	6	2	KTTS FM	17.1	7.7	7.4	33.3	30.0	20.0	9.7	14.3	27.8	30.0	30.0	10.5									
53		4	1	4	8	2	3	2	3	10		KTXR	28		4	1	3	5	1	1	1	3	3		KTXR	9.8		14.8	6.7	30.0	25.0	3.2	3.6	5.6	15.0	15.0										
28		5	1			6	7	1	1	2	1	KWFC	6		1				1	1			1		KWFC	2.1			6.7			3.6	5.6		5.0											
129	15	11	10	6	8	3	8	17	3	11	3	KWTO	29	1	1	2	2	3	1	3	3	2		1	KWTO	10.1	3.8	3.7	13.3	20.0	15.0	3.2	10.7	16.7	10.0	5.3										
129	26	12	8	2		21	9	6	2	3	35	KWTO FM	66	10	9	2	2	18	6	3	1	1	13	KWTO FM	23.0	38.5	33.3	13.3	20.0		58.1	21.4	16.7	5.0	5.0	68.4										
17	7	5				1	3				1	KRFG	17	7	5			1	3					1	KRFG	5.9	26.9	18.5			3.2	10.7			5.3											
TOTAL LISTENING IN METRO SURVEY AREA											287	26	27	15	10	20	31	28	18	20	20	19																								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
256		8	6	19	29		3	3	21	46		*KBUG	198		8	6	19	29		3	3	21	28		*KBUG	11.3		4.7	5.3	21.1	33.3		1.7	2.5	21.4	27.5	
377	49	48	14	14	12	50	47	19	14	8	17	*KGBX	350	34	48	14	14	12	50	47	19	14	8	17	*KGBX	20.0	20.5	28.4	12.3	15.6	13.8	27.8	26.9	15.7	14.3	7.8	9.3
301	35	36	18	3	3	45	47	8	12	6	54	KICK	277	20	36	9	3	3	45	47	8	12	6	54	KICK	15.8	12.0	21.3	7.9	3.3	3.4	25.0	26.9	6.6	12.2	5.9	29.5
102	5	4	6	3	6		12	11	8	6	7	*KLFJ	90	5	4	6	3	6		12	11	8	6	7	*KLFJ	5.1	3.0	2.4	5.3	3.3	6.9		6.9	9.1	8.2	5.9	3.8
444	15	20	47	84	40	34	38	66	46	37	30	KTTS	432	15	20	37	22	35	34	38	27	35	30	34	KTTS	24.7	9.0	11.8	32.5	24.4	40.2	18.9	21.7	22.3	35.7	29.4	7.7
1311	64	13	104	74	84	64	156	112	130	129	125	KTTS FM	496	29	48	51	37	29	28	70	46	36	36	27	KTTS FM	28.4	17.5	28.4	44.7	41.1	33.3	15.6	40.0	38.0	36.7	35.3	14.8
788	15	8	35	44	77	27	45	45	71	99	15	KTXR	366	15	40	26	29	29	17	35	24	34	33	7	KTXR	20.9	9.0	23.7	22.8	32.2	33.3	9.4	20.0	19.8	34.7	32.4	3.8
234	10	10	11		6	10	40	16	24	28	15	KWFC	111	10	12	11		6		20	8	6	11		KWFC	6.4	6.0	7.1	9.6		6.9		11.4	6.6	6.1	10.8	
1390	72	146	151	141	163	76	150	178	90	143	159	KWTO	498	10	40	37	44	35	28	41	48	28	17	37	KWTO	28.5	6.0	23.7	32.5	48.9	40.2	15.6	23.4	39.7	28.6	16.7	20.2
1349	199	116	84	27	3	178	125	104	52	52	343	KWTO FM	719	102	97	37	12	3	135	84	46	20	19	152	KWTO FM	41.1	61.4	57.4	32.5	13.3	3.4	75.0	48.0	38.0	20.4	18.6	83.1
175	58	20	3			28	12	3			31	KRFG	163	58	20	3			28	12	3			31	KRFG	9.3	34.9	11.8	2.6			15.6	6.9	2.5			16.9
TOTAL LISTENING IN METRO SURVEY AREA												1674	156	157	108	87	87	168	175	113	96	99	169		95.8	94.0	92.9	94.7	96.7	99.9	93.3	99.9	93.4	98.0	97.1	92.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

SPRINGFIELD-CHICOPEE-HOLYOKE
SPRING 1991

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
13			1				1	2	1	1		*WACE	9			1					1	2	1	1		*WACE	1.0			2.4				1.3	3.4	1.6	1.4	
64	10	6	1			14	7	2			24	WAQY	46	9	4	1					9	5	1			17	WAQY	5.3	12.0	5.4	2.4			9.0	6.5	1.7		23.6
5		1	1					2				*WARE	5		1	1							2			*WARE	.6		1.4	2.4					3.4			
28		1	1		2	2	1	1	5	5		WHMP	28		1	1		2	2	1	1	5	5		WHMP	3.2		1.4	2.4		3.9	2.0	1.3	1.7	7.8	7.2		
20	1	4	1		1	5	4	1	1	1	1	WHMP FM	18	1	4	1		1	3	4	1	1	1	1	WHMP FM	2.1	1.3	5.4	2.4		2.0	3.0	5.2	1.7	1.6	1.4	1.4	
95	10	11	6	7	2	7	14	8	8	4	7	WHYN	95	10	11	6	7	2	7	14	8	8	4	7	WHYN	10.9	13.3	14.9	14.3	14.0	3.9	7.0	18.2	13.6	12.5	5	8	9.7
135		5	19	11	11	9	7	16	14	20	2	WHYN FM	121		5	12	11	11	9	7	12	14	18	2	WHYN FM	13.9		6.8	28.6	22.0	21.6	9.0	9.1	20.3	21.9	26	1	2.8
17	1	2	1	1	1	2	4	2	2			WIXY	16		2	1	1	1	2	4	2	2			WIXY	1.8		2.7	2.4	2.0	2.0	2.0	5.2	3.4	3.1			
7				4			2	1				*WLDM	7				4				2	1			*WLDM	.8			8.0				2.6	1.7				
91	4		1	10	17	1	3	3	8	18		WMAS	91	4		1	10	17	1	3	3	8	18		WMAS	10.5	5.3		2.4	20.0	33.3	1.0	3.9	5.1	12.5	26.1		
102	5	10	6	5	3	24	14	10	6	3	8	WMAS FM	97	5	9	6	5	3	23	12	9	6	3	8	WMAS FM	11.1	6.7	12.2	14.3	10.0	5.9	23.0	15.6	15.3	9.4	4.3	11.1	
22					1			1		3		*WREB	22					1			1		3		*WREB	2.5					2.0			1.7		4.3		
25	1	3	5	1	1	1	2	1	3	1	2	WSPR	25	1	3	5	1	1	1	2	1	3	1	2	WSPR	2.9	1.3	4.1	11.9	2.0	2.0	1.0	2.6	1.7	4.7	1.4	2.8	
40	10	5				6	2				16	WAAF	34	9	5					6	1				13	WAAF	3.9	12.0	6.8				6.0	1.3			18.1	
64	19	14	1			14	4				12	WCCC FM	52	16	9	1				14	3				9	WCCC FM	6.0	21.3	12.2	2.4			14.0	3.9			12.5	
9	1	3	1				3		1			WORC	3		1						2					WORC	.3		1.4					2.6				
21	4	1	1	3		3	4		1		4	WORC FM	9	2			3		1	1				2	WORC FM	1.0	2.7			6.0	1.0	1.3				2.8		
35	14	3				7	1				10	WHCN	16	5	2					5					4	WHCN	1.8	6.7	2.7				5.0				5.6	
9	2	2				2	2	1				WIOF	6	1	1					1	2	1				WIOF	.7	1.3	1.4				1.0	2.6	1.7			
20	3	1	1	2	3	1	1	1	4	1		WKSS	9			1	2	1				2	1			WKSS	1.0			2.0	3.9	1.0			3.1	1.4		
36	3	1	1	1	4		2	4	3	6		WRCH	27	3			2			2	4	2	4			WRCH	3.1	4.0			3.9		2.6	6.8	3.1	5.8		
6			1					1	1			WSRS	5			1						1	1			WSRS	.6			2.4					1.6	1.4		
61		4	3	9	6	1	3	4	7	5	2	WTIC	30		1	1	4	4	1	2	1	4	2	1	WTIC	3.4		1.4	2.4	8.0	7.8	1.0	2.6	1.7	6.3	2.9	1.4	
13		2	1			3	1			1	2	WTIC FM	7		2					1				2	WTIC FM	8		2.7				1.0				2.8		
20	5	4				5	3	1	1		1	WWYZ	11		3					3	3	1	1			WWYZ	1.3		4.1				3.0	3.9	1.7	1.6		
TOTAL LISTENING IN METRO SURVEY AREA													870	75	74	42	50	51	100	77	59	64	69	72														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

SPRINGFIELD-CHICOPPEE-HOLYOKE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
231		7	16	17	17	8	20	28	23	22	16	*WACE	210		7	16	17	17	8	20	28	20	22	16	*WACE	4.3		1.6	5.1	5.7	6.6	1.6	4.6	8.4	6.2	7.4	2.7										
1324	160	106	52	21		250	141	63	21	4	506	WAQY	1020	133	81	45	17	180	117	30	14	4	399	WAQY	20.7	29.6	18.3	14.3	5.7		36.5	26.7	9.0	4.4	1.3	67.5											
119		19	18			8	6	14		11	18	*WARE	119		19	18		8	6	14		11	18	*WARE	2.4		4.3	5.7			1.6	1.4	4.2		3.7	3.0											
332		14	43	20	18	21	12	16	51	29	11	WHMP	325		14	43	16	18	21	12	16	48	29	11	WHMP	6.6		3.2	13.7	5.3	7.0	4.3	2.7	4.8	15.0	9.8	1.9										
497	33	58	30	12	17	117	85	11	14	14	96	WHMP FM	394	33	44	30	8	17	80	79	11	7	14	61	WHMP FM	8.0	7.3	10.0	9.6	2.7	6.6	16.2	18.0	3.3	2.2	4.7	10.3										
1526	181	169	117	109	50	197	208	108	88	75	182	WHYN	1539	181	156	117	105	45	185	196	101	85	70	182	WHYN	31.2	40.2	35.3	37.3	35.0	17.4	37.5	44.7	30.3	26.5	23.6	30.8										
1404		112	139	134	107	137	116	162	129	131	77	WHYN FM	1253		98	111	124	102	125	103	142	123	113	72	WHYN FM	25.4		22.2	35.4	41.3	39.5	25.4	23.5	42.6	38.3	38.0	12.2										
311	22	20	36	41	13	37	29	47	16	7	28	WIXY	283	9	20	36	41	9	26	29	47	16	7	28	WIXY	5.7	2.0	4.5	11.5	13.7	3.5	5.3	6.6	14.1	5.0	2.4	4.7										
100		5		33	4		8	11	14	11	4	*WLDM	100		5		33	4		8	11	14	11	4	*WLDM	2.0		1.1		11.0	1.6		1.8	3.3	4.4	3.7	7										
904	30	25	37	122	120	38	30	65	91	125	25	WMAS	895	30	25	37	122	115	38	30	65	91	121	25	WMAS	18.2	6.7	5.7	11.8	40.7	44.6	7.7	6.8	19.5	28.3	40.7	4.2										
1310	129	148	65	80	37	264	177	70	60	44	167	WMAS FM	1191	115	134	65	80	32	240	146	56	60	44	150	WMAS FM	24.2	25.6	30.3	20.7	26.7	12.4	48.7	33.3	16.8	18.7	14.8	25.4										
295	12	5	8	15	17	11	4	21	19	36	4	*WREB	288	12	5	8	11	17	11	4	21	16	36	4	*WREB	5.8	2.7	1.1	2.5	3.7	6.6	2.2	9	6.3	5.0	12.1	7										
617	21	83	81	46	26	48	65	38	40	41	54	WSPR	586	21	71	74	46	26	48	65	38	40	36	54	WSPR	11.9	4.7	16.1	23.6	15.3	10.1	9.7	14.8	11.4	12.5	12.1	9.1										
759	177	136	25	17		131	65	4			197	WAAF	613	164	109	18	5		119	47	4			147	WAAF	12.4	36.4	24.7	5.7	1.7		24.1	10.7	1.2			24.9										
1056	284	166	11	6	4	225	99	4	9		248	WCCC FM	833	230	113	11	6	4	170	80	4	9		206	WCCC FM	16.9	51.1	25.6	3.5	2.0	1.6	34.5	18.3	1.2	2.8		34.9										
338	54	50	19		13	52	56	8	19	12	30	WDRG	146		25	5		4	30	21	8	9	4	15	WDRG	3.0		5.7	1.6		1.6	6.1	4.8	2.4	2.8	1.3	2.5										
474	114	99	7	5	4	89	87	12	11	13	86	WDRG FM	249	59	27		5		33	52		5	9	52	WDRG FM	5.0	13.1	6.1		1.7		6.7	11.9		1.6	3.0	8.8										
538	182	99	11			105	20	10			151	WHCN	314	87	34	11			60	8	4			110	WHCN	6.4	19.3	7.7	3.5			12.2	1.8	1.2			18.6										
300	43	75		4		93	46	13			26	WIOF	193	30	36				48	40	13			26	WIOF	3.9	6.7	8.1				9.7	9.1	3.9			4.4										
286	14	27	14	13	32	8	22	29	44	18	4	WKSS	183		15	8	6	24	8	4	17	33	15	4	WKSS	3.7		3.4	2.5	2.0	9.3	1.6		9.5	10.3	5.1	7										
523	17	29	33	35	52	11	32	48	45	65	15	WRCH	353	17	17	13	22	31		14	30	28	49	4	WRCH	7.2	3.8	3.8	4.1	7.3	12.0		3.2	9.0	8.7	16.5	7										
136	17	4	27	6	9			15	12	11	4	WSRS	99	17		27		9			8	9	11	4	WSRS	2.0	3.8		8.6		3.5			2.4	2.8	3.7	7										
1052	45	108	66	119	83	59	60	63	96	75	53	WTIC	668	17	33	27	85	58	59	25	45	65	52	38	WTIC	13.5	3.8	7.5	8.6	28.3	22.5	12.0	5.7	13.5	20.2	17.5	6.4										
426	47	52	31	6	19	63	40	16	19	16	82	WTIC FM	267	33	27	16	6	15	41	17	4	13	4	70	WTIC FM	5.4	7.3	6.1	5.1	2.0	5.8	8.3	3.9	1.2	4.0	1.3	11.8										
286	14	61	26			71	66	14	14		20	WWYZ	175		48	13			38	42	8	14		12	WWYZ	3.5		10.9	4.1			7.7	9.6	2.4	4.4		2.0										
TOTAL LISTENING IN METRO SURVEY AREA												4736	441	437	290	283	249	493	432	319	305	279	572													96.0	98.0	98.9	92.4	94.3	96.5	99.9	98.6	95.8	95.0	93.9	96.8

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

STUEBENVILLE-WEIRTON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
11		2			1		1	2	1	2	1	WEIR	11		2				1		1	2	1	2	1	WEIR	5.7		9.5			10.0		5.3	11.1	6.3	11.1	5.6
2			1									*WLIT	2			1									*WLIT	1.0			11.1									
26	1	5	1	1		4	4	2	2		6	WRKY	26	1	5	1	1		4	4	2	2		6	WRKY	13.5	9.1	23.8	11.1	8.3		26.7	21.1	11.1	12.5		33.3	
19		1	1	2	1		1	2	3	4		WSTV	19		1	1	2	1		1	2	3	4		WSTV	9.9		4.8	11.1	16.7	10.0		5.3	11.1	18.8	22.2		
20		1	1	3	2		1	1	2	3		KDKA	20		1	1	3	2		1	1	2	3		KDKA	10.4		4.8	11.1	25.0	20.0		5.3	5.6	12.5	16.7		
8	2	2				2					1	WAMO	8	2	2				2					1	WAMO	4.2	18.2	9.5				13.3				5.6		
7		1			2			1		1		WANJ	7		1			2			1		1		WANJ	3.6		4.8			20.0			5.6		5.6		
13	3	2				3	2				3	WOVE	13	3	2				3	2				3	WOVE	6.8	27.3	9.5			20.0	10.5				16.7		
5			1	1				2				WELA	5			1	1					2			WELA	2.6			11.1	8.3				11.1				
1										1		WJOI	1										1		WJOI	.5										5.6		
2							1					WKWK	2							1					WKWK	1.0							5.3					
5		1				1	1	1			1	WKWK FM	5		1				1	1	1			1	WKWK FM	2.6		4.8			6.7	5.3	5.6			5.6		
2						1	1					*WNEU	2						1	1					*WNEU	1.0					6.7	5.3						
2						1						*WOHI	2						1						*WOHI	1.0					6.7							
1												*WOMP	1												*WOMP	.5												
6	1					1	1				3	WOMP FM	6	1					1	1				3	WOMP FM	3.1	9.1				6.7	5.3				16.7		
1										1		WPIT FM	1										1		WPIT FM	.5										5.6		
6					1				3	1		WPNT	6				1					3	1		WPNT	3.1				10.0				18.8	5.6			
8				1	1			1	2	2		WSHH	8			1	1				1	2	2		WSHH	4.2			8.3	10.0			5.6	12.5	11.1			
3		1					1	1				WWKS	3		1						1	1			WWKS	1.6		4.8				5.3	5.6					
5		2				1	2					WWSW FM	5		2				1	2					WWSW FM	2.6		9.5			6.7	10.5						
23	2	1	3	3	1		1	4	2	3	1	WWVA	23	2	1	3	3	1		1	4	2	3	1	WWVA	12.0	18.2	4.8	33.3	25.0	10.0		5.3	22.2	12.5	16.7	5.6	
1			1									WWWE	1			1									WWWE	.5			11.1									
4						1	1				2	WXKX	4								1	1			WXKX	2.1					5.3	5.6				11.1		
TOTAL LISTENING IN METRO SURVEY AREA												192	11	21	9	12	10	15	19	18	16	18	18															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

STEUBENVILLE-WEIRTON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
298	5	40	22	20	13	22	38	31	25	24	32	WEIR	298	5	40	22	20	13	22	38	31	25	24	32	WEIR	22	1	5	5	34	5	22	2	21	3	14	9	23	9	30	4	29	2	24	8	25	8	19	2
56	5	2	4	8	4		11	5	2	9		*WLIT	56	5	2	4	8	4		11	5	2	9		*WLIT	4	1	5	5	1	7	4	0	9	5	4	6		8	8	4	7	2	0	9	7			
486	45	59	28	14	4	71	49	35	36	10	115	WRKY	486	45	59	28	14	4	71	49	35	36	10	115	WRKY	36	0	49	5	50	9	28	3	14	9	4	6	77	2	39	2	33	0	35	6	10	8	68	9
345	10	25	18	26	31	18	27	32	34	46	19	WSTV	345	10	25	18	26	31	18	27	32	34	46	19	WSTV	25	6	11	0	21	6	18	2	27	7	35	6	19	6	21	6	30	2	33	7	49	5	11	4
289		16	27	30	37	6	32	15	16	31	13	KDKA	289		16	27	30	37	6	32	15	16	31	13	KDKA	21	4			13	8	27	3	31	9	42	5	6	5	25	6	14	2	15	8	33	3	7	8
84	16	4		7		12	8	5	4	2	19	WAMO	84	16	4		7		12	8	5	4	2	19	WAMO	6	2	17	6	3	4		7	4		13	0	6	4	4	7	4	0	2	2	11	4		
83		2	4	6	14	3	3	8	8	11	2	WANJ	83		2	4	6	14	3	3	8	8	11	2	WANJ	6	1		1	7	4	0	6	4	16	1	3	3	2	4	7	5	7	9	11	8	1	2	
216	30	34	4	3	4	37	26	5	5	2	56	WDVE	216	30	34	4	3	4	37	26	5	5	2	56	WDVE	16	0	33	0	29	3	4	0	3	2	4	6	40	2	20	8	4	7	5	0	2	2	33	5
123	5	13	18	15	2	14	8	17	7	3	5	WELA	123	5	13	18	15	2	14	8	17	7	3	5	WELA	9	1	5	5	11	2	18	2	16	0	2	3	15	2	6	4	16	0	6	9	3	2	3	0
49		2	4	3	7	3	5	5	6	5	6	WJOI	49		2	4	3	7	3	5	5	6	5	6	WJOI	3	6		1	7	4	0	3	2	8	0	3	3	4	0	4	7	5	9	5	4	3	6	
64		12			4	3	14	6	2	2	8	WKWK	64		12			4	3	14	6	2	2	8	WKWK	4	7		10	3				4	6	3	3	11	2	5	7	2	0	2	2	4	8		
163		18		3	7	26	19	9	16	3	49	WKWK FM	163		18		3	7	26	19	9	16	3	49	WKWK FM	12	1		15	5		3	2	8	0	28	3	15	2	8	5	15	8	3	2	29	3		
59		6			7	7	12	9	4	2	13	*WNEU	59		6			7	12	9	4	2	13	*WNEU	4	4		5	2				7	6	9	6	8	5	4	0	2	2	7	8					
49		4	4		6	6	5	2	2	4	2	*WOHI	49		4	4		6	6	5	2	2	4	2	*WOHI	3	6		3	4	4	0		6	9	6	5	4	0	1	9	2	0	4	3	1	2		
41		5	4		7		3	7			6	*WOMP	41		5	4		7		3	7		6	*WOMP	3	0		4	3	4	0		8	0		2	4	6	6		6	5							
165	16	17		2	2	26	23		3	2	58	WOMP FM	165	16	17		2	2	26	23		3	2	58	WOMP FM	12	2	17	6	14	7		2	1	2	3	28	3	18	4		3	0	2	2	34	7		
43		4		10	7	4	3	2		9	4	WPIT FM	43		4		10	7	4	3	2		9	4	WPIT FM	3	2		3	4		10	6	8	0	4	3	2	4	1	9		9	7	2	4			
83			4	5	20	3	5	7	15	9	2	WPNT	83			4	5	20	3	5	7	15	9	2	WPNT	6	1			4	0	5	3	23	0	3	3	4	0	6	6	14	9	9	7	1	2		
153		4	7	24	16	12	9	10	28	16	9	WSHH	153		4	7	24	16	12	9	10	28	16	9	WSHH	11	3		3	4	7	1	25	5	18	4	13	0	7	2	9	4	27	7	17	2	5	4	
38		4				3	13	10			2	6	WKKS	38		4			3	13	10			2	6	WKKS	2	8		3	4				3	3	10	4	9	4		2	2	3	6				
95		24	4	4	2	20	24	2	3	2	10	WWSW FM	95		24	4	4	2	20	24	2	3	2	10	WWSW FM	7	0		20	7	4	0	4	3	2	3	21	7	19	2	1	9	3	0	2	2	6	0	
343	11	30	32	42	34	10	28	34	14	32	8	WWVA	343	11	30	32	42	34	10	28	34	14	32	8	WWVA	25	4	12	1	25	9	32	3	44	7	39	1	10	9	22	4	32	1	13	9	34	4	4	8
33		7	11				8	2			2	WWWE	33		7	11				8	2			2	WWWE	2	4		6	0	11	1				6	4	1	9			2	2						
39		4	4			7	5	5			14	WXXX	39		4	4			7	5	5			14	WXXX	2	9		3	4	4	0			7	6	4	0	4	7					8	4			
TOTAL LISTENING IN METRO SURVEY AREA												1276	75	113	81	94	80	92	122	101	98	88	162	94.5	82.4	97.4	81.8	99.9	92.0	99.9	97.6	95.3	97.0	94.6	97.0														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON

Average Quarter-Hour Listening Estimates

STOCKTON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
12			1	2	1	2	1	1	2	1		KFMR	12			1	2	1	2	1		KFMR	2.8			4.2	7.4	4.8	4.2	2.7	3.3	6.3	3.4				
37		1	1		4	1	2	3	6	8		KJAX	37		1	1		4	1	2	3	6	8	KJAX	8.5		2.3	4.2		19.0	2.1	5.4	10.0	18.8	27.6		
20	1	2	1	2		1	3	1	1	1	4	KJOY	20	1	2	1	2		1	3	1	1	1	4	KJOY	4.6	2.7	4.7	4.2	7.4		2.1	8.1	3.3	3.1	3.4	8.5
11	2		1				3		3		1	KQKK	11	2		1			3		3		1	KQKK	2.5	5.4		4.2				8.1		9.4	2.1		
18	2	1	1	1		3	2	3		2	2	KSTN	18	2	1	1	1		3	2	3		2	KSTN	4.2	5.4	2.3	4.2	3.7		6.3	5.4	10.0		6.9	4.3	
36	3	2	1	2	2	7	2	4	3	1	9	KSTN FM	36	3	2	1	2	2	7	2	4	3	1	9	KSTN FM	8.3	8.1	4.7	4.2	7.4	9.5	14.6	5.4	13.3	9.4	3.4	19.1
7					1			2	1			KWG	7				1			2	1			KWG	1.6				4.8			6.7	3.1				
13	1	1		3		6	2					KWGF	13	1	1		3		6	2				KWGF	3.0	2.7	2.3		11.1		12.5	5.4					
17	1	2	1			1	5	1	1		3	KWIN	17	1	2	1			1	5	1	1		3	KWIN	3.9	2.7	4.7	4.2			2.1	13.5	3.3	3.1	6.4	
5								1	3	1		KEWT	5								1	3	1		KEWT	1.2							3.3	9.4	3.4		
4										2		KFBK	4										2		KFBK	.9									6.9		
33	11	2	1	1		5	4				9	KHOP	33	11	2	1	1		5	4			9	KHOP	7.6	29.7	4.7	4.2	3.7		10.4	10.8			19.1		
13	1	4				3	2				3	KOSO	13	1	4				3	2			3	KOSO	3.0	2.7	9.3				6.3	5.4			6.4		
53	1	4	8	8	3	2	3	5	5	3	2	KRAK	53	1	4	8	8	3	2	3	5	5	3	2	KRAK	12.2	2.7	9.3	33.3	29.6	14.3	4.2	8.1	16.7	15.6	10.3	4.3
2						1	1					KSFM	2						1	1					KSFM	.5						2.1	2.7				
3					2							KTRB	3				2								KTRB	.7				9.5							
3						2		1				KWOD	3						2		1				KWOD	7					4.2		3.3				
17	5	3				4					4	KZAP	17	5	3				4					4	KZAP	3.9	13.5	7.0				8.3				8.5	
22		1	2	2	5			2	2	4		KCBS	22		1	2	2	5			2	2	4		KCBS	5.1		2.3	8.3	7.4	23.8			6.7	6.3	13.8	
12	1	4				1	2	2			2	KFRC	12	1	4				1	2	2		2	KFRC	2.8	2.7	9.3				2.1	5.4	6.7		4.3		
15			2		1			1		2		KGO	15			2		1			1		2		KGO	3.5			8.3		4.8			3.3		6.9	
3	1		1					1				KKIS	3	1		1					1				KKIS	.7	2.7		4.2				3.3				
20	1	7	2	2	1		2	1	1	1		KNBR	20	1	7	2	2	1		2	1	1	1		KNBR	4.6	2.7	16.3	8.3	7.4	4.8		5.4	3.3	3.1	3.4	
2										1		KSFO	2										1		KSFO	.5									3.4		
6	2	1				1					2	KSOL	6	2	1								2	KSOL	1.4	5.4	2.3				2.1				4.3		
TOTAL LISTENING IN METRO SURVEY AREA												433	37	43	24	27	21	48	37	30	32	29	47														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

STOCKTON
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
220	26	21	16	18	19	22	19	11	15	21	24	KFMR	220	26	21	16	18	19	22	19	11	15	21	24	KFMR	7.5	11.5	7.7	8.4	9.5	9.9	9.8	7.0	5.4	7.5	11.9	6.6	
440	7	21	22	32	54	10	45	48	46	66	2	KJAX	440	7	21	22	32	54	10	45	48	46	66	2	KJAX	15.1	3.1	7.7	11.6	16.8	28.3	4.4	16.5	23.8	23.1	37.5	5	
508	39	61	22	43	9	35	66	45	22	18	96	KJOY	508	39	61	22	43	9	35	66	45	22	18	96	KJOY	17.4	17.3	22.5	11.6	22.6	4.7	15.6	24.2	22.3	11.1	10.2	26.3	
166	13	10	34	4			33	12	25	4	19	KQKK	166	13	10	34	4			33	12	25	4	19	KQKK	5.7	5.8	3.7	17.9	2.1			12.1	5.9	12.6	2.3	5.2	
440	47	37	28	18	15	49	63	60	9	20	62	KSTN	440	47	37	28	18	15	49	63	60	9	20	62	KSTN	15.1	20.8	13.7	14.7	9.5	7.9	21.8	23.1	29.7	4.5	11.4	17.0	
220	17	10	13	12	14	32	23	18	22	10	39	KSTN FM	220	17	10	13	12	14	32	23	18	22	10	39	KSTN FM	7.5	7.5	3.7	6.8	6.3	7.3	14.2	8.4	8.9	11.1	5.7	10.7	
150	7	5	6	9	11		18	18	17	18	3	KWG	150	7	5	6	9	11		18	18	17	18	3	KWG	5.1	3.1	1.8	3.2	4.7	5.8		6.6	8.9	8.5	10.2	8	
150	34	10	6	8		44	32	6			10	KWGF	150	34	10	6	8		44	32	6			10	KWGF	5.1	15.0	3.7	3.2	4.2		19.6	11.7	3.0			2.7	
377	34	42	28	22	13	27	60	27	35	2	79	KWIN	377	34	42	28	22	13	27	60	27	35	2	79	KWIN	12.9	15.0	15.5	14.7	1.6	6.8	12.0	22.0	13.4	17.6	1.1	21.6	
109		5	6		15	5	5	6	25	18	6	KEWT	109		5	6		15	5	5	6	25	18	6	KEWT	3.7		1.8	3.2		7.9	2.2	1.8	3.0	12.6	10.2	1.6	
82		5		4	13			6	7	18		KFBK	82		5		4	13			6	7	18		KFBK	2.8		1.8		2.1	6.8		3.0	3.5	10.2			
546	106	60	11	9		76	51	6	30	14	174	KHOP	546	106	60	11	9		76	51	6	30	14	174	KHOP	18.7	46.9	22.1	5.8	4.7		33.8	18.7	3.0	15.1	8.0	47.7	
213	26	26		4	4	51	23		6	7	63	KOSO	213	26	26		4	4	51	23		6	7	63	KOSO	7.3	11.5	9.6		2.1	2.1	22.7	8.4		3.0	4.0	17.3	
606	20	47	79	46	47	22	65	42	37	42	44	KRAK	606	20	47	79	46	47	22	65	42	37	42	44	KRAK	20.8	8.8	17.3	41.6	24.2	24.6	9.8	23.8	20.8	18.6	23.9	12.1	
69	13					11	17		4		17	KSFM	69	13					11	17		4		17	KSFM	2.4	5.8					4.9	6.2		2.0		4.7	
100	13	5	6		9		5	12		11	3	KTRB	100	13	5	6		9		5	12		11	3	KTRB	3.4	5.8	1.8	3.2		4.7		1.8	5.9		6.3	8	
108	13	10	6			16	14	12	11		26	KWOD	108	13	10	6			16	14	12	11		26	KWOD	3.7	5.8	3.7	3.2			7.1	5.1	5.9	5.5		7.1	
228	67	31	5	4		32	5	5	8		66	KZAP	228	67	31	5	4		32	5	5	8		66	KZAP	7.8	29.6	11.4	2.6	2.1		14.2	1.8	2.5	4.0		18.1	
355		26	48	41	60		5	30	31	32		KCBS	355		26	48	41	60		5	30	31	32		KCBS	12.2		9.6	25.3	21.6	31.4		1.8	14.9	15.6	18.2		
33B	34	55	22		4	56	65	33		7	57	KFRC	33B	34	55	22		4	56	65	33		7	57	KFRC	11.6	15.0	20.3	11.6		2.1	24.9	23.8	16.3		4.0	15.6	
162		5	17	9	28		9	12	8	14		KGO	162		5	17	9	28		9	12	8	14		KGO	5.6		1.8	8.9	4.7	14.7		3.3	5.9	4.0	8.0		
83	7	5	17	4			5	6	4	28		KKIS	83	7	5	17	4			5	6	4	28		KKIS	2.8	3.1	1.8	8.9	2.1			1.8	3.0	2.0	15.9		
359	26	63	28	35	19	11	46	39	21	32	13	KNBR	359	26	63	28	35	19	11	46	39	21	32	13	KNBR	12.3	11.5	23.2	14.7	18.4	9.9	4.9	16.8	19.3	10.6	18.2	3.6	
108	7	10	11	17	11		5	6		14		KSFO	108	7	10	11	17	11		5	6		14		KSFO	3.7	3.1	3.7	5.8	8.9	5.8		1.8	3.0		8.0		
76	24	13				11	3	5		4	12	KSOL	76	24	13				11	3	5		4	12	KSOL	2.6	10.6	4.8				4.9	1.1	2.5		2.3	3.3	
TOTAL LISTENING IN METRO SURVEY AREA												2792	222	271	170	181	187	225	265	196	192	170	361	95.8	98.2	99.9	89.5	95.3	97.9	99.9	97.1	97.0	96.5	96.6	98.9			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

SYRACUSE
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																											
TOT PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12- 17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12- 17 %												
	18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24	25- 34	35- 44	45- 54	55- 64	18- 24	25- 34	35- 44	45- 54	55- 64				18- 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %	18- 24 %	25- 34 %	35- 44 %	45- 54 %	55- 64 %													
55	22	3	2	1		10	3	2			12	WAQX	54	21	3	2	1			10	3	2			12	WAQX	6.4	23	3	3	8	2.6		13.2	3.8	3	2			15	4								
70	1	3	3	11	8		4	4	14	9		*WFBL	67	1	3	2	9	8			4	4	14	9		*WFBL	7	9	1	3	8	3	8	23	1	16	0		5	1	6	3	20	9	16	4			
118	9	14	12	6	5	12	23	8	6	3	13	WHEN	86	5	11	4	4	4	9	18	7	5	3	11	WHEN	10	1	5	6	14	1	7	5	10	3	8	0	11	8	23	1	11	1	7	5	5	5	14	1
45	7	7	1	1		10	5	2	2		10	WKFM	38	6	7	1	1			7	5	2	2	7	WKFM	4.5	6	7	9	0	1	9	2	6			9	2	6	4	3	2	3	0		9	0		
7					1			1				*WMCR	5				1									*WMCR	6							2	0														
1					1			1				*WMCR FM	1													*WMCR FM	.1																						
8					1			2				TOTAL	6				1									TOTAL	.7																						
18			1		2		1	6	2	3		WMHR	9			1				1	3	1	1	1	WMHR	1	1			1	9							1	3	4	8	1	5	1	8				
48	1	12	5		2	2	10	7	4	1	2	WNDR	47	1	12	5		2	2	9	7	4	1	2	WNDR	5	5	1	15	4	9	4		4	0	2	6	11	5	11	1	6	0	1	8	2	6		
48	1	3	1	4	8		5	6	4	8		WNTQ	32		2	1	4	4		2	5	4	6		WNTQ	3	8		2	6	1	9	10	3	8	0		2	6	7	9	6	0	10	9				
25	4	2	1			4	3	1	2	1	4	WOLF	25	4	2	1			4	3	1	2	1	4	WOLF	2	9	4	4	2	6	1	9			5	3	3	8	1	6	3	0	1	8	5	1		
10					1					3	3	WONO	7					1						2	WONO	8							2	0						4	5	3	6						
3			1					1				*WOSC	3			1						1			*WOSC	4			1	9								1	6										
11	2			1		1		2	1		1	*WSCP	8	2							2	1			*WSCP	9	2	2											3	2	1	5							
19	1	1	4	2	2		1	3	1	2	1	*WSEN	17	1	1	4	2	2		1	2	1	2		*WSEN	2	0	1	1	3	7	5	5	1	4	0			1	3	2	1	5	3	6				
63	2	9	12	6	6	5	7	4	5	2	2	*WSEN FM	51	1	8	11	3	5	5	6	2	4	2	2	*WSEN FM	6	0	1	1	10	3	20	8	7	7	10	0	6	6	7	7	3	2	6	0	3	6	2	6
82	3	10	16	8	8	5	8	7	6	4	3	TOTAL	68	2	9	15	5	7	5	7	4	5	4	2	TOTAL	8	0	2	2	11	6	28	3	12	8	14	0	6	6	9	0	6	4	7	5	7	2	2	6
9								1	1			*WSGO	9								1	1			*WSGO	1	1													1	6	1	5						
7		1				2	1	1	1			*WSGO FM	7		1				2	1	1	1			*WSGO FM	.8										2	6	1	3	2	6	0	3	6					
16		1				2	1	2	2			TOTAL	16		1				2	1	2	2			TOTAL	1	9		1	3						2	6	1	3	3	2	3	0						
9					3	1	2		2	1		*WSOQ	7				3	1				2	1		*WSOQ	.8						6	0	1	3					3	0	1	8						
31		1	2	2	3	2	3	2	3	7		WEZG	31		1	2	2	3	2	3	2	3	7		WEZG	3	7		1	3	3	8	5	1	6	0	2	6	3	8	3	2	4	5	12	7			
145	2	4	10	11	11	1	11	9	15	17	2	WSYR	124	2	4	4	9	10	1	5	8	14	16	2	WSYR	14	6	2	2	5	1	7	5	23	1	20	0	1	3	6	4	12	7	20	9	29	1	2	6
168	43	16	4			30	8	2	2	1	58	WSYR FM	103	26	11	3			21	4	2	2		31	WSYR FM	12	1	28	9	14	1	5	7			27	6	5	1	3	2	3	0			39	7		
3							2			1		*WYRD	3							2			1		*WYRD	.4												2	6					1	8				
14		1		1	3			3	1	2		WIBQ	3				1					2			WIBQ	.4							2	0							3	2							
38	3	7	5			6	9	4	1	1	2	WKGW	20	2	3	4			5	4	1			1	WKGW	2	4	2	2	3	8	7	5			6	6	5	1	1	6					1	3		
39	6	4	2	1		6	4	4	2	4	6	WNOZ	4	1					1			2			WNOZ	.5	1	1								1	3			3	2								
19	8	3	1			2	1	1			3	WOUR	14	6	3	1			1	1				2	WOUR	1	7	6	7	3	8	1	9			1	3	1	3								2	6	
27	1	3	2			3	2	2	2	1	11	WRCK	8	1	1	1			1					4	WRCK	9	1	1	1	3	1	9			1	3											5	1	

TOTAL LISTENING IN METRO SURVEY AREA 848 90 78 53 39 50 76 78 63 67 55 78

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

SYRACUSE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
441	202	82	32	10	138	74	41	17	245	WAQX	805	191	77	32	10	134	64	41	17	239	WAQX	15.2	40.7	15.5	9.2	3.1	28.6	12.7	11.3	5.0	34.6							
1045	45	60	44	137	105	34	60	92	125	36	*WFBL	943	45	47	19	129	93	31	53	89	124	115	31	*WFBL	17.9	9.6	9.5	5.5	40.3	33.2	6.6	10.6	24.5	36.7	37.1	4.5		
2284	182	294	177	115	72	253	346	158	117	58	342	1593	102	207	106	91	52	170	254	127	76	37	264	WHEN	30.2	21.7	41.7	30.6	28.4	18.6	36.2	50.6	34.9	22.5	11.9	38.3		
926	138	125	49	36	10	155	97	54	39	9	202	723	84	107	40	20	7	120	87	40	34	9	166	WKFM	13.7	17.9	21.6	11.6	6.3	2.5	25.6	17.3	11.0	10.1	2.9	24.1		
103			9	10			17	7	18	12	*WMCR	81		9	10			9	5	12	9	9	*WMCR	1.5		2.6		3.6		2.5	1.5	3.9	1.3					
77			5	5			6	13	15	13	*WMCR FM	66		5	5			3	13	13	13	13	*WMCR FM	1.3		1.4		1.8		6	3.6	4.2	1.9					
138			9	10			6	26	7	23	TOTAL	106		9	10			3	17	5	17	18	TOTAL	2.0		2.6		3.6		6	4.7	1.5	5.5	2.6				
230		5	17	13	30		17	42	30	22	4	WMHR	143		5	17	10	7		17	30	17	5	4	WMHR	2.7		1.0	4.9	3.1	2.5		3.4	8.2	5.0	1.6	6	
934	54	94	81	32	32	71	147	70	48	66	51	WNDR	801	54	90	76	32	32	68	135	70	43	66	47	WNDR	15.2	11.5	18.1	22.0	10.0	11.4	14.5	26.9	19.2	12.7	21.3	6.8	
571	4	33	43	61	59	17	50	64	71	99	21	WNTQ	473		11	35	55	33	14	32	49	60	82	7	WNTQ	9.0		2.2	10.1	17.2	11.8	3.0	6.4	13.5	17.8	26.5	1.0	
724	78	108	49	10	7	128	102	34	33	16	143	WOLF	724	78	108	49	10	7	128	102	34	33	16	143	WOLF	13.7	16.6	21.8	14.2	3.1	2.5	27.3	20.3	9.3	9.8	5.2	20.7	
150	13	5	8	13	16	7		10	19	21		WONO	108	13	5	6	10	7	7		4	16	15		WONO	2.0	2.8	1.0	1.7	3.1	2.5	1.5		1.1	4.7	4.8		
81		8	5	4	5		5	4	4		13	*WOSC	79		8	5	4	5		3	4	4		13	*WOSC	1.5		1.6	1.4	1.3	1.8		.6	1.1	1.2	1.9		
117	7	4	5	16	3	8	3	26	9	5	12	*WSCP	82	7	4	5	9		5	3	23	5	5	*WSCP	1.6	1.5	8	1.4	2.8		1.1	6	6.3	1.5	7			
408	22	35	60	39	53	9	31	52	16	22	31	*WSEN	322	22	26	52	39	39		31	25	12	16	22	*WSEN	6.1	4.7	5.2	15.0	12.2	13.9		6.2	6.9	3.6	5.2	3.2	
771	39	54	126	54	52	61	80	71	53	22	56	WSEN FM	664	35	75	112	39	49	58	62	58	48	20	48	WSEN FM	12.6	7.5	15.1	32.4	12.2	17.5	12.4	12.4	15.9	14.2	6.5	7.0	
984	39	134	143	64	86	70	93	106	63	39	75	TOTAL	806	35	86	130	49	69	58	75	73	54	30	58	TOTAL	15.3	7.5	17.3	37.6	15.3	24.6	12.4	14.9	20.1	16.0	9.7	8.4	
100	13	4					6	14	5	4		*WSGO	100	13	4				6	14	5	4		*WSGO	1.9	2.8	8				1.2	3.8	1.5	1.3				
88	13	8	5			10	13	6	9	4		*WSGO FM	88	13	8	5			10	13	6	9	4	*WSGO FM	1.7	2.8	1.6	1.4			2.1	2.6	1.6	2.7	1.3			
154	20	32	5			10	16	14	9	8		TOTAL	154	20	12	5			10	16	14	9	8		TOTAL	2.9	4.3	2.4	1.4			2.1	3.2	3.8	2.7	2.6		
154			13	6	27	7	8	10	16	20		*WSOQ	146		13	6	27	7		10	16	20		*WSOQ	2.8			3.8	1.9	9.6	1.5		2.7	4.7	6.5			
510		32	62	16	54	14	35	42	45	101	4	WEZG	504		32	62	16	54	14	35	36	45	101	4	WEZG	9.5		6.5	17.9	5.0	19.3	3.0	7.0	9.9	13.3	32.6	6	
2055	42	133	194	181	186	70	156	129	154	185	127	WSYR	1737	42	106	135	151	164	64	108	105	144	175	95	WSYR	32.9	9.0	21.4	39.0	47.2	58.6	13.6	21.5	28.8	42.6	56.5	13.8	
2237	479	216	70		5	370	113	96	16	20	706	WSYR FM	1459	292	132	49	5	270	72	67	11	16	449	WSYR FM	27.6	62.3	26.6	14.2		1.8	57.6	14.3	18.4	3.3	5.2	65.1		
97		5		10	7	7	13	12	6	13	4	*WYRD	82		5		10	7	7	13	12	6	11	4	*WYRD	1.6		1.0		3.1	2.5	1.5	2.6	3.3	1.8	3.5	6	
190		13	7	11	40	6	3	30	22	34	4	WIBQ	83			5	28				21	11	18		WIBQ	1.6			1.4		10.0			5.8	3.3	5.8		
622	55	103	47	16		101	87	66	33	13	78	WKGW	389	44	47	40	16		76	57	38	17	4	41	WKGW	7.4	9.4	9.5	11.6	5.0		16.2	11.4	10.4	5.0	1.3	5.9	
572	108	65	37	21	19	71	73	30	22	26	100	WNOZ	86	27	11	6			17	13	6			6	WNOZ	1.6	5.8	2.2	1.7			3.6	2.6	1.6			9	
368	96	75	20	4	3	55	30	13	2	9	60	WOUR	249	81	54	17			36	27	4			30	WOUR	4.7	17.3	10.9	4.9			7.7	5.4	1.1			4.3	
393	14	33	25	3	3	45	30	31	7	9	177	WRCK	189	7	16	9			29	11	17			100	WRCK	3.6	1.5	3.2	2.6			6.2	2.2	4.7			14.5	

TOTAL LISTENING IN METRO SURVEY AREA 5069 460 495 328 305 288 461 490 359 332 299 659 96.0 98.1 99.8 94.8 95.3 95.7 98.3 97.6 98.6 98.2 96.5 95.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
42	6	3	1	1	1	7	8	1	6	8	8	34	6	1	1	1	1	7	6	1	3	7	7	*WANM	16.5	16.2	4.8	10.0	12.5	12.5	20.0	19.4	9.1	27.3	38.9		
2							1		1			2							1		1			*WCVC	1.0							3.2		9.1			
49	10	4	1			14	8	3	1	8	8	34	9	3	1		10	5	2		4	4	WGLF	16.5	24.3	14.3	10.0			28.6	16.1	18.2		22.2			
3	1					1	1					3	1				1	1					*WKQE	1.5	2.7				2.9	3.2							
31	3	3	1	1		6	9	2	1	4	4	16	1	2	1		4	5	1		2	2	WBGM	7.8	2.7	9.5	10.0			11.4	16.1	9.1		11.1			
18	1	1	1		2	1	5	1	1	3	3	14	1	1	1	2	1	2	1	1	2	2	WLWV	6.8	2.7	4.8	10.0	25.0	2.9	6.5	9.1	9.1	33.3				
35	17	6				5	4			3	3	33	15	6			5	4			3	3	WOWD	16.0	40.5	28.6			14.3	12.9				16.7			
9				2	1		1	1	2	1	1	9			2	1		1	1	2	1	1	WTAL	4.4			25.0	12.5		3.2	9.1	18.2	16.7				
20	1	3	2	3	1	1	1	1	1	1	1	20	1	3	2	3	1	1	1	1	1	1	WTNT	9.7	2.7	14.3	20.0	37.5	12.5	2.9	3.2	9.1	9.1	16.7			
15	2		1			2	2	1	1	6	6	2							1			1	1	WJAD	1.0						3.2				5.6		
43	2	4	5	7	4	4	2	10	1	1	1	17		2	2	1	3	1	2	1	1	1	WPAP	8.3		9.5	20.0	25.0	12.5	8.6	3.2	18.2	9.1	16.7	5.6		
TOTAL LISTENING IN METRO SURVEY AREA											206	37	21	10	8	8	35	31	11	11	6	18															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
318	43	26	9	3	8	52	38	18	36	7	63	*WANM	233	34	11	9	3	8	52	29	13	17	7	45	*WANM	17.6	18.2	7.3	11.8	4.8	15.7	27.5	19.9	16.0	24.6	11.7	31.9	
41			5	11				8	4	9	4	*WCVC	41			5	11				8	4	9	4	*WCVC	3.1			6.6	17.7			5.5	4.9	13.0	6.7		
737	114	91	26	22	3	119	107	51	19	8	145	WGLF	428	86	69	8	10	3	83	54	26	8	4	77	WGLF	32.3	46.0	46.0	10.5	16.1	5.9	43.9	37.0	32.1	11.6	6.7	54.6	
63	13	8				19	14			3	6	*WKQE	63	13	8				19	14			3	6	*WKQE	4.8	7.0	5.3				10.1	9.6			5.0	4.3	
663	85	75	10	24	3	138	107	35	24	8	139	WBGM	379	67	49	5	8	3	101	54	15	2	3	64	WBGM	28.6	35.8	32.7	6.6	12.9	5.9	53.4	37.0	18.5	2.9	5.0	45.4	
190	6	15	16	16	13	5	29	9	27	24	3	WLVW	170	6	15	16	16	13	5	20	9	20	20	3	WLVW	12.8	3.2	10.0	21.1	25.8	25.5	2.6	13.7	11.1	29.0	33.3	2.1	
342	111	56	4	3		62	31	11	5		59	WOWD	282	90	56		3		53	31	6	5		38	WOWD	21.3	48.1	37.3		4.8		28.0	21.2	7.4	7.2		27.0	
142	6	9	5	28	18		6	9	20	17		WTAL	121	6	8	5	28	11		6	9	20	17		WTAL	9.1	3.2	5.3	6.6	45.2	21.6		4.1	11.1	29.0	28.3		
320	32	35	33	33	23	29	16	16	13	18	26	WTNT	280	32	35	21	33	13	29	16	11	13	15	26	WTNT	21.1	17.1	23.3	27.6	53.2	25.5	15.3	11.0	13.6	18.8	25.0	18.4	
309	42	22	11			39	36	40	10	6	89	WJAO	70	6	13	3			5	12	7		3	21	WJAO	5.3	3.2	8.7	3.9			2.6	8.2	8.6		5.0	14.9	
420	37	44	46	34	26	32	35	64	22	16	32	WPAP	209	25	29	19	20	12	19	17	19	10	11	23	WPAP	15.8	13.4	19.3	25.0	32.3	23.5	10.1	11.6	23.5	14.5	18.3	16.3	
TOTAL LISTENING IN METRO SURVEY AREA													1211	168	142	70	62	49	178	140	71	61	58	138	91.3	89.8	94.7	92.1	99.9	96.1	94.2	95.9	87.7	88.4	96.7	97.9		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

TAMPA-ST. PETERSBURG
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
215	14	36			9	50	35	5			10	*WAZE	210	14	36			9	50	35			10	*WAZE	1.5	1.8	3.8			1.1	6.3	3.5						8
2114	207	276	97	55	23	295	331	171	75	31	525	WCKX	1737	169	233	55	55	19	264	290	132	61	28	407	WCKX	12.7	21.4	24.3	7.8	8.1	2.4	33.3	28.8	17.0	7.7	2.5	33.0	
1176	99	75	95	52	86	38	91	61	83	153	35	WOAE	1130	99	75	89	48	82	32	86	61	79	146	35	WDAE	8.2	12.6	7.8	12.6	7.1	10.2	4.0	8.5	7.9	10.0	13.1	2.8	
2407	79	147	138	110	207	57	132	106	97	270	81	WFLA	1990	67	120	115	98	187	45	103	96	75	240	77	WFLA	14.5	8.5	12.5	16.3	14.4	23.3	5.7	10.2	12.4	9.5	21.5	6.2	
2596	11	57	91	158	300	10	56	125	201	358	34	WFLA FM	1688	11	38	73	52	160	10	21	84	122	200	27	WFLA FM	12.3	1.4	4.0	10.4	7.7	19.9	1.3	2.1	10.8	15.4	18.0	2.2	
251		10	10	13	27						18	*WGUL	251		10	10	13	27						18	*WGUL	1.8		1.0	1.4	1.9	3.4			2.3		6.7	1.5	
203			19		17						54	WHBS	203			19		17						54	WHBS	1.5			2.7		2.1			2.3		4.8		
346	14	17	6	49	13		21	29	25	53	17	*WINQ	231	14	10		10	9		16	20	15	50	11	*WINQ	1.7	1.8	1.0		1.5	1.1		1.6	2.6	1.9	4.5	9	
2696	39	99	132	169	167	69	174	158	209	403	24	WJYW	2205	39	86	126	131	124	43	140	139	168	318	24	WJYW	16.1	4.9	9.0	17.9	19.3	15.4	5.4	13.9	17.9	21.2	28.5	1.9	
1525	92	115	132	30	47	149	175	59	84	151	138	WLCY	1221	92	99	115	25	47	76	151	35	67	139	100	WLCY	8.9	11.7	10.3	16.3	3.7	5.9	9.6	15.0	4.5	8.4	12.5	8.1	
249			29	11	15			7	32	56	27	WPLA	170			23	11	7			7	26	39	14	WPLA	1.2			3.3	1.6	.9			.9	3.3	3.5	1.1	
1106	11	26	28	36	127	10	6	16	52	159	29	WPLP	919	11	18	28	36	105	10	6	16	18	139	29	WPLP	6.7	1.4	1.9	4.0	5.3	13.1	1.3	6	2.1	2.3	12.5	2.4	
271		45	19		9	20	43	32		22	39	*WPSO	227		45	19		9	20	43	18		22	9	*WPSO	1.7		4.7	2.7		1.1	2.5	4.3	2.3		2.0	7	
2272	503	250	64	54	23	307	119	118	32	25	726	WQXM	1774	389	201	41	39	9	258	96	98	23	17	565	WQXM	12.9	49.4	20.9	5.8	5.7	1.1	32.5	9.5	12.6	2.9	1.5	45.8	
2706	95	248	256	186	156	157	182	209	207	242	300	WQYK	2151	78	181	198	141	120	126	157	185	179	190	199	WQYK	15.7	9.9	18.9	28.1	20.8	14.9	15.9	15.6	23.8	22.6	17.1	16.1	
3512	342	373	256	77	27	577	514	243	100	81	849	WRBQ	2437	245	251	174	58	18	381	373	171	72	70	568	WRBQ	17.8	31.1	26.1	24.7	8.5	2.2	48.0	37.1	22.0	9.1	6.3	46.0	
294	26	43	13	16		23	69		33	14	57	*WRXB	294	26	43	13	16		23	69		33	14	57	*WRXB	2.1	3.3	4.5	1.8	2.4		2.9	6.9		4.2	1.3	4.6	
3260	75	194	216	221	293	123	166	136	186	349	130	WSUN	2298	53	122	122	155	209	80	105	59	130	273	63	WSUN	16.8	6.7	12.7	17.3	22.8	26.0	10.1	10.4	7.6	16.4	24.5	5.1	
602		8	21	13	56	10		9	54	31		WTAN	602		8	21	13	56	10		9	54	31		WTAN	4.4		8	3.0	1.9	7.0	1.3		1.2	6.8	2.8		
1017	102	96	36	16	15	90	145	95	62	38	238	*WTMP	796	94	90	19	12	11	45	135	72	59	26	172	*WTMP	5.8	11.9	9.4	2.7	1.8	1.4	5.7	13.4	9.3	7.4	2.3	13.9	
2937	61	65	101	155	299	83	58	128	179	314	83	WWBA	2545	61	48	83	134	252	71	58	128	135	241	83	WWBA	18.6	7.7	5.0	11.8	19.7	31.4	9.0	5.8	16.5	17.0	21.6	6.7	
820		8	25	46	144		6	25	60	154		*WWLF	702		8	25	41	123		6	25	42	126		*WWLF	5.1		8	3.5	6.0	15.3		6	3.2	5.3	11.3		
2080	350	302	90	5	32	392	169	70	34	4	520	WYNF	1205	238	169	43		11	236	89	45	24		262	WYNF	8.8	30.2	17.6	6.1		1.4	29.8	8.8	5.8	3.0		21.2	
221		20	8	37		29	6	31	26		27	*WYOU	199		20	8	37		10	6	31	23		27	*WYOU	1.5		2.1	1.1	5.4		1.3	6	4.0	2.9		2.2	
1173	11	43	34	70	99	12	57	94	52	152	14	WOUV	371	11	10	10	24	23		27	30	20	20		WOUV	2.7	1.4	1.0	1.4	3.5	2.9		2.7	3.9	2.5	1.8		
1100	162	233	45	49	23	195	142	36	24	26	69	WSRZ	789	133	163	33	38	19	169	94	16	10	22	33	WSRZ	5.8	16.9	17.0	4.7	5.6	2.4	21.3	9.3	2.1	1.3	2.0	2.7	

TOTAL LISTENING IN METRO SURVEY AREA 12931 766 951 676 643 760 793 978 767 740 1037 1209 94.3 97.2 99.1 95.9 94.7 94.6 99.9 97.2 98.8 93.3 93.1 98.0

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

TERRE HAUTE
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
7		1						1	1		*WAAC	7		1						1	1		*WAAC	2.8		4.5								5.9	5.3		
32	5	4	2	2	1	1	1	3	2	1	WBOQ	24	4	3	2	1	1	1	3	2	1	WBOQ	9.6	10.5	13.6	15.4	10.0	9.1	5.3	6.3	15.8	11.8	5.3				
17		1	1		1	2	3	3		1	WBOW	17		1	1		1	2	3	3	1	WBOW	6.8		4.5	7.7		9.1	10.5	18.8	15.8		5.3	5.6			
2								1			*WNDI	2										*WNDI	.8										5.9				
37	18	4				7	2	1		1	WPFR	25	11	4			4	2	1		3	WPFR	10.0	28.9	18.2			21.1	12.5	5.3			16.7				
26	2	2	2	3	2		2	2	2	4	WTHI	24	1	2	1	3	2		2	2	4	WTHI	9.6	2.6	9.1	7.7	30.0	18.2		12.5	10.5	11.8	21.1				
53	1	3	2	5	6		4	4	6	8	WTHI FM	39		1	2	5	5		3	4	7	WTHI FM	15.5		4.5	15.4	50.0	45.5		15.8	23.5	36.8	5.6				
57	11	10	2			13	5	4	1	1	WVTS	33	10	3	2		6	3	2	1	1	WVTS	13.1	26.3	13.6	15.4		31.6	18.8	10.5	5.9	5.3	27.8				
2										1	*WWCM	2										*WWCM	.8										5.3				
31	9	3	1	1		3	3	1	1	1	WBDJ	29	9	3	1	1		3	2	1	1	WBDJ	11.6	23.7	13.6	7.7	10.0		15.8	12.5	5.3	5.9		33.3			
33	9	3	1	1		3	3	1	1	1	TOTAL	31	9	3	1	1		3	2	1	1	TOTAL	12.4	23.7	13.6	7.7	10.0		15.8	12.5	5.3	5.9	5.3	33.3			
5			2					2			WWVR	3			1				1			WWVR	1.2			7.7						5.3					
19	1	1		2	2		1	1	6	3	WACF	4								2	1	WACF	1.6									11.8	5.3				
5						1		1			WAXI	2					1					WAXI	.8					5.3									
3											WBBM	3										WBBM	1.2														
7		1			1	1		1		1	WIBC	1		1								WIBC	.4		4.5												
10	2	1			1	3	1			2	WLS	5	2			1	1				1	WLS	2.0	5.3			9.1	5.3					5.6				
14	2	1	2	1	2		1	1	2	1	WMAQ	2		1								WMAQ	.8		4.5												
20		1			5			1	1	5	*WPRS	3		1								*WPRS	1.2		4.5												
TOTAL LISTENING IN METRO SURVEY AREA												251	38	22	13	10	11	19	16	19	17	19	18														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

TERRE HAUTE
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
99		3			11	4		6	6	18	4	*WAAC	99		3			11	4		6	6	18	4	*WAAC	6.6		2.3			13.1	3.0		6.6	6.3	18.0	2.5
360	31	40	15	22	11	10	23	37	21	18	27	WBOQ	261	23	29	15	19	11	10	23	25	21	18	12	WBOQ	17.5	16.5	22.5	18.3	23.2	13.1	7.5	18.9	27.5	22.1	18.0	7.5
396	18	40	22	14	16	48	42	32	10	29	54	WBOW	349	18	31	15	10	16	48	42	27	10	29	32	WBOW	23.4	12.9	24.0	18.3	12.2	19.0	36.1	34.4	29.7	10.5	29.0	20.0
59		4	3			4	6	3	16	5	6	*WNDI	59		4	3			4	6	3	16	5	6	*WNDI	4.0		3.1	3.7			3.0	4.9	3.3	16.8	5.0	3.8
472	140	33	7	6	2	83	36	29	9	7	104	WPFR	326	84	33	7	6	2	62	31	18	3	3	68	WPFR	21.8	60.4	25.6	8.5	7.3	2.4	46.6	25.4	19.8	3.2	3.0	42.5
509	19	57	33	45	37	22	51	40	29	47	26	WTHI	422	12	49	28	37	33	22	45	29	18	42	11	WTHI	28.3	8.6	38.0	34.1	45.1	39.3	16.5	36.9	31.9	18.9	42.0	6.9
672	18	34	39	41	65	17	30	67	70	76	22	WTHI FM	463	12	25	28	37	51	17	13	46	42	52	17	WTHI FM	31.0	8.6	19.4	34.1	45.1	60.7	12.8	10.7	50.5	44.2	52.0	10.6
768	99	97	43	9	6	129	85	46	23	15	144	WVTS	446	76	49	25	9	6	83	43	31	18	11	77	WVTS	29.9	54.7	38.0	30.5	11.0	7.1	62.4	35.2	34.1	18.9	11.0	48.1
51	6		3	3					9	3		*WWCM	49	6		3	3								*WWCM	3.3	4.3		3.7	3.7				7.4	3.0		
369	48	30	10	7	8	67	26	24	14	3	108	WBOJ	319	48	30	10	7	8	60	20	19	8	3	82	WBOJ	21.4	34.5	23.3	12.2	8.5	9.5	45.1	16.4	20.9	8.4	3.0	51.3
393	48	30	13	7	8	67	26	24	17	6	108	TOTAL	344	48	30	13	7	8	60	20	19	12	6	82	TOTAL	23.1	34.5	23.3	15.9	8.5	9.5	45.1	16.4	20.9	12.6	6.0	51.3
102	6		10	6		4	5	12	6	6	13	WWVR	51	6		3	3		4	5	6	4	6		WWVR	3.4	4.3		3.7	3.7		3.0	4.1	6.6	4.2	6.0	
223	8	12	9	11	28	4	11	5	45	25	14	WACF	97		3	3	3	10	4			26	7	14	WACF	6.5		2.3	3.7	3.7	11.9	3.0			27.4	7.0	8.8
128	7			7	9	5		16	12	10	13	WAXI	61	7			3	4	5		10	12	5	5	WAXI	4.1	5.0			3.7	4.8	3.8		11.0	12.6	5.0	3.1
59			3	3	6				4	6		WBBM	39			3	3	6						6	WBBM	2.6			3.7	3.7	7.1					6.0	
179		10		13	16	35	7	16	8	10	23	WIBC	62		10		6	2	19		6	3	5	2	WIBC	4.2		7.8		7.3	2.4	14.3		6.6	3.2	5.0	1.3
209	28	34	7	4	6	26	19	3		8	44	WLS	101	13	7	7		2	20	2	3		3	30	WLS	6.8	9.4	5.4	8.5		2.4	15.0	1.6	3.3		3.0	18.8
173	8	12	6	15	20		19	11	13	6	16	WMAQ	35		4			2		2		3	2	3	WMAQ	2.3		3.1		2.4		1.6		3.2	2.0	1.9	
158		3		3	19	6	11	11	12	19		*WPRS	41		3			2						2	*WPRS	2.7		2.3		2.4				6.3	2.0		
TOTAL LISTENING IN METRO SURVEY AREA												1428	133	129	82	76	78	129	117	91	87	96	150	95.7	95.7	99.9	99.9	92.7	92.9	97.0	95.9	99.9	91.6	96.0	93.8		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

TOLEDO
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
35	1	5	2	3	1	2	6	1	5	2		WCWA	34	1	4	2	3	1	2	6	1	5	2		WCWA	3.2	1.0	4.0	2.6	5.1	1.6	1.9	6.5	1.4	7.1	2.5	
6						1	2	2	1			*WHND	6						1	2	2	1			*WHND	6						1.0	2.2	2.7	1.4		
198	76	21	2			28	10	5		1	53	WIOT	149	58	18	1		23	7	4				36	WIOT	14.2	57.4	17.8	1.3		22.3	7.5	5.4			36.7	
153	1	2	11	15	14	8	12	16	18	21	3	WLQR	137	1	2	11	13	13	8	9	15	15	16	3	WLQR	13.1	1.0	2.0	14.5	22.0	21.3	7.8	9.7	20.3	21.4	20.3	3.1
145	8	23	7	2	1	33	29	8	3	2	28	WMHE	115	6	21	7	2	1	25	23	7		1	22	WMHE	11.0	5.9	20.8	9.2	3.4	1.6	24.3	24.7	9.5		1.3	22.4
51	3	5	7		3	3	5	7	3	5	6	WOHO	48	2	5	7		2	3	5	6	3	5	6	WOHO	4.6	2.0	5.0	9.2		3.3	2.9	5.4	8.1	4.3	6.3	6.1
27	2		1	7		1		6	7	1		WOSE	9	1		1	3				1	1	1		WOSE	.9	1.0		1.3	5.1			1.4	1.4	1.3		
112	2	8	7	7	10	2	7	12	12	11	4	WSPD	108	2	8	7	7	10	2	7	12	12	10	3	WSPD	10.3	2.0	7.9	9.2	11.9	16.4	1.9	7.5	16.2	17.1	12.7	3.1
94	7	8	15	11	4		7	6	16	13	2	*WTOD	88	7	4	15	11	4		7	6	15	12	2	*WTOD	8.4	6.9	4.0	19.7	18.6	6.6		7.5	8.1	21.4	15.2	2.0
6			1		1		1			1		*WVMO	6			1		1		1			1		*WVMO	.6			1.3	1.6		1.1			1.3		
18	4	6				3	1				4	WXEZ	18	4	6			3	1					4	WXEZ	1.7	4.0	5.9			2.9	1.1				4.1	

61	4	17	3		1	11	12	2	1	1	9	CKLW	25	2	7	2		1	5	4	2			2	CKLW	2.4	2.0	6.9	2.6		1.6	4.9	4.3	2.7		2.0	
19	1	1	2	2		2	1	4	3			WCXI	11		1	1	2		1	1	1	3			WCXI	1.0		1.0	1.3	3.4		1.1	1.4	1.4	3.8		
10			1		2			4	1			*WFOB	3								1				*WFOB	.3							1.4				
2			1									*WFOB FM	1												*WFOB FM	.1											
12			2		2			4	1			TOTAL	4								1				TOTAL	.4							1.4				
157	3	11	7	21	22	3	12	5	20	19	1	WJR	87	3	6	5	10	12	1	5	4	9	11	1	WJR	8.3	3.0	5.9	6.6	16.9	19.7	1.0	5.4	5.4	12.9	13.9	1.0
26	6	4				8					8	WLLZ	21	6	2			7						6	WLLZ	2.0	5.9	2.0			6.8					6.1	
7	1	1				3	1			1		WMJC	6		1	1		2	1			1		1	WMJC	.6		1.0	1.3		1.9	1.1			1.3		
8	2	2				1					3	WRIF	7	2	1			1						3	WRIF	.7	2.0	1.0			1.0					3.1	
5	1	1	1	1								WWJ	5		1	1	1								WWJ	.5		1.0	1.3	1.7							
22	1	4	4	1	3	2	2	2	2	1		WWW	18		4	2	1	3	2	1	2	2	1		WWW	1.7		4.0	2.6	1.7	4.9	1.9	1.1	2.7	2.9	1.3	

STATION(S) DETERMINED TO HAVE RUN ON-AIR SURVEY ANNOUNCEMENTS																																					
40	2	2	5	1	4	10	4	5	1		6	WKLR	40	2	2	5	1	4	10	4	5	1		6	WKLR	3.8	2.0	2.0	6.6	1.7	6.6	9.7	4.3	6.8	1.4		6.1
TOTAL LISTENING IN METRO SURVEY AREA												1049	101	101	76	59	61	103	93	74	70	79	98														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

TOLEDO
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %
751	47	126	45	39	32	59	127	36	56	34	28	WCWA	700	47	109	45	39	23	50	119	36	48	34	28	WCWA	10.8	8.8	17.5	10.3	10.1	6.5	9.0	19.0	7.9	11.7	8.7	3.4	
90	9	20	5	5		6	23	12	4			*WHND	90	9	20	5	5		6	23	12	4			*WHND	1.4	1.7	3.2	1.1	1.3		1.1	3.7	2.6	1.0			
2334	535	263	66	19	5	329	205	80	23	22	754	WIOT	1623	397	217	21	11	5	231	136	44	16	15	497	WIOT	25.1	74.3	34.8	4.8	2.9	1.4	41.5	21.7	9.6	3.9	3.8	61.1	
1705	50	89	122	113	172	90	135	164	201	177	92	WLQR	1369	28	60	92	104	148	71	118	129	157	137	76	WLQR	21.1	5.2	9.6	21.1	27.0	42.0	12.8	18.8	28.2	38.2	35.0	9.3	
2119	170	276	107	25	17	418	373	128	36	33	472	WMHE	1593	103	217	92	16	17	308	284	114	22	27	340	WMHE	24.6	19.3	34.8	21.1	4.2	4.8	55.4	45.3	24.9	5.4	6.9	41.8	
1217	69	129	112	33	50	103	133	133	91	46	200	WOHO	1114	48	129	112	33	41	93	125	121	81	46	167	WOHO	17.2	9.0	20.7	25.6	8.6	11.6	16.7	19.9	26.5	19.7	11.8	20.5	
297	30	8	24	37	22	17	8	38	33	23	14	WOSE	182	17	8	24	17	22	6	8	11	13	16	14	WOSE	2.8	3.2	1.3	5.5	4.4	6.3	1.1	1.3	2.4	3.2	4.1	1.7	
1878	75	119	114	124	182	104	87	152	160	174	139	WSPD	1704	75	100	114	115	157	95	87	152	160	159	104	WSPD	26.3	14.0	16.0	26.1	29.9	44.6	17.1	13.9	33.3	38.9	40.7	12.8	
957	56	52	132	109	52	26	83	90	111	92	76	*WTOD	856	56	43	117	101	52	15	75	64	104	84	67	*WTOD	13.2	10.5	6.9	26.8	26.2	14.8	2.7	12.0	14.0	25.3	21.5	8.2	
156		10	20	6	11	7	23	17			13	*WVMO	156		10	20	6	11	7	23	17		13	5	*WVMO	2.4		1.6	4.6	1.6	3.1	1.3	3.7	3.7		3.3	.6	
653	154	107	17	5		126	65	9	20	5	124	WXEZ	601	121	107	17	5		126	65	9	10	5	115	WXEZ	9.3	22.7	17.1	3.9	1.3		22.7	10.4	2.0	2.4	1.3	14.1	
-----STATION(S) DETERMINED TO HAVE RUN ON-AIR SURVEY ANNOUNCEMENTS-----																																						
1561	176	271	71	27	13	236	257	82	42	19	335	CKLW	733	76	132	40	13	5	110	123	59	14	5	135	CKLW	11.3	14.2	21.2	9.2	3.4	1.4	19.8	19.6	12.9	3.4	1.3	16.6	
355	19	24	38	64	8	16	36	27	22	21	29	WCXI	202	8	14	23	33		6	18	27	14	21	19	WCXI	3.1	1.5	2.2	5.3	8.6		1.1	2.9	5.9	3.4	5.4	2.3	
181		12	22		8		9	59	13	8	18	*WFOB	66		12	6					10	6			*WFOB	1.0		1.9	1.4					2.2	1.5			
109			22		8			12	21	8	9	*WFOB FM	25			6						11			*WFOB FM	.4			1.4					2.7				
263		12	44		16		9	59	28	8	27	TOTAL	84		12	12						10	11		TOTAL	1.3		1.9	2.7					2.2	2.7			
1961	75	206	163	212	197	53	119	112	195	185	73	WJR	1187	64	122	118	132	117	13	69	54	122	113	41	WJR	18.3	12.0	19.6	27.0	34.3	33.2	2.3	11.0	11.8	29.7	28.9	5.0	
382	49	57				65	18	17			126	WLLZ	301	87	39				46	9	17			103	WLLZ	4.7	16.3	6.3				8.3	1.4	3.7			12.7	
133		37	11			23	22	12			9	WMJC	97		19	11			13	14	12			9	19	WMJC	1.5		3.0	2.5			2.3	2.2	2.6		2.3	2.3
267	77	29	11			60	10	9	5		52	WRIF	229	77	20	11			40	10	9	5		43	WRIF	3.5	14.4	3.2	2.5			7.2	1.6	2.0	1.2		5.3	
199		37	27	20	16		13	25	8	14	5	WWJ	170		28	27	20	16		5	13	8	14	5	WWJ	2.6		4.5	6.2	5.2	4.5		8	2.8	1.9	3.6	6	
402	29	68	71	22	24	20	63	38	18	9	40	WWW	293	18	59	41	22	16	20	47	26	18	9	17	WWW	4.5	3.4	9.5	9.4	5.7	4.5	3.6	7.5	5.7	4.4	2.3	2.1	
365	20	21	44	11	17	63	35	40	20	5	68	WKLR	356	20	21	44	11	17	63	35	40	20	5	59	WKLR	5.5	3.7	3.4	10.1	2.9	4.8	11.3	5.6	8.8	4.9	1.3	7.2	
TOTAL LISTENING IN METRO SURVEY AREA													6153	524	614	421	351	334	549	622	442	402	382	768	95.1	98.1	98.4	96.3	91.2	94.9	98.7	99.2	96.7	97.8	97.7	94.3		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

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Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																				
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %					
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64						
37	8	4	3			8	3	1			1	9	KDVV	32	5	4	1			8	3	1			1	9	KDVV	13.3	23.8	18.2	5.6			38.1	11.5	5.0			7.1	40.9		
26	3	5	1	3		1	3	3	2	1	1	1	KSKX	22	3	2	1	3		1	3	3	2	1	1	1	KSKX	9.2	14.3	9.1	5.6	20.0		4	8	11.5	15.0	14.3	7.1	4.5		
38	1	2	2	4	4	1	1	3	3	7	1	1	KSWT	28	1	2	2	2	3	1	1	2	3	3	1	1	KSWT	11.7	4.8	9.1	11.1	13.3	27.3	4.8	3.8	10.0	21.4	21.4	4.5			
15	3	4	2					4		1	1	1	KTOP	15	3	4	2					4		1	1	1	KTOP	6.3	14.3	18.2	11.1					15.4		7.1	7.1			
52	4	3	6	4	1	6	3	9	3	4	2	2	KTPK	39	2	2	4	3	1	3	3	6	3	3	2	2	KTPK	16.3	9.5	9.1	22.2	20.0	9.1	14.3	11.5	30.0	21.4	21.4	9.1			
69	1	2	4	3	8	1	4	4	3	6	1	1	*WIBW	22		1	2	2	2	2	1	1	1	1	1	1	*WIBW	9.2		4.5	11.1	13.3	18.2			7.7	5.0	7.1	7.1			
76	15	10	2	2	1	18	9	1	1	1	15	15	WIBW FM	17	2	1			1	4	2	1	1	1	4	WIBW FM	7.1	9.5	4.5			9.1	19.0	7.7	5.0	7.1		18.2				
15			1		3			2	1	4			WREN	14			1		3			2	1	3		4	WREN	5.8			5.6		27.3			10.0	7.1	21.4				
8			1		1	2		1	1				KCMO	4			1		1	1		1				1	KCMO	1.7			5.6		9.1	4.8		5.0						
14	7	1					4				2	2	KLZR	4	1	1						1			1	1	KLZR	1.7	4.8	4.5					3	8			4.5			
6		1									1	1	KMBZ	1													1	KMBZ	.4													
50	28	5				3	6				8	8	KYYS	10	3	1			1	2				3	3	KYYS	4.2	14.3	4.5				4	8	7.7				13.6			
109	8	15	9	9	3	15	10	9	9	5	9	9	WDAF	11		1	1	3		1	2	1		1	1	1	WDAF	4.6		4.5	5	6	20.0			3.8	10.0	7.1		4.5		
16		3	1			5	2		1		4	4	WHB	1		1											1	WHB	.4		4.5											
TOTAL LISTENING IN METRO SURVEY AREA												240	21	22	18	15	11	21	26	20	14	14	22																			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
575	128	37	30	6	4	99	53	25	18	10	152	KDVV	463	50	37	25	6	4	99	47	25	18	10	129	KDVV	30.1	44.2	24.3	23.1	7.1	5.1	71.7	29.6	22.9	21.2	11.0	69.7										
385	29	45	42	18	6	40	44	38	24	17	26	KSKX	349	29	38	37	18	6	40	39	38	18	17	26	KSKX	22.7	25.7	25.0	34.3	21.4	7.7	29.0	24.5	34.9	21.2	18.7	14.1										
498	10	17	63	41	35	39	40	38	47	77	16	KSWT	310	10	17	36	23	23	8	33	23	34	35	7	KSWT	20.1	8.8	11.2	33.3	27.4	29.5	5.8	20.8	21.1	40.0	38.5	3.8										
278	20	51	27	6	13	16	64	17	8	17	13	KTOP	263	20	51	22	6	13	16	64	17	8	14	13	KTOP	17.1	17.7	33.6	20.4	7.1	16.7	11.6	40.3	15.6	9.4	15.4	7.0										
604	106	31	67	40	13	70	35	70	36	44	42	KTPK	353	20	24	34	32	13	44	25	33	24	29	25	KTPK	22.9	17.7	15.8	31.5	38.1	16.7	31.9	15.7	30.3	28.2	31.9	13.5										
1137	62	58	51	72	113	43	60	71	69	132	47	*WIBW	366	10	33	26	30	27	12	22	21	24	38	18	*WIBW	23.8	8.8	21.7	24.1	35.7	34.6	8.7	13.8	19.3	28.2	41.8	9.7										
988	170	108	25	10	14	194	137	33	8	27	244	WIBW FM	290	30	21	6	2	6	54	49	9	8	7	88	WIBW FM	18.8	26.5	13.8	5.6	2.4	7.7	39.1	30.8	8.3	9.4	7.7	47.6										
379	17	24	22	27	49	8	14	37	27	58	18	WREN	342	17	24	22	27	40	8	14	37	27	35	18	WREN	22.2	15.0	15.8	20.4	32.1	51.3	5.8	8.8	33.9	31.8	38.5	9.7										
309		19	3	56	20	55		32	21	14	25	KCMO	79			3	6	6	4		12	9	7	9	KCMO	5.1				2.8	7.1	7.7	2.9		11.0	10.6	7.7	4.9									
250	94	27	3	2		8	52		2	11	51	KLZR	120	24	27	3	2		8	16		2		38	KLZR	7.8	21.2	17.8	2.8	2.4		5.8	10.1		2.4		20.5										
217	21	9		8	17				4	31	2	KMBZ	47					3				4	8	2	KMBZ	3.1					3.8				4.7	8.8	1.1										
655	247	48		2	2	126	83	4	6	6	128	KYYS	204	47	20		2	2	43	19	4	6	2	56	KYYS	13.3	41.6	13.2		2.4	2.6	31.2	11.9	3.7	7.1	2.2	30.3										
1291	134	110	87	123	49	146	83	143	58	69	164	WDAF	216	12	7	16	30	6	12	14	20	11	9	55	WDAF	14.0	10.6	4.6	14.8	35.7	7.7	8.7	8.8	18.3	12.9	9.9	29.7										
382	40	37	19			137	35	10	20	9	57	WHB	49	3	12				10	10	2			9	WHB	3.2	2.7	7.9				7.2	6.3	1.8			4.9										
TOTAL LISTENING IN METRO SURVEY AREA												1458	110	148	108	78	69	138	153	107	79	85	172													94.7	97.3	97.4	99.9	92.9	88.5	99.9	96.2	98.2	92.9	93.4	93.0

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																			
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %				
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64					
20	2	2	1			3	5	1		1	4	KALE	17	1	2	1			3	4	1		1	4	KALE	9.5	6.3	12.5	9.1			20.0	22.2	6.3		9.1	18.2				
38	10	5				6	6	1			10	KIOK	24	9	2			4	3				6	KIOK	13.4	56.3	12.5			26.7	16.7					27.3					
33		2	1	3	4		2	3	4	5	1	*KONA	27		2	1	2	4		2	3	3	3	1	*KONA	15.1		12.5	9.1	18.2	28.6		11.1	18.8	21.4	27.3	4.5				
31		1	1	2	3		3	4	6	5		*KONA FM	21		1	1	2	2			3	6	1	*KONA FM	11.7		6.3	9.1	18.2	14.3			18.8	42.9	9.1						
14	1		1	2	3	1	1	1	2	2		*KORD	8	1		1		1		1	2	2		*KORD	4.5	6.3		9.1			6.7		6.3	14.3	18.2						
20		3	3	1	3		3	2	2	2		KOTY	19		3	3	1	3			2	2	2	2	KOTY	10.6		18.8	27.3	9.1	21.4		11.1	12.5	14.3	18.2					
9	2	1	1			1	2				2	KXDD	9	2	1	1		1	2				2	KXDD	5.0	12.5	6.3	9.1			6.7	11.1				9.1					
19	1	3	1			5	4	2			2	KZZK	19	1	3	1		1	5	4	2		2	KZZK	10.6	6.3	18.8	9.1		7.1	33.3	22.2	12.5			9.1					
1				1								KGW	1				1							KGW	.6				9.1												
6				1	2				1	1		KPQ FM	6			1	2				1	1		KPQ FM	3.4			9.1	14.3				6.3	7.1							
28	3	2	1			5	2	2	1		12	KSXT	9	2	1	1		1		1			3	KSXT	5.0	12.5	6.3	9.1			6.7		6.3				13.6				
TOTAL LISTENING IN METRO SURVEY AREA											179	16	16	11	11	14	15	18	16	14	11	22																			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64					
409	39	53	24	12		33	81	29	6	8	103	KALE	345	36	44	24	9		29	59	29	6	8	89	KALE	29.3	46.2	36.7	26.1	11.5		36.3	46.1	29.9	7.7	12.1	49.4										
361	84	56	13	1		51	53	13			90	KIOK	236	57	26	13			38	28	9			65	KIOK	20.1	73.1	21.7	14.1			47.5	21.9	9.3			36.1										
531	12	53	35	62	57	22	42	41	39	48	32	*KONA	370	5	38	29	43	45	10	29	38	25	34	27	*KONA	31.5	6.4	31.7	31.5	55.1	64.3	12.5	22.7	39.2	32.1	51.5	15.0										
344	5	24	22	27	19	13	42	53	37	39	10	*KONA FM	221	5	13	16	25	16	13	10	33	32	21	10	*KONA FM	18.8	6.4	10.8	17.4	32.1	22.9	16.3	7.8	34.0	41.0	31.8	5.6										
198	8	14	24	18	16	10	26	16	14	19	18	*KORD	144	5	7	16	11	12	10	16	12	10	19	14	*KORD	12.2	6.4	5.8	17.4	14.1	17.1	12.5	12.5	12.4	12.8	28.8	7.8										
287	11	52	29	20	23	10	39	24	19	15	24	KOTY	259	11	36	29	20	19	10	31	24	19	15	24	KOTY	22.0	14.1	30.0	31.5	25.6	27.1	12.5	24.2	24.7	24.4	22.7	13.3										
177	26	20	11	2	2	19	30	7	1		56	KXDD	177	26	20	11	2	2	19	30	7	1		56	KXDD	15.1	33.3	16.7	12.0	2.6	2.9	23.8	23.4	7.2	1.3		31.1										
277	21	29	22	2	7	38	57	24	2		66	KZZK	255	21	29	19	2	5	38	53	21	2		56	KZZK	21.7	26.9	24.2	20.7	2.6	7.1	47.5	41.4	21.6	2.6		31.1										
35		10		7	2		4		3	3		KGW	22		2		7	2		2		3			KGW	1.9		1.7		9.0	2.9		1.6		3.8												
118	7	4	10	16	15	3		17	9	7	16	KPQ FM	92		4	10	16	12	3		9	9	7	10	KPQ FM	7.8		3.3	10.9	20.5	17.1	3.8		9.3	11.5	10.6	5.6										
411	76	44	18	5	3	57	36	27	8		137	KSXT	184	42	22	11			22	12	10			65	KSXT	15.6	53.8	18.3	12.0			27.5	9.4	10.3			36.1										
TOTAL LISTENING IN METRO SURVEY AREA												1115	78	115	81	76	65	80	120	94	69	64	173													94.8	99.9	95.8	88.0	97.4	92.9	99.9	93.8	96.9	88.5	97.0	96.1

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
54	1	2	6	8	5	3	2	3	5	5		KAIR	54	1	2	6	8	5	3	2	3	5	5		KAIR	8.0	1.6	2.9	15.8	20.0	16.7	4.5	3.1	6.7	13.2	11.6	
41		11	8	2	2	1	9	2	2	1		KCEE	36		9	7	2	1	1	9	2	2	1		KCEE	5.4		12.9	18.4	5.0	3.3	1.5	13.8	4.4	5.3	2.3	
72	1	4	10	8	5	3	6	8	10	5	5	KCUB	71	1	4	10	8	5	3	6	8	10	4	5	KCUB	10.6	1.6	5.7	26.3	20.0	16.7	4.5	9.2	17.8	26.3	9.3	6.7
25		4			1	2	4	5		4	1	*KEVT	25		4			1	2	4	5		4	1	*KEVT	3.7		5.7			3.3	3.0	6.2	11.1		9.3	1.3
12		1	1				3	2	1	1		KFLT	12		1	1				3	2	1	1		KFLT	1.8		1.4	2.6				4.6	4.4	2.6	2.3	
40	4	3	1			8	4		1		18	KHYT	40	4	3	1			8	4		1		18	KHYT	6.0	6.5	4.3	2.6			11.9	6.2		2.6		24.0
14	1		3	2	2		1		1	1		KIKX	6	1			1			1		1		KIKX	.9	1.6			2.5			1.5		2.6			
93		7	2	7	7		2	6	14	14		KJYK	85		7	1	5	7			6	13	13		KJYK	12.7		10.0	2.6	12.5	23.3			13.3	34.2	30.2	
58	18	3		1		14	2		2		18	KLPX	57	18	3		1		14	2		2		17	KLPX	8.5	29.0	4.3		2.5		20.9	3.1		5.3		22.7
20		4	3	2		3	3	1			1	KMGX	20		4	3	2		3	3	1			1	KMGX	3.0		5.7	7.9	5.0		4.5	4.6	2.2		1.3	
32	6	5	2	4		3	3	1	2	2	3	KNOE	32	6	5	2	4		3	3	1	2	2	3	KNOE	4.8	9.7	7.1	5.3	10.0		4.5	4.6	2.2	5.3	4.7	4.0
58	10	8	3			14	11	2			10	KRQQ	55	10	8	2			14	10	2			9	KRQQ	8.2	16.1	11.4	5.3			20.9	15.4	4.4		12.0	
36	8	4	1		1	3	6	1		2	10	KTKT	26	3	3	1			2	5	1		1	10	KTKT	3.9	4.8	4.3	2.6			3.0	7.7	2.2		2.3	13.3
29	3	2	1	5	2		1	1		3		*KTUC	28	3	2	1	5	2			1	1		3	*KTUC	4.2	4.8	2.9	2.6	12.5	6.7		1.5	2.2		7.0	
49	13	15	1			6	11				3	KWFM	36	13	6	1			6	7				3	KWFM	5.4	21.0	8.6	2.6			9.0	10.8			4.0	
12	1	3				1	3			3		KXEW	12	1	3				1	3			3		KXEW	1.8	1.6	4.3				1.5	4.6			7.0	
12			1	1	1	4	1		1		2	KNIX	3					1						2	KNIX	.4				3.3						2.7	
TOTAL LISTENING IN METRO SURVEY AREA												671	62	70	38	40	30	67	65	45	38	43	75														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
765	22	38	57	85	80	24	41	52	80	75	24	KAIR	752	22	38	57	85	80	24	41	52	80	75	24	KAIR	16.9	5.5	9.1	20.4	34.7	34.5	6.6	9.8	17.4	28.9	27.0	4.6
655		137	62	19	28	20	134	42	43	37	26	KCEE	559		113	54	19	14	20	125	42	38	20	26	KCEE	12.6		27.0	19.3	7.8	6.0	5.5	29.8	14.1	13.7	7.2	5.0
859	38	66	93	74	61	41	86	89	73	63	79	KCUB	829	35	66	93	74	54	41	78	89	73	53	74	KCUB	18.6	8.8	15.8	33.2	30.2	23.3	11.2	18.6	29.9	26.4	19.1	14.2
176		32	18		4	15	26	10	5	36	11	*KEVT	171		32	13		4	15	26	10	5	36	11	*KEVT	3.8		7.6	4.6		1.7	4.1	6.2	3.4	1.8	12.9	2.1
293	11	13	10	24	16		31	20	27	31	24	KFLT	293	11	13	10	24	16		31	20	27	31	24	KFLT	6.6	2.8	3.1	3.6	9.8	6.9		7.4	6.7	9.7	11.2	4.6
452	39	54	26	5	8	61	67	5	8	4	149	KHYT	452	39	54	26	5	8	61	67	5	8	4	149	KHYT	10.2	9.8	12.9	9.3	2.0	3.4	16.7	16.0	1.7	2.9	1.4	28.7
357	22	31	24	53	39	12	36	23	25	20	21	KIKX	230	22	31	7	21	12	12	36	11	11	4	21	KIKX	5.2	5.5	7.4	2.5	8.6	5.2	3.3	8.6	3.7	4.0	1.4	4.0
888		44	60	72	93	16	26	66	114	130	13	KJYK	792		44	52	54	80	16	18	66	99	110	13	KJYK	17.8		10.5	18.6	22.0	34.5	4.4	4.3	22.1	35.7	39.6	2.5
659	165	59	17	5		120	46	21	16	3	194	KLPX	646	165	59	17	5		120	46	21	16	3	181	KLPX	14.5	41.4	14.1	6.1	2.0		32.8	11.0	7.0	5.8	1.1	34.8
443	6	94	20	19	8	40	80	26	22	13	59	KMGX	443	6	94	20	19	8	40	80	26	22	13	59	KMGX	10.0	1.5	22.4	7.1	7.8	3.4	10.9	19.0	8.7	7.9	4.7	11.3
495	68	73	50	59	12	52	46	22	37	22	41	KNDE	495	68	73	50	59	12	52	46	22	37	22	41	KNDE	11.1	17.0	17.4	17.9	24.1	5.2	14.2	11.0	7.4	13.4	7.9	7.9
768	102	132	32			148	129	11	11	4	193	KRQQ	731	102	132	24			148	113	11	11	4	180	KRQQ	16.4	25.6	31.5	8.6			40.4	26.9	3.7	4.0	1.4	34.6
990	136	122	26	31	22	127	133	52	19	27	262	KTKT	781	64	97	26	31	8	94	116	40	19	18	235	KTKT	17.6	16.0	23.2	9.3	12.7	3.4	25.7	27.6	13.4	6.9	6.5	45.2
638	55	48	31	93	56	16	29	36	48	41	6	*KTUC	617	55	48	31	93	56	16	29	29	48	38	6	*KTUC	13.9	13.8	11.5	11.1	38.0	24.1	4.4	6.9	9.7	17.3	13.7	1.2
466	84	101	17	10		99	98	10			47	KWFM	422	84	76	17			99	89	10			47	KWFM	9.5	21.1	18.1	6.1			27.0	21.2	3.4			9.0
207	22	39	6		8	28	53		5	29	11	KXEW	207	22	39	6		8	28	53		5	29	11	KXEW	4.7	5.5	9.3	2.1		3.4	7.7	12.6		1.8	10.4	2.1
209	36	5	9	31	10	17	17	8	9	9	20	KNIX	68		5		8	10				8	4	20	KNIX	1.5		1.2		3.3	4.3			2.7		1.4	3.8
TOTAL LISTENING IN METRO SURVEY AREA												4083	370	406	250	224	194	358	412	261	239	257	470		91.8	92.7	96.9	89.3	91.4	83.6	97.8	98.1	87.6	86.3	92.4	90.4	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24 %	25-34 %	35-44 %	45-54 %	55-64 %	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		
11		2	1			1	1	1	1	2		KAKC	7			1				1	1	2		KAKC	8				1.7									
128	4	2	11	2	11	4	12	15	7	18	5	KBEZ	94	2	2	9	2	10	2	12	12	7	13		KBEZ	10.6	3.3	2.2	15.3	4.0	21.7	2.9	10.7	15.8	13.5	23.2		
38	5	3	5			4	13	1	1	1	3	KCFO	31		2	5			3	13	1	1	1	3		KCFO	3.5		2.2	8.5			4.3	11.6	1.3	1.9	1.8	3.5
36	1	7	3		1	7	4	3	1	1	8	KELI	26	1	7	3		1	4	4	3		1	2		KELI	2.9	1.6	7.5	5.1		2.2	5.7	3.6	3.9		1.8	2.3
17	4	1		1		3	4	2			1	KMOD	12	2	1		1		1	3	2		1			KMOD	1.4	3.3	1.1		2.0		1.4	2.7	2.6			1.2
89	26	11	1		1	22	9	1			17	KMOD FM	76	20	9	1		1	21	7	1		15		KMOD FM	8.6	32.8	9.7	1.7		2.2	30.0	6.3	1.3				17.4
32		3	2	1		4	9	5	1		6	KMYO	31		3	2	1		4	9	5	1	5		KMYO	3.5		3.2	3.4	2.0		5.7	8.0	6.6	1.9			5.8
30	6	6	5	2		6	3	1				*KRAV	24	6	6	5	2			3	1				*KRAV	2.7	9.8	6.5	8.5	4.0			2.7	1.3				
129	13	18	5			19	29	10	5		29	KRAV FM	104	10	16	5			15	23	8	4	23		KRAV FM	11.8	16.4	17.2	8.5			21.4	20.5	10.5	7.7			26.7
162	1	7	10	8	13	4	13	14	15	14	4	*KRMG	142	1	6	9	6	10	4	10	13	12	13	4	*KRMG	16.0	1.6	6.5	15.3	12.0	21.7	5.7	8.9	17.1	23.1	23.2	4.7	
48	4	6	8		3	2	4	8	2	2	5	KTFX	41	1	3	8		3	2	4	8	2	1	5		KTFX	4.6	1.6	3.2	13.6		6.5	2.9	3.6	10.5	3.8	1.8	5.8
286	5	23	19	41	29	7	26	24	31	28	12	KVOO	152	4	17	7	28	18	5	9	10	17	16	3	KVOO	17.2	6.6	18.3	11.9	56.0	39.1	7.1	8.0	13.2	32.7	28.6	3.5	
83	12	17	1		1	7	5	7	1		32	KWEN	62	10	12	1		1	4	4	7		23		KWEN	7.0	16.4	12.9	1.7		2.2	5.7	3.6	9.2			26.7	
4	1									1		*KXOJ	4	1								1		*KXOJ	.5	1.6									1.8			
3								1	1	1		KXOJ FM	3										1		KXOJ FM	.3								1.3		1.8		
7	1							1	2	1		TOTAL	7	1							1	2	1		TOTAL	.8	1.6							1.3		3.6		
TOTAL LISTENING IN METRO SURVEY AREA												885	61	93	59	50	46	70	112	76	52	56	86															
43		1	3	5				3	5	7	1	KGGF	8				1					1	2		KGGF	.9				2.0					1.9	3.6		
17		2			3	3	5	2		1	1	KOMA	3					2	1						KOMA	.3					2.9	.9						

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
335		40	35	42		35	15	42	38	24	20	KAKC	280		18	35	42		11	15	42	38	24	20	KAKC	5.0		3.0	8.4	12.7		2.6	2.4	9.4	11.0	7.0	2.9
1598	66	76	118	65	150	81	147	143	118	193	66	KBEZ	1110	44	55	85	65	102	42	117	108	98	107	30	KBEZ	19.7	11.6	9.0	20.5	19.6	34.3	10.0	18.7	24.2	28.2	31.2	4.4
573	50	79	50	8		80	109	30	26	39	66	KCFO	394	12	36	31	8		38	109	18	26	29	60	KCFO	7.0	3.2	5.9	7.5	2.4		9.0	17.4	4.0	7.5	8.5	8.8
899	33	166	83		8	70	138	71	35	16	212	KELI	742	33	159	77		8	30	124	66	26	16	136	KELI	13.2	8.7	26.1	18.6		2.7	7.1	19.8	14.8	7.5	4.7	19.9
459	72	48		12		64	76	32	17	9	108	KMOD	352	55	40		12		32	62	32		9	98	KMOD	6.2	14.5	6.6		3.6		7.6	9.9	7.2		2.6	14.4
1166	204	187	15		16	221	127	42	18	8	279	KMOD FM	958	159	166	7		16	189	101	42	18		225	KMOD FM	17.0	42.0	27.2	1.7		5.4	44.8	16.2	9.4	5.2		33.0
404		65	34	12	8	22	95	46	11		90	KMYO	396		65	34	12	8	22	95	46	11		82	KMYO	7.0		10.7	8.2	3.6	2.7	5.2	15.2	10.3	3.2		12.0
351	23	67	30	15	8	35	49	25	5	25	35	KRAV	289	23	46	30	15	8	11	49	25	5	25	18	KRAV	5.1	6.1	7.5	7.2	4.5	2.7	2.6	7.8	5.6	1.4	7.3	2.6
1886	135	251	84	9		251	291	151	48	27	524	KRAV FM	1388	150	166	72		184	211	119	36	9	412	KRAV FM	24.6	39.6	27.2	17.3			43.6	33.8	26.7	10.4	2.6	60.4	
2123	63	179	209	133	157	56	214	168	171	141	123	KRMG	1771	63	156	187	95	107	56	178	156	133	116	112	KRMG	31.4	16.6	25.6	45.1	28.7	36.0	13.3	28.5	35.0	38.3	33.8	16.4
676	50	109	90	18	22	22	108	88	29	35	67	KTFX	608	20	95	85	18	22	22	108	88	29	16	67	KTFX	10.8	5.3	15.6	20.5	5.4	7.4	5.2	17.3	19.7	8.4	4.7	9.8
3308	115	322	259	251	314	164	278	249	263	307	258	KVOO	1675	61	170	129	139	171	112	143	142	138	167	83	KVOO	29.7	16.1	27.9	31.1	42.0	57.6	26.5	22.9	31.8	39.8	48.7	12.2
1440	192	232	22	12	15	140	129	98	38	24	526	KWEN	1053	130	168	22	12	15	92	93	98	11	6	406	KWEN	18.7	34.3	27.5	5.3	3.6	5.1	21.8	14.9	22.0	3.2	1.7	59.5
70	12				7			13		9	8	KXOJ	70	12				7			13		9	8	KXOJ	1.2	3.2				2.4			2.9		2.6	1.2
102	12	26	6		7			23	11	9	20	KXOJ FM	102		26	6		7			23	11	9	20	KXOJ FM	1.8		4.3	1.4		2.4		3.7	2.5		2.6	2.9
156	12	26	6		7			23	24	9	28	TOTAL	156	12	26	6		7			23	24	9	28	TOTAL	2.8	3.2	4.3	1.4		2.4		3.7	5.4		2.6	4.1
641		52	48	77	12	9	10	32	57	81	31	KGGF	198		9	15	13				7	16	14	10	KGGF	3.5		1.5	3.6	3.9				1.6	4.6	4.1	1.5
273	10	26	24	9	18	62	55	28	11	7	23	KOMA	70			7		8	20	14	6	5		10	KOMA	1.2			1.7		2.7	4.7	2.2	1.3	1.4		1.5
TOTAL LISTENING IN METRO SURVEY AREA												5343	360	601	402	301	269	413	625	422	316	308	646		94.8	95.0	98.5	96.9	90.9	90.6	97.9	99.9	94.6	91.1	89.8	94.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

UTICA-ROME
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
27		1	5	5	1		2	4	2	2		*WADR	25			5	5	1		2	4	2	1		*WADR	4.7			12.8	17.2	3.2		5.7	10.0	4.1	2.8	
19	1	2	1		2		2			1	1	*WBRV	6					2							*WBRV	1.1					6.5						
59		2	3	4	8	1	3	6	12	8		WIBQ	56		2	3	4	7	1	3	5	12	7	WIBQ	10.6	4.5	7.7	13.8	22.6	2.4	8.6	12.5	24.5	19.4			
75		3	6	6	4	1	1	3	9	9	1	WIBX	73		3	6	6	4	1	1	3	9	9	WIBX	13.8	6.8	15.4	20.7	12.9	2.4	2.9	7.5	18.4	25.0			
8				2		1			2			*WKAL	8			2		1						*WKAL	1.5			6.9		2.4			4.1				
4								1		1		*WKAL FM	4											*WKAL FM	.8								2.0				
37	3	6	4			7	6	5	1	2	3	WKGW	33	2	6	3		7	5	5	1	1	3	WKGW	6.3	5.7	13.6	7.7		17.1	14.3	12.5	2.0	2.8	6.1		
8			2		1		1		1	2		*WLFH	8			2		1		1		1	2	*WLFH	1.5		5.1		3.2		2.9		2.0	5.6			
62	17	12	1	1		14	3	2			12	WOUR	55	13	11	1	1		13	3	2		11	WOUR	10.4	37.1	25.0	2.6	3.4		31.7	8.6	5.0		22.4		
55	5	6	1		1	7	4	3	4	1	22	WRCK	50	4	6	1		1	6	4	3	4	19	WRCK	9.5	11.4	13.6	2.6		3.2	14.6	11.4	7.5	8.2	2.8	38.8	
8			1	1	1				2	1		*WRMV	8			1	1	1				2	1	*WRMV	1.5		2.6	3.4	3.2				4.1	2.8			
6				1	1				2	1		*WRNY	6				1	1				2	1	*WRNY	1.1			3.4	3.2				4.1	2.8			
39	2	5	2	3	2	4	7	3	3	1	4	WRUN	39	2	5	2	3	2	4	7	3	3	1	4	WRUN	7.4	5.7	11.4	5.1	10.3	6.5	9.8	20.0	7.5	6.1	2.8	8.2
34	4	5	3		3	3	5	1	1	2	2	WTLB	32	4	5	1		3	3	5	1	1	2	2	WTLB	6.1	11.4	11.4	2.6		9.7	7.3	14.3	2.5	2.0	5.6	4.1
20		1	5			2	4	3				*WUTQ	20		1	5					2	4	3		*WUTQ	3.8		2.3	12.8			5.7	10.0	6.1			
14			2	1	1			1	1	3		WYUT	14			2	1	1				1	1	3	WYUT	2.7		5.1	3.4	3.2		2.5	2.0	8.3			
13					2	1		1		2		*WFBL	8				2	1					1		*WFBL	1.5				6.9	3.2				2.8		
16		1	1	1	1	1	2	4	1			WGY	7			1	1			1					WGY	1.3		2.6	3.4			2.9					
7					1		1	1				*WMCR	3								1	1			*WMCR	.6						2.5	2.0				
-1												*WMCR FM	-1												*WMCR FM							2.5	2.0				
7					1		1	1				TOTAL	3								1	1			TOTAL	.6						2.5	2.0				
4					1			3				WMHR	4				1					3			WMHR	.8				3.2		7.5					
5	1				1			1		1		WNTQ	3	1							1		1		WNTQ	.6	2.9					2.5		2.8			
3			1	1				1		1		*WSEN	1			1						1			*WSEN	.2		2.6					2.5				
11		2	2	1	1	2	1	1		2		WSEN FM	3				1					1			WSEN FM	.6				3.2		2.5					
14		3	3	1	1	2	1	2				TOTAL	4			1		1				1			TOTAL	.8		2.6		3.2		2.5					
12		1	1	1				2	1	2	1	WSYR	5		1		1					1		1	WSYR	.9	2.3		3.4			2.5		2.8			
40	15	4				10	1			1	9	WSYR FM	20	6	3				3				1	7	WSYR FM	3.8	17.1	6.8			7.3			2.8	14.3		
TOTAL LISTENING IN METRO SURVEY AREA													528	35	44	39	29	31	41	35	40	49	36	49													

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
39	7	6		1		7	4	2		1	11	KHOO	24	5	3		1			5	2	1		1	6	KHOO	11.3	25.0	18.8		8.3		20.8	13.3	6.3		6.3	35.3									
8				1				1			2	KKIK	3				1								1	KKIK	1.4				8.3						5.9										
20	4	2	2			5	2				5	KNFO	18	3	2	2				5	2				4	KNFO	8.5	15.0	12.5	11.8			20.8	13.3			23.5										
6	1	2				1	1				1	KRZI	5	1	1					1	1				1	KRZI	2.3	5.0	6.3			4.2	6.7			5.9											
31		4	2	2	3		1	4	2	3		KWTX	27		4	1	2	2		1	4	2	3			KWTX	12.7		25.0	5.9	16.7	16.7		6.7	25.0	22.2	18.8										
44		1	3	2	1		2	3	4	8		KWTX FM	29		1	1	2	1		2	2	2	4			KWTX FM	13.6		6.3	5.9	16.7	8.3		13.3	12.5	22.2	25.0										
49	4	3	4	2	4	2	5	7	3	8		WACO	43	3	3	4	2	4		2	5	7	2	5		WACO	20.2	15.0	18.8	23.5	16.7	33.3	8.3	33.3	43.8	22.2	31.3										
-----											-----											-----																									
10					3					3		KRLD	3				1						1			KRLD	1.4					8.3					6.3										
14	3	1	1			1	3	3			1	KSCS	2			1				1						KSCS	.9			5.9			4.2														
6						4		1	1			*KSKY	6							4		1	1			*KSKY	2.8						16.7		6.3	11.1											
6	3					1					2	KZEW	4	3						1						KZEW	1.9	15.0					4.2														
77	8	3	9	7	8	1	1	4	8	3	7	WBAP	23		2	6	3	2		1	1	2	1	2		WBAP	10.8		12.5	35.3	25.0	16.7		6.7	6.3	22.2	6.3	11.8									
11		2			2			1		3		WFAA	5			2		1								WFAA	2.3			11.8		8.3															
TOTAL LISTENING IN METRO SURVEY AREA											213	20	16	17	12	12	24	15	16	9	16	17																									

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
451	89	60	5	5	79	46	11	7	6	134	KHOO	296	49	34	5	5	63	36	6	7	6	82	KHOO	20.6	38.3	29.8		5.7	5.8	50.0	30.5	6.2	7.7	6.1	50.0		
235	30	4	18	5	10	5	8	14	15	25	24	KKIK	101	6	4	6	5	10	5	6	15	7	11	KKIK	7.0	4.7	3.5	6.6	5.7	11.6	4.0		6.2	16.5	7.1	6.7	
366	83	30	11	3	5	58	29	9	3	7	118	KNFO	332	67	30	11	3	5	58	29	9	3	7	100	KNFO	23.1	52.3	26.3	12.1	3.4	5.8	46.0	24.6	9.3	3.3	7.1	61.0
230	36	50	6	8	2	16	29	6	13	4	50	KRZI	198	12	42	6	8	2	16	29	6	13	4	50	KRZI	13.8	9.4	36.8	6.6	9.2	2.3	12.7	24.6	6.2	14.3	4.1	30.5
513	6	46	29	18	52	5	33	27	39	54	15	KWTX	397	6	38	17	18	39	5	25	27	37	44	11	KWTX	27.6	4.7	33.3	18.7	20.7	45.3	4.0	21.2	27.8	40.7	44.9	6.7
589	6	30	37	33	31	16	63	44	46	46	11	KWTX FM	377	6	30	17	29	22	16	50	27	36	26	11	KWTX FM	26.2	4.7	26.3	18.7	33.3	25.6	12.7	42.4	27.8	39.6	26.5	6.7
659	83	34	22	52	42	34	49	60	50	75	41	WACO	537	43	34	17	33	42	26	36	55	46	61	41	WACO	37.3	33.6	29.8	18.7	37.9	48.8	20.6	30.5	56.7	50.5	62.2	25.0
-----												-----												-----													
289		8	18	18	40	5	8	5	14	47	6	KRLD	128		8	11	8	20	5			7	20	6	KRLD	8.9		7.0	12.1	9.2	23.3	4.0			7.7	20.4	3.7
300	112	24	22	7		21	43	18	4	9	29	KSCS	82	6		17	7		21	7	12		9	KSCS	5.7	4.7		18.7	8.0		16.7	5.9	12.4			5.5	
	49				7	5		3	11	16		*KSKY	32				7	5			3	4	6	*KSKY	2.2				8.1	4.0			3.1	4.4	6.1		
	84	30	4			26					24	KZEW	75	30	4			26					15	KZEW	5.2	23.4	3.5				20.6					9.1	
1041	125	70	85	60	65	27	56	45	73	79	103	WBAP	310	12	30	51	27	20	10	25	15	22	18	27	WBAP	21.5	9.4	26.3	56.0	31.0	23.3	7.9	21.2	15.5	24.2	18.4	16.5
227	12	8	24	2	31		19	12	10	38		WFAA	118	12	8	17	2	10		4	6		9	WFAA	8.2	9.4	7.0	18.7	2.3	11.6		3.4	6.2			9.2	
TOTAL LISTENING IN METRO SURVEY AREA												1295	110	103	74	72	81	121	107	91	83	96	148	90.0	85.9	90.4	81.3	82.8	94.2	96.0	90.7	93.8	91.2	98.0	90.2		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

WASHINGTON, D C
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
228	5	62	14	12	1	30	54	36	6	4	1	WASH	206	5	55	11	12	1	29	49	32	6	4	1	WASH	50	1.2	11.6	3.9	4.4	6	6.9	10.5	10.3	2.1	1.7	2
197	54	29	7			57	13	1	1		35	WAVA	182	44	28	7		55	12	1	1		34	WAVA	45	10.8	5.9	2.5		13.1	2.6	3	3		8.4		
41	3	1	1	4	12				6	4		WEAM	37	3	1	1	4	9			6	3		WEAM	9	7	2	4	1.5	5.3			2.1	1.3			
126		3	7	15	7	4	6	18	17	23		WEZR	96		3	7	15	5	1	3	18	14	20	WEZR	2.4		.6	2.5	5.5	2.9	.2	.6	5.8	4.9	8.5		
51	1		2	1	1		1	10	2	3		*WGAY	50	1		2	1	1			10	2	3	*WGAY	1.2	2		.7	.4	6			3.2	7	1.3		
316		10	15	42	30	10	28	25	59	42	2	WGAY FM	292		9	13	41	29	10	28	20	57	39	2	WGAY FM	7.1		1.9	4.6	14.9	17.0	2.4	6.0	6.4	19.9	16.5	5
31		2	6	3	1	1	1	2	1	5		WGMS	29		2	6	3	1	1	1	1	1	4	WGMS	7		4	2.1	1.1	6	2	.2	.3	3	1.7		
104	1	25	4	15	4	2	19	6	12	9		WGMS FM	92	1	24	4	13	4	2	18	5	8	9	WGMS FM	2.3	2	5.1	1.4	4.7	2.3	5	3.8	1.6	2.8	3.8		
135	1	27	10	18	5	3	20	8	13	14		TOTAL	121	1	26	10	16	5	3	19	6	9	13	TOTAL	3.0	2	5.5	3.5	5.8	2.9	7	4.0	1.9	3.1	5.5		
35	9	8	3			2	9				4	WHFS	33	9	8	3		1	8					4	WHFS	.8	2.2	1.7	1.1		.2	1.7				1.0	
223	49	32	22	8	1	31	37	19	6	2	14	WHUR	187	33	30	16	8	28	31	18	5	2	14	WHUR	4.6	8.1	6.3	5.7	2.9	6.7	6.6	5.8	1.7	.8	3.5		
170	20	33	13	14	1	15	51	12	3	3	3	WJMO	149	20	31	9	11	1	14	45	11	3	2	1	WJMO	3.6	4.9	6.6	3.2	4.0	.6	3.3	9.6	3.5	1.0	8	2
272	44	31	18	5		51	54	16	6	3	42	WKYS	246	44	25	17	5	42	50	15	6	3	37	WKYS	6.0	10.8	5.3	6.0	1.8	10.0	10.7	4.8	2.1	1.3	9.2		
383	15	15	44	45	32	3	14	62	51	40	6	WMAL	351	14	14	43	44	26	3	12	60	50	29	6	WMAL	8.6	3.4	3.0	15.3	16.0	15.2	.7	2.6	19.2	17.5	12.3	1.5
202	31	21	31	20	6	10	16	19	21	8	6	WMZQ	168	25	18	27	19	6	7	11	16	17	8	2	WMZQ	4.1	6.1	3.8	9.6	6.9	3.5	1.7	2.4	5.1	5.9	3.4	.5
27	4	3	3	1		2	3	1	1	4	2	WOL	27	4	3	3	1	2	3	1	1	4	2	WOL	.7	1.0	.6	1.1	4	5	.6	.3	.3	1.7	5		
158	22	22	4	5	1	32	24	8	6		32	WOOK	150	22	21	2	5	1	30	21	8	6		32	WOOK	3.7	5.4	4.4	.7	1.8	.6	7.1	4.5	2.6	2.1	7.9	
43	1	7	14		1	12	5			1	2	*WPGC	38	1	6	12		12	4			1	2	*WPGC	.9	.2	1.3	4.3		2.9	9			4	5		
321	15	51	16	3	2	78	48	13	14	5	72	WPGC FM	261	14	39	12	2	1	66	35	12	14	2	60	WPGC FM	6.4	3.4	8.2	4.3	.7	.6	15.7	7.5	3.8	4.9	8	14.9
364	16	58	30	3	3	90	53	13	14	6	74	TOTAL	299	15	45	24	2	1	78	39	12	14	3	62	TOTAL	7.3	3.6	9.5	8.6	.7	6	18.6	8.4	3.8	4.9	1.2	15.4
87	6	13	10	15	7	3	10	10	1	6	1	*WPKX	66	6	12	6	14	5	3	8	2	1	4	*WPKX	1.6	1.5	2.5	2.1	5.1	2.9	7	1.7	6	.3	1.7		
143	5	13	8	16	7	7	28	21	7	12	5	WVKX	107	5	9	6	16	6	4	16	13	3	12	3	WVKX	2.6	1.2	1.9	2.1	5.8	3.5	1.0	3.4	4.2	1.0	5.1	7
230	11	26	18	31	14	10	38	31	8	18	6	TOTAL	173	11	21	12	30	11	7	24	15	4	16	3	TOTAL	4.2	2.7	4.4	4.2	10.9	6.4	1.7	5.1	4.8	1.3	6.8	
207	6	14	9	11	33	1	5	7	20	39		WRC	181	6	14	8	10	27	1	5	7	18	35	WRC	4.4	1.5	3.0	2.8	3.6	15.8	.2	1.1	2.2	6.3	14.8		
322	52	46	8	5		54	37	18	7	1	93	WRQX	270	47	42	6	4	44	34	13	6		73	WRQX	6.6	11.5	8.9	2.1	1.5	10.5	7.3	4.2	2.1		18.1		
156	3	10	16	16	14		6	6	9	11	8	WTOP	126	3	9	11	10	12		5	4	5	9	6	WTOP	3.1	.7	1.9	3.9	3.6	7.0		1.1	1.3	1.7	3.8	1.5
30				3	3		1	2		12	2	*WUST	30				3	3		1	2		12	2	*WUST	.7			1.1	1.8		2	.6		5.1	5	
27	13	2	1			2	2				7	WWOC	26	13	2	1		2	2					6	WWOC	.6	3.2	.4	.4		5	.4				1.5	
309	83	38	3			54	17	3			110	WWOC FM	245	58	37	2		37	16	1			93	WWOC FM	6.0	14.2	7.8	7		8.8	3.4	3			23.1		
54	1	2		2	7	5	10	5	6	6	5	WYCB	52	1	2		2	7	5	10	5	4	6	5	WYCB	1.3	.2	4		.7	4.1	1.2	2.1	1.6	1.4	2.5	1.2
27		3	2	2			5	6	6	1		WFSI	17		3		2		5	1	6				WFSI	4		6		7		1.1	.3	2.1			
92	31	7				15	5	2			32	WIYY	13	7				2						4	WIYY	3	1.7				5					1.0	
TOTAL LISTENING IN METRO SURVEY AREA												4085	409	473	281	275	171	421	468	312	286	236	403														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

WASHINGTON, D C
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
3371	184	764	206	131	28	494	741	427	107	66	183	WASH	2836	155	604	166	118	28	437	642	344	107	66	138	WASH	11	2	7	6	19	9	8	3	7	5	2	6	19	1	20	7	17	3	6	4	5	4	4	4
3237	671	536	92	19		656	292	49	26		878	WAVA	2893	548	491	81	19		591	264	41	26		814	WAVA	11	5	26	8	16	1	4	1	1	2			25	8	8	5	2	1	1	6			25	7
774	74	57	54	34	174		31	30	108	86	8	WEAM	743	74	57	54	34	156		31	30	108	73	8	WEAM	2	9	3	6	1	9	2	7	2	2	14	4			1	0	1	5	6	5	6	0	3	
1572		87	181	162	130	62	113	206	142	152	29	WEZR	1340		71	181	156	96	39	78	206	129	114	29	WEZR	5	3			2	3	9	1	9	9	8	9	1	7	2	5	10	4	7	8	9	4	9	
813	26	29	72	58	43	27	48	138	93	80	8	*WGAY	736	26	29	63	47	31	27	37	138	78	61	8	*WGAY	2	9	1	3	1	0	3	2	3	0	2	9	1	2	1	2	6	9	4	7	5	0	3	
4214	12	224	388	517	308	249	439	463	502	428	53	WGAY FM	3840	12	183	335	483	293	237	422	424	458	369	53	WGAY FM	15	2	6	6	0	16	8	30	7	27	1	10	3	13	6	21	3	27	6	30	3	1	7	
1161	12	87	129	94	50	39	73	107	94	125	20	WGMS	1096	12	87	120	94	43	39	73	86	90	101	20	WGMS	4	3	6	2	9	6	0	6	0	4	0	1	7	2	4	4	3	5	4	8	3	6		
1726	53	285	114	210	62	55	311	136	180	157	20	WGMS FM	1584	53	270	105	187	60	55	271	120	156	157	20	WGMS FM	6	3	2	6	8	9	5	3	11	9	5	6	2	4	8	7	6	0	9	4	12	9	6	
2459	65	342	234	242	96	73	372	193	215	223	20	TOTAL	2267	65	326	225	219	87	73	332	163	187	199	20	TOTAL	6	9	3	2	10	7	11	3	13	9	8	1	3	2	10	7	8	2	11	3	16	4	6	
751	207	147	52	13	16	132	131				47	WHFS	695	207	130	34	13	16	122	120				47	WHFS	2	8	10	1	4	3	1	7		8	1	5	3	3	9						1	5		
3648	481	409	306	173	27	613	577	345	123	47	376	WHUR	3308	422	474	288	167	15	543	523	337	93	47	336	WHUR	13	1	20	7	15	6	14	5	10	6	1	4	23	7	16	8	17	0	5	6	3	9	10	6
2647	166	462	176	147	62	323	711	191	34	81	114	WJMD	2345	166	489	140	137	59	296	665	168	28	48	75	WJMD	9	3	8	1	16	1	7	0	8	7	5	12	9	21	4	8	5	1	7	3	9	2	4	
4263	583	408	227	89	15	688	763	347	93	32	760	WKYS	3914	542	572	202	84	15	582	720	333	86	32	688	WKYS	15	5	26	5	18	8	10	2	5	3	1	4	25	4	23	2	16	8	5	2	2	6	21	7
5892	418	447	780	680	473	145	365	614	562	461	204	WMAL	5486	389	440	701	665	415	133	338	582	552	427	184	WMAL	21	7	19	0	14	5	35	2	42	2	38	4	5	8	10	9	29	3	33	3	35	1	5	8
2505	161	326	309	194	140	175	336	241	161	95	213	WMZQ	1875	76	235	253	169	135	126	233	167	116	79	142	WMZQ	7	4	3	7	7	7	12	7	10	7	12	5	5	5	7	5	8	4	7	0	6	5	4	5
994	137	152	111	64	30	80	130	62	59	56	72	WOL	994	137	152	111	64	30	80	130	62	59	56	72	WOL	3	9	6	7	5	0	5	6	4	1	2	8	3	5	4	2	3	1	3	6	4	6	2	3
2979	389	402	112	67	15	568	389	204	86	32	648	WOOK	2751	359	357	96	67	15	497	335	204	86	32	636	WOOK	10	9	17	6	11	7	4	8	4	3	1	4	21	7	10	8	10	3	5	2	2	6	20	1
984	13	141	137	22	26	194	228	52	16	15	140	*WPGC	897	13	129	128	11	16	187	190	52	16	15	140	*WPGC	3	6	6	4	2	6	4	7	1	5	8	2	6	1	2	6	1	0	1	2	4	4		
5329	494	774	368	94	38	927	832	336	156	58	1199	WPGC FM	4302	406	670	291	72	28	725	641	296	142	31	947	WPGC FM	17	0	19	9	22	0	14	6	4	6	2	6	31	7	20	7	14	9	8	6	2	5	29	9
5687	494	818	460	105	54	962	912	350	156	73	1250	TOTAL	4650	406	714	374	83	44	760	721	310	142	46	997	TOTAL	18	4	19	9	23	5	18	8	5	3	4	1	33	2	23	2	15	6	8	6	3	8	31	5
1020	54	142	133	108	52	17	174	81	83	31	82	*WPKX	749	54	138	85	67	30	17	152	24	73	18	28	*WPKX	3	0	2	6	4	5	4	3	4	3	2	8	7	4	9	1	2	4	4	1	5	9		
1801	139	188	236	100	55	145	254	225	122	91	138	WVXX	1444	139	159	195	100	48	114	171	166	97	63	84	WVXX	5	7	6	8	5	2	9	8	6	4	4	4	5	0	5	5	8	4	5	8	5	2	7	
2523	166	286	291	184	107	162	364	266	190	122	220	TOTAL	1971	166	253	224	142	78	131	281	182	156	81	112	TOTAL	7	8	8	1	8	3	11	3	9	0	7	2	5	7	9	1	9	2	9	4	6	7	3	5
2584	36	311	278	251	282	30	175	137	201	321	13	WRC	2307	36	307	250	211	232	30	142	129	193	270	13	WRC	9	1	1	8	10	1	12	6	13	4	21	5	1	3	4	6	6	5	11	6	22	2	4	
5313	729	495	221	136	28	789	584	247	128	3	1825	WRQX	4118	589	483	153	107	25	629	495	178	106		1332	WRQX	16	3	28	8	15	9	7	7	6	8	2	3	27	5	15	9	9	0	6	4			42	0
3335	104	157	485	319	287	15	254	195	290	299	174	WTOP	2616	104	286	341	223	241	15	218	137	217	244	128	WTOP	10	4	5	1	9	4	17	1	14	2	22	3	7	7	0	6	9	13	1	20	1	4	0	
409		12	24	42	15		35	44	38	93	40	*WUST	378			24	31	15		35	44	30	93	40	*WUST	1	5					1	2	2	0	1	4			1	1	2	2	1	8	7	6	1	3
1238	240	138	48	11		191	153	25	15		396	WWDC	1210	233	138	48	11		191	153	25	15		375	WWDC	4	8	11	4	4	5	2	4	7			8	3	4	9	1	3			9		11	8	
4999	1040	545	104	13		928	409	146	59	8	1693	WWDC FM	3863	705	460	81	13		711	356	69	53	8	1353	WWDC FM	15	3	34	5	15	1	4	1		8			31	0	11	5	3	5	3	2	7	42	7	
879	49	54	24	57	86	108	142	79	65	92	56	WYCB	872	49	54	24	57	86	108	142	79	58	92	56	WYCB	3	5	2	4	1	8	1	2	3	6	8	0	4	7	4	6	4	0	3	5	7	6	1	8
417		52	27	38	29		56	64	49	37		WFSI	295		40	12	38	29		56	42	49	23		WFSI	1	2			1	3		6	2	4	2	7			1	8	2	1	3	0	1	9		
1415	299	158	9			212	80	36	24		589	WIYY	428	46	51				90	14				219	WIYY	1	7	2	3	1	7							3	9		5						6	9	

TOTAL LISTENING IN METRO SURVEY AREA 24441 2041 2995 1884 1553 1052 2233 3009 1960 1539 1170 3056 96 8 99 9 98 5 94 7 98 7 97 4 97 5 96 9 98 6 92 8 96 2 96 4

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
150	22	30	8	2	3	15	32	10	9	2	3	KCFI	145	22	30	8	2	3	15	27	10	9	2	3	KCFI	12.8	21.6	26.8	11.1	3.2	5.3	11.7	24.1	13.2	13.4	3.2	2.1										
667	81	77	18	9	6	122	83	43	7	8	206	KCNB	372	67	43	8	5	6	84	50	16	7	3	80	KCNB	32.9	65.7	38.4	11.1	7.9	10.5	65.6	44.6	21.1	10.4	4.8	55.6										
418	3	23	44	34	49	22	41	38	36	31	29	KFMW	228	3	9	20	20	27	22	18	19	23	18	8	KFMW	20.1	2.9	8.0	27.8	31.7	47.4	17.2	16.1	25.0	34.3	29.0	5.6										
204	3	2	3	25	37	17	5	19	24	28	7	KLEU	120	3	2	3	21	15	7	5	4	17	17	7	KLEU	10.6	2.9	1.8	4.2	33.3	26.3	5.5	4.5	5.3	25.4	27.4	4.9										
1047	104	110	47	44	37	158	112	69	35	44	214	KWLO	639	67	78	18	36	30	80	82	25	30	32	101	KWLO	56.4	65.7	69.6	25.0	57.1	52.6	62.5	73.2	32.9	44.8	51.6	70.1										
564	24	73	49	70	54	35	46	50	42	40	26	KXEL	282	10	30	24	32	30	26	18	23	17	25	16	KXEL	24.9	9.8	26.8	33.3	50.8	52.6	20.3	16.1	30.3	25.4	40.3	11.1										
94		17	3	12	5	22	5	5	6	9	5	KHAK FM	24		5	3	3		4	5		2	2		KHAK FM	2.1		4.5	4.2	4.8		3.1	4.5		3.0	3.2											
466	24	50	57	22	24	22	21	65	19	20	59	KOEL FM	108	6	16	15	6	9	4		19	8	5	12	KOEL FM	9.5	5.9	14.3	20.8	9.5	15.8	3.1		25.0	11.9	8.1	8.3										
299	37	43	6			63	28	13			6	103	KQCR	100	22	16			33	11	3		2	13	KQCR	8.8	21.6	14.3				25.8	9.8	3.9		3.2	9.0										
147	28	10				33	2	6			4	59	KRNA	43	3	2			15	2	1			20	KRNA	3.8	2.9	1.8				11.7	1.8	1.3		13.9											
482	27	21	36	30	41	11	16	40	41	28	13	WHO	123	10	14	5	9	12		2	6	8	10	3	WHO	10.9	9.8	12.5	6.9	14.3	21.1		1.8	7.9	11.9	16.1	2.1										
504	10	20	34	49	62	17	9	45	42	51	19	WMT	99	10	2	11	9	9	7		1	10	5	2	WMT	8.7	9.8	1.8	15.3	14.3	15.8	5.5		1.3	14.9	8.1	1.4										
131		9	9	3	21			3	8	26		WMT FM	21		2	3		3			3	2			WMT FM	1.9		1.8	4.2		5.3			3.9	3.0												
TOTAL LISTENING IN METRO SURVEY AREA												1080	99	112	67	61	54	128	112	72	63	58	131													95.4	97.1	99.9	93.1	96.8	94.7	99.9	99.9	94.7	94.0	93.5	91.0

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

WEST PALM BEACH-BOCA RATON
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																									
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
8	1	2				1	3				1	WCEZ	6		1					1	3				1	WCEZ	7		1.5				1.8	4.7				1.3									
9	1				1			1	1	1		WDBF	9	1				1		1	1	1			1	WDBF	11	1	8			2	3		2.2	2.1	1.5										
16				5	2				1	2		WEAT	16				5	2				1	2			WEAT	20				10.9	4.5			2.1	2.9											
137	1	1	1	7	16	6	2	6	9	24		WEAT FM	120	1	1	1	6	13	6	1	6	6	21		WEAT FM	149	1	8	1	5	2.4	13	0	29	5	10	7	1.6	13.3	12	8	30	9				
14	1	5	1		1	1	2	1				WIRK	14	1	5	1		1	1	2	1				WIRK	1.7	1	8	7	4	2	4		2	3	1.8	3	1	2.2								
72	1	12	13	11	3	3	6	7	2	7	4	WIRK FM	54	1	10	10	8	3	2	5	3	2	7	2	WIRK FM	6.7	1	8	14.7	24	4	17	4	6.8	3.6	7.8	6.7	4.3	10	3	2.6						
38		3	2	3	4		2	1	2	5		WJNO	37		3	2	3	4		2	1	1	5		WJNO	4.6		4.4	4	9	6	5	9.1		3.1	2.2	2.1	7	4								
34	3				2	1	4	1	3	7	1	WKQS	33	3				2	1	4	1	3	7		WKQS	4.1	5	4				4.5	1.8	6.3	2.2	6.4	10	3									
5		1							3			*WLIZ	5		1							3			*WLIZ	.6		1	5							6.4											
18	2	4	5	1		2	2		1	1	1	WNGS	17	2	3	5	1		2	2		1		1	WNGS	2.1	3	6	4	4	12.2	2	2		3.6	3	1		2.1		1.3						
28		2		2	3		1	3	6	4		WNJY	28		2		2	3		1	3	6	4		WNJY	3.5		2	9			4	3	6	8		1	6	6	7	12	8	5	9			
24							1	1	1	3		WPBR	24							1	1	1	3		WPBR	3.0								1	6	2	2	2	1	4	4						
51	5	5		1		6	4	4	5	1	17	WPOM	51	5	5		1		6	4	4	5	1	17	WPOM	6.4	8	9	7	4		2	2		10	7	6	3	8	9	10	6	1	5	22	4	
92	8	15	3	3		19	15	9	3	2	8	WRMF	82	8	13	3	3		18	11	9	3	2	6	WRMF	10.2	14	3	19	1	7	3	6	5		32	1	17	2	20	0	6	4	2	9	7	9
11					5				1			*WSBR	11										1		*WSBR	1.4							11	4					2	1							
5							2			1		*WSWN	3										1		*WSWN	4														1	5						
8		2									6	WAIA	3		2										1	WAIA	.4		2	9													1	3			
14	1	4				2	6					WAXY	14	1	4				2	6					WAXY	1.7	1	8	5	9					3	6	9	4									
24	3		5			4	1	1			10	WCKO	23	3		5			4		1			10	WCKO	2.9	5	4			12	2			7	1				2	2				13	2	
27	6	2	1	1		2	3	3	1	1	6	WHYI	27	6	2	1	1		2	3	3	1	1	6	WHYI	3.4	10	7	2	9	2	4	2	2		3	6	4	7	6	7	2	1	1	5	7	9
8	1				1			1		1		WINZ	6										1		1	WINZ	.7								2	3								1	5		
3							3					WINZ FM	3									3			WINZ FM	.4										4	7										
14			3	3	1	2		1				WIOD	12			3	3	1			1				WIOD	1.5				7	3	6	5	2	3				2	2							
79	24	9	2	1		8	7	1			27	WIZD	51	15	5		1		4	5	1			20	WIZD	6.4	26	8	7	4		2	2		7	1	7	8	2	2					26	3	
25			1		4			2	2	6		WLYF	25			1		4			2	2	6		WLYF	3.1				2	4		9	1				4	4	4	3		8	8			
8			1		1				1	1		WNWS	7			1		1					1		WNWS	.9			2	4		2	3											1	5		
4				1						1		WPIP	4				1						1		WPIP	.5						2	2											1	5		
12		1	5	5		1						WQAM	10			5	5								WQAM	1.2				12	2	10	9														
15	2					3	1	1	1	1	5	WRBD	15	2					3	1	1	1	1	5	WRBD	1	9	3	6						5	4	1	6	2	2	2	1	1	5	6	6	
20	6	3				3	2				6	WSHE	19	5	3				3	2				6	WSHE	2.4	8	9	4	4					5	4	3	1							7	9	
6		1					1					WWWL	6		1						1				WWWL	.7		1	5							1	6										
TOTAL LISTENING IN METRO SURVEY AREA												803	56	68	41	46	44	56	64	45	47	68	76																								

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

WEST PALM BEACH-BOCA RATON
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
159	36	26	12			25	14	11			13	WCEZ	126	23	8	10				25	14	11			13	WCEZ	2.6	8.2	2.0	3.6			8.6	3.5	3.7			2.7	
225	20		10	7	18			16	11	23	6	WDBF	225	20		10	7	18				16	11	23	6	WDBF	4.7	7.1		3.6	2.7	6.2			5.3	3.7	5.9	1.3	
312				42	40			22	11	33	13	WEAT	296				42	34				20	11	29	33	13	WEAT	6.1			16.3	11.7			5.1	3.7	9.8	8.4	2.7
1447	36	42	58	90	142	41	42	67	77	219	13	WEAT FM	1219	23	33	47	83	111	37	27	62	66	177	13	WEAT FM	25.2	8.2	8.4	16.7	32.3	38.3	12.8	6.8	20.7	22.3	45.3	2.7		
418	46	64	28	7	19	34	67	38	21	5	24	WIRK	413	46	64	28	7	19	34	67	38	21	5	24	WIRK	8.5	16.4	16.2	10.0	2.7	6.6	11.7	16.9	12.7	7.1	1.3	5.0		
865	46	90	83	97	43	55	114	76	69	48	88	WIRK FM	660	46	73	49	78	34	49	75	63	54	42	53	WIRK FM	13.6	16.4	18.5	17.4	30.4	11.7	16.9	18.9	21.0	18.2	10.7	11.1		
696	11	57	45	36	66		48	45	46	64		WJNO	673	11	57	45	36	64		48	45	37	63		WJNO	13.9	3.9	14.5	16.0	14.0	22.1		12.1	15.0	12.5	16.1			
397	23	8	10	8	24	12	14	16	31	80	8	WKQS	393	23	8	10	8	24	12	14	16	31	80	8	WKQS	8.1	8.2	2.0	3.6	3.1	8.3	4.1	3.5	5.3	10.5	20.5	1.3		
58		8		8					12	8		*WLIZ	58		8		8						12	8		*WLIZ	1.2		2.0		3.1					4.1	2.0		
355	43	45	30	15		49	66	22	28	5	47	WNGS	343	43	39	30	15		49	60	22	28	5	47	WNGS	7.1	15.4	9.9	10.7	5.8		16.9	15.2	7.3	9.5	1.3	9.9		
349	11	16	18	20	34		14	36	62	36	6	WNJY	337	11	16	18	20	34		14	36	62	36	6	WNJY	7.0	3.9	4.1	6.4	7.8	11.7		3.5	12.0	20.9	8.4	1.3		
385				7	16	19	14	16	13	38		WPBR	371				7	15	19	14	16	4	38		WPBR	7.7				2.7	5.2	6.6	3.5	5.3	1.4	9.7			
369	29	34	8	19	13	56	30	29	40	19	78	WPOM	369	29	34	8	19	13	56	30	29	40	19	78	WPOM	7.6	10.4	8.6	2.8	7.4	4.5	19.3	7.6	9.7	13.5	4.9	16.4		
1059	102	149	60	31	12	159	176	85	34	28	162	WRMF	950	102	129	60	26	10	145	150	78	29	27	138	WRMF	19.6	36.4	32.7	21.4	10.1	3.4	50.0	37.9	26.0	9.8	6.9	29.0		
148				15	44				16	14		*WSBR	148				15	44							*WSBR	3.1				5.8	15.2				5.4	3.6			
74				5	5		12	14		4	5	*WSWN	66				5	5		7	12		4	5	*WSWN	1.4				1.9	1.7		1.8	4.0		1.0	1.1		
170	11	33	20	6		12	14	10	15	5	39	WAIA	152	11	33	20	6		12	14	10	15	5	21	WAIA	3.1	3.9	8.4	7.1	2.3		4.1	3.5	3.3	5.1	1.3	4.4		
277	23	94	12			25	83	11		5	10	WAXY	265	23	90	10			25	83	11		5	7	WAXY	5.5	8.2	22.8	3.6			8.6	21.0	3.7		1.3	1.5		
437	116	8	10		10	62	25	21	5	5	158	WCKO	408	102	8	10		10	62	19	21	5	5	155	WCKO	8.4	36.4	2.0	3.6		3.4	21.4	4.8	7.0	1.7	1.3	32.6		
524	54	85	27	21	5	53	66	52	22	9	125	WHYI	497	54	82	27	19	5	49	60	50	22	9	115	WHYI	10.3	19.3	20.8	9.6	7.4	1.7	16.9	15.2	16.7	7.4	2.3	24.2		
214		14		21	15		2	13	10	29		WINZ	201		8		21	15			11	10	28		WINZ	4.2		2.0		8.2	5.2			3.7	3.4	7.2			
154	11	8		8		12	46	32	5		15	WINZ FM	152	11	8		8		12	46	32	5		15	WINZ FM	3.1	3.9	2.0		3.1		4.1	11.6	10.7	1.7		3.2		
296		16	38	26	21	17		29	14	14	13	WIOD	235		16	38	26	19			11	5	13	13	WIOD	4.9		4.1	13.5	10.1	6.6			3.7	1.7	3.3	2.7		
932	19E	108	32	21		157	85	32	5	11	270	WIZD	613	134	66	20	7		111	41	27		9	188	WIZD	12.7	47.9	16.8	7.1	2.7		38.3	10.4	9.0		2.3	39.5		
367			20	29	38			32	37	76	6	WLYF	364			20	29	38			32	37	75	6	WLYF	7.5			7.1	11.3	13.1			10.7	12.5	19.2	1.3		
219		8	8	12	26			6	19	23	15	WNWS	187		8	8	7	24			4	10	19	12	WNWS	3.9		2.0	2.8	2.7	8.3			1.3	3.4	4.9	2.5		
126		25	10	16	10			5		24		WPIP	123		25	10	16	10			5		23		WPIP	2.5		6.3	3.6	6.2	3.4			1.7		5.9			
161		28	67	20	8	9	7	5	2	8	7	WQAM	125		16	67	20	5			5		5	7	WQAM	2.6		4.1	23.8	7.8	1.7			1.7		1.3	1.5		
208	26	3		13		28	8	28	12	11	68	WRBD	195	26			11		28	5	26	12	11	66	WRBD	4.0	9.3			4.3		9.7	1.3	8.7	4.1	2.8	13.9		
370	82	66				91	28	5			93	WSHE	351	68	66				86	28	5		93	WSHE	7.3	24.3	16.8				29.7	7.1	1.7			19.5			
104		8	10		10	12	14	5	5			WWWL	104		8	10		10	12	14	5	5			WWWL	2.2		2.0	3.6		3.4	4.1	3.5	1.7	1.7				

TOTAL LISTENING IN METRO SURVEY AREA												4637	280	386	261	257	271	290	389	278	284	372	469	95.9	99.9	98.0	92.9	99.9	93.4	99.9	98.2	92.7	95.9	95.1	98.5
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Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
57		2	3	6	7		2	5	7	7		42		1	3	6	5		2	2	6	6		16.3		4.2	21.4	42.9	29.4		9.1	10.0	31.6	31.6						
14	1	3				3	3	1	1		1	13		3					3	3	1	1	1	5.1		12.5			15.0	13.6	5.0	5.3		5.0						
6	4						2					6	4							2				2.3	20.0					9.1										
25	1	3	2	1	2	2	2	3	1	1	2	21	1	3	2	1	2		1	1	2	1	1	2	8.2	5.0	12.5	14.3	7.1	11.8	5.0	4.5	10.0	5.3	5.3	10.0				
25	4	4				4	3	2	2		5	17	4	3					3	2	1	1		3	6.6	20.0	12.5			15.0	9.1	5.0	5.3		15.0					
17	2	2	1		1	2	3	2	2		2	13	2	1	1		1		1	2	2	2		1	5.1	10.0	4.2	7.1		5.9	5.0	9.1	10.0	10.5		5.0				
25			1	1	3	3		2	1	3		23			1	1	3		1		2	1	3		8.9		7.1	7.1	17.6	5.0		10.0	5.3	15.8						
48	6	3				9	4	2	1	1	19	34	5	3					7	3	2		1	11	13.2	25.0	12.5			35.0	13.6	10.0		5.3	55.0					
125	2	11	11	12	12		11	16	15	13	4	58		5	6	5	6		4	7	7	7			22.6		20.8	42.9	35.7	35.3		18.2	35.0	36.8	36.8					
35		2	2	3	2		2	2	1	5		6													2.3															
29	11	6				5	2				5	5	2	2					1						1.9	10.0	8.3			5.0										
9				1	2		1		3	1		1								1						.4					4.5									
31	1	6	1	2		6	4	2	2	1	5	2							2						.8				10.0											
12		4				3	4				1	2		1						1						.8	4.2				4.5									
TOTAL LISTENING IN METRO SURVEY AREA												257	20	24	14	14	17	20	22	20	19	19	20																	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS-METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %												
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64													
545		13	35	51	68	13	12	43	55	74	10	WANJ	376		11	26	37	48		11	10	21	41	59	8	WANJ	24.0		8.7	25.2	35.9	47.1	9.6	7.7	18.9	35.7	50.9	4.6											
268	31	23	3	14	2	38	37	24	14	7	56	WCPI	188	23	20	3	12		25	27	15	12	5	31	WCPI	12.0	21.9	15.9	2.9	11.7		21.7	20.8	13.5	10.4	4.3	17.9												
65	7	3		6	5	3	14	3	1	6	2	*WEIF	50	7	3		6	5		8	3	1	6	2	*WEIF	3.2	6.7	2.4		5.8	4.9		6.2	2.7	.9	5.2	1.2												
521	30	66	37	22	34	49	51	40	29	18	63	WKWK	436	30	46	37	22	29	41	39	35	27	16	52	WKWK	27.8	28.6	36.5	35.9	21.4	28.4	35.7	30.0	31.5	23.5	13.8	30.1												
558	62	54	8	11	18	80	57	24	40	15	148	WKWK FM	331	62	27	8	9	5	45	28	16	12	11	86	WKWK FM	21.1	59.0	21.4	7.8	8.7	4.9	39.1	21.5	14.4	10.4	9.5	49.7												
291	33	41	17	6	6	39	36	26	20	4	44	*WNEU	226	25	34	17	6	6	33	26	18	17	2	33	*WNEU	14.4	23.8	27.0	16.5	5.8	5.9	28.7	20.0	16.2	14.8	1.7	19.1												
328	4	16	28	24	34	16	11	29	31	29	2	*WOMP	272	4	10	25	24	27	11	9	23	25	22	2	*WOMP	17.4	3.8	7.9	24.3	23.3	26.5	9.6	6.9	20.7	21.7	19.0	1.2												
693	89	73	10	18	10	101	69	31	24	12	198	WOMP FM	435	64	43	5	16	8	58	39	31	14	10	112	WOMP FM	27.8	61.0	34.1	4.9	15.5	7.8	50.4	30.0	27.9	12.2	8.6	64.7												
1624	41	147	155	136	142	34	136	159	146	127	115	WWVA	666	3	55	75	61	54	10	54	68	71	65	24	WWVA	42.5	2.9	43.7	72.8	59.2	52.9	8.7	41.5	61.3	61.7	56.0	13.9												
-----													-----													-----																							
570	17	35	43	37	55	14	39	37	30	74	16	KDKA	142	10	16	14	3	13	3	4	10	8	7	5	KDKA	9.1	9.5	12.7	13.6	2.9	12.7	2.6	3.1	9.0	7.0	6.0	2.9												
346	64	70	2	2	4	57	29	4	4	2	89	WDVE	83	27	24				14	2				13	WDVE	5.3	25.7	19.0				12.2	1.5				7.5												
134		3	6	15	22	3	14	10	23	14	4	WPNT	39		3	3	6	3		10	3	6	3	2	WPNT	2.5		2.4	2.9	5.8	2.9		7.7	2.7	5.2	2.6	1.2												
656	51	87	31	20	11	100	66	48	43	17	145	WRKY	115	4	11	11	6	3	20	12	7	6	4	25	WRKY	7.3	3.8	8.7	10.7	5.8	2.9	17.4	9.2	6.3	5.2	3.4	14.5												
179		61	2	6	2	33	43	2	5	2	23	WWSW FM	27		10		3		3	4		3	4	4	WWSW FM	1.7		7.9		2.9		2.6	3.1		2.6		2.3												
TOTAL LISTENING IN METRO SURVEY AREA													1459	101	123	97	97	89	112	128	108	108	109	160														93.1	96.2	97.6	94.2	94.2	87.3	97.4	98.5	97.3	93.9	94.0	92.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

WICHITA, KS
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
35	2	5	2	1	2	3	4	3	3	3	1	KAKZ	30	2	5	1	1	2	3	3	2	3	3	1	KAKZ	5.6	3.4	8.8	2.2	3.3	10.5	5.4	5.4	4.8	8.3	8.8	2.1	
72	2	3	4	13	4		4	3	10	6		KBRA	57	2	2	3	7	4		4	3	6	6		KBRA	10.6	3.4	3.5	6.5	23.3	21.1		7.1	7.1	16.7	17.6		
108	23	7	3			27	13	5	2	1	23	KEYN	78	14	5	3			24	7	4	2	1	18	KEYN	14.5	24.1	8.8	6.5			42.9	12.5	9.5	5.6	2.9	37.5	
104	3	5	13	9	12	2	3	10	11	15		KFDI	55	2	4	4	6	5	2	1	5	8	8		KFDI	10.2	3.4	7.0	8.7	20.0	26.3	3.6	1.8	11.9	22.2	23.5		
42	7	6	4	2	1	5	3	2	5	1	6	KFDI FM	30	3	6	3	2	1	2	3	1	4	1	4	KFDI FM	5.6	5.2	10.5	6.5	6.7	5.3	3.6	5.4	2.4	11.1	2.9	8.3	
95	2	10	12	9	8	2	4	8	8	7	3	KFH	65		9	11	5	7	2	2	7	3	5	1	KFH	12.1		15.8	23.9	16.7	36.8	3.6	3.6	16.7	8.3	14.7	2.1	
45	7	3	4	7		3	5	3	4	1	6	KGCS	35	4	3	4	2		3	5	3	2	1	6	KGCS	6.5	6.9	5.3	8.7	6.7		5.4	8.9	7.1	5.6	2.9	12.5	
53	16	9	1	2		4	4	3			14	KICT	42	10	6	1	1		4	4	3			13	KICT	7.8	17.2	10.5	2.2	3.3		7.1	7.1	7.1			27.1	
39	4	7	1	2		5	10	4	4	1		KKRD	31	3	4	1	2		5	9	3	4			KKRD	5.8	5.2	7.0	2.2	6.7		8.9	16.1	7.1	11.1			
2										1		*KOYY	2											1	*KOYY	.4										2.9		
1										1		*KOYY FM	1											1	*KOYY FM	.2								2.4		2.9		
3										1		TOTAL	3										1	TOTAL	.6								2.4		2.9			
39	3	15	5	1		7	5	2		1		KQAM	28	3	5	5	1		6	5	2		1		KQAM	5.2	5.2	8.8	10.9	3.3		10.7	8.9	4.8			2.9	
14	4	1	2	1			1	1	2	1		*KSGL	12	4	1	2	1			1	1		1		*KSGL	2.2	6.9	1.8	4.3	3.3			1.8	2.4			2.9	
29	2	6	1			8	8		1	1	2	KWKN	20	2	5	1			2	7		1	1	1	KWKN	3.7	3.4	8.8	2.2			3.6	12.5		2.8	2.9	2.1	
9	3					1	2	3				KBUZ	7	3					1	1	2					KBUZ	1.3	5.2					1.8	1.8	4.8			
12	1								5	3		*KJRG	4										3		*KJRG	.7										8.8		
30			1	2	1	1	1	3	1	5	1	KOEZ	11		1	2					2	1	1	1	KOEZ	2.0			2.2	6.7			4.8	2.8	2.9	2.1		
31	4	8			2	4	4	2	1		6	KSKU	4	1					1	1				1	KSKU	7	1.7					1.8	1.8				2.1	
TOTAL LISTENING IN METRO SURVEY AREA													539	58	57	46	30	19	56	56	42	36	34	48														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

WILMINGTON, DE
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
546	10	79	29	40	20	59	97	43	44	28	62	WAMS	546	10	79	29	40	20	59	97	43	44	28	62	WAMS	12.5	3.0	17.5	9.1	14.0	8.8	16.2	21.1	13.1	14.6	11.4	11.1	
1126	38	130	65	107	105	30	61	84	117	100	66	WDEL	1085	38	130	65	107	91	30	61	84	117	100	66	WDEL	24.8	11.3	28.8	20.4	37.4	40.1	8.2	13.3	25.5	38.9	40.7	11.8	
678		44	59	74	56	15	32	29	73	72	27	WILM	664		44	59	74	56	15	32	29	73	72	27	WILM	15.2		9.8	18.5	25.9	24.7	4.1	7.0	8.8	24.3	29.3	4.8	
267			9	37	46		14	5	55	23		*WJBR	206			9	27	46		14	5	55	23		*WJBR	4.7			2.8	9.4	20.3		3.1	1.5	18.3	9.3		
964	10	48	49	140	83	7	36	90	143	80	32	WJBR FM	733	10	28	21	130	64	7	18	67	106	67	32	WJBR FM	16.7	3.0	6.2	6.6	45.5	28.2	1.9	3.9	20.4	35.2	27.2	5.7	
151		13	3	12			9	42	37	12		*WNRK	128		13	3	12			9	19	37	12		*WNRK	2.9		2.9	9.4	2			2.0	5.8	12.3	4.9		
101		27	9				29	10	15		7	*WSER	101		27	9				29	10	15		7	*WSER	2.3		6.0	2.8				6.3	3.0	5.0		1.3	
1688	272	295	74	30	5	243	235	62	50	20	391	WSTW	1238	193	215	50	11	5	191	172	62	37	20	271	WSTW	28.3	57.3	47.7	15.7	3.8	2.2	52.3	37.5	18.8	12.3	8.1	48.7	
579	10	64	24	22	57	30	41	30	50	45	32	KYW	403	10	50	24	22	43	15	41	14	37	36	12	KYW	9.2	3.0	11.1	7.5	7.7	18.9	4.1	8.9	4.3	12.3	14.6	2.2	
82			7	11	9			3	15	10	7	*WASA	82			7	11	9			3	15	10	7	*WASA	1.9			2.2	3.8	4.0			9.5	0.4	1.3		
129		13	20	26	3	4	5	7		17		WBAL	79		13	7	16	3	4	5	7		4		WBAL	1.8		2.9	2.2	5.6	1.3	1.1	1.1	2.1		1.6		
174	40	27	3			31	12	3	8		50	WBSB	137	40	27	3			13	12	3		39	WBSB	3.1	11.9	6.0	9			3.6	2.6	9		7.0			
303		14	35	33	30		37	10	17	46	22	WCAU	237		14	35	33	30		18	10	9	24	5	WCAU	5.4		3.1	11.0	11.5	13.2		3.9	3.0	3.0	9.8	9	
361	29	36	9	23	5	57	37	47	31	7	44	WCAU FM	316	29	36	9	23	5	45	37	31	23	7	44	WCAU FM	7.2	8.6	8.0	2.8	8.0	2.2	12.3	8.1	9.4	7.6	2.8	7.9	
315	45	15	24	6	10	62	32	63	5	4	49	WDAS FM	205	29	15	24	6		44	32	9	5	4	37	WDAS FM	4.7	8.6	3.3	7.5	2.1		12.1	7.0	2.7	1.7	1.6	6.6	
513	16	71	40	57	69	19	45	25	61	36	43	WDSO	282		58	21	28	40	19	27	9	22	22	15	WDSO	6.4		12.9	6.6	9.8	17.6	5.2	5.9	2.7	7.3	8.9	2.7	
400		21	41	28	31	13	41	19	57	35	11	WEAZ	283		7	18	28	21	7	23	19	30	26	11	WEAZ	6.5		1.6	5.6	9.8	9.3	1.9	5.0	5.8	10.0	10.6	2.0	
358		48	19	25	19	41	86	35	10	4	57	WFIL	164		35	9		5	26	41	12	4	4	14	WFIL	3.7		7.8	2.8		2.2	7.1	8.9	3.6	1.3	1.6	2.5	
15					5					4	6	*WFLN	15					5					4	6	*WFLN	3					2.2					1.6	1.1	
164			30	28	20		14	10	22	20	5	WFLN FM	155			30	28	20		14	10	22	20	5	WFLN FM	3.5			9.4	9.8	8.8		3.1	3.0	7.3	8.1	9	
170			30	28	20		14	10	22	20	11	TOTAL	161			30	28	20		14	10	22	20	11	TOTAL	3.7			9.4	9.8	8.8		3.1	3.0	7.3	8.1	2.0	
410	19	56	10	5		95	52	30	5		138	WIFI	299	19	42		5		71	52	14	5		91	WIFI	6.8	5.6	9.3		1.7		19.5	11.3	4.3	1.7		16.3	
567	100	164	24	12	3	55	115	10	9	3	44	WIOQ	449	77	130	24	12	3	37	79	10	9	3	37	WIOQ	10.3	22.8	28.8	7.5	4.2	1.3	10.1	17.2	3.0	3.0	1.2	6.6	
619	80	70	36	65	20	19	72	68	30	38	75	WIP	429	48	42	36	50	10	7	72	52	14	16	36	WIP	9.8	14.2	9.3	11.3	17.5	4.4	1.9	15.7	15.8	4.7	6.5	6.5	
114	40		3		3	13	6	5			44	WIYY	114	40		3		3	13	6	5		44	WIYY	2.6	11.9		9		1.3	3.6	1.3	1.5		7.9			
729	33	148	30	22	10	89	185	38	23	8	69	WMGK	501	10	101	30	22	10	59	130	38	18	8	51	WMGK	11.4	3.0	22.4	9.4	7.7	4.4	16.2	28.3	11.6	6.0	3.3	9.2	
1084	331	123	27	6	10	140	56	10	19	9	346	WMMR	812	221	123	18	6		116	56	10	14		241	WMMR	18.5	65.6	27.3	5.6	2.1		31.8	12.2	3.0	4.7		43.3	
209		7	6	6	15	6	14	10	20	20	4	WPEN	136		7	6	6	15		14	10	13	20	4	WPEN	3.1		1.6	1.9	2.1	6.6		3.1	3.0	4.3	8.1	7	
130		13	24	5	6		23	19	16	6	14	WPOC	130		13	24	5	6		23	19	16	6	14	WPOC	3.0		2.9	7.5	1.7	2.6		5.0	5.8	5.3	2.4	2.5	
174		34	21	10	5	7	14	22	9	8	23	WSNI	152		21	21	10	5	7	14	22	9	8	23	WSNI	3.5		4.7	6.6	3.5	2.2	1.9	3.1	6.7	3.0	3.3	4.1	
387	16	85	44	42	3	19	60	48	5	19	32	WUSL	256		51	35	27	3	7	41	33	5	19	21	WUSL	5.8		11.3	11.0	9.4	1.3	1.9	8.9	10.0	1.7	7.7	3.8	
75		7	12		5		9	10	4	4	10	*WVCH	75		7	12		5		9	10	4	4	10	*WVCH	1.7		1.6	3.8		2.2		2.0	3.0	1.3	1.6	1.8	
240	26	21	23	6	25	13	4	24	19	28	15	WWOB	171	10	7	23	6	15	7	4	24	14	19	15	WWOB	3.9	3.0	1.6	7.2	2.1	6.6	1.9		9.7	7.3	4.7	7.7	2.7
250	16	34	13	26	15	13	10	23	29	12	8	WWSH	175		15	3	17	15	7	10	23	22	12		WWSH	4.0		3.3	9	5.9	6.6	1.9	2.2	7.0	7.3	4.9		
804	244	71	15	15	10	88	33	16	14	8	271	WYSP	557	173	58	6			70	33		9	8	181	WYSP	12.7	51.3	12.9	1.9			19.2	7.2		3.0	3.3	32.5	

TOTAL LISTENING IN METRO SURVEY AREA 4266 337 451 310 280 222 365 454 319 297 238 522 97.4 99.9 99.9 97.2 97.9 97.8 99.9 98.9 97.0 98.7 96.7 93.7

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS												SHARES-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
36	1	3	2	3	5	1	2	4	3	4		WAAV	27	1	2	2	2	4	1	2	4	2	3		WAAV	17.5	10.0	9.1	16.7	20.0	50.0	8.3	9.5	28.6	22.2	20.0		
10		2	2		1		2	1	1	1		WDZD	8		2	1		1		2	1		1		WDZD	5.2		9.1	8.3		12.5		9.5	7.1		6.7		
4						1	2		1			WGNI	4					1	2			1		WGNI	2.6						8.3	9.5		11.1				
32	5	5	1			7	4	2		1	7	WHSL	24	4	4	1		5	3	2		5	5	WHSL	15.6	40.0	18.2	8.3			41.7	14.3	14.3		45.5			
26		1	2	9	3			1	3	4		*WKLM	12			1	3	1		1	1	2		*WKLM	7.8			8.3	30.0	12.5			7.1	11.1	13.3			
14	1	6				2	3				2	WLCF	14	1	6			2	3			2	2	WLCF	9.1	10.0	27.3				16.7	14.3			18.2			
12	1	2	1			1	2	1		1	3	WMFD	11	1	2	1		1	2	1		1	2	WMFD	7.1	10.0	9.1	8.3			8.3	9.5	7.1		6.7	18.2		
4			1					1		2		*WVCB	4			1				1		2		*WVCB	2.6			8.3					7.1		13.3			
27	3	2	1	4		1	3	1	3	2	6	WWIL	18	3	2	1	4		2	1		2	2	WWIL	11.7	30.0	9.1	8.3	40.0			9.5	7.1		13.3	18.2		
22		4	2	1	1	1	4	2	3	2		WWQQ	17		2	2	1	1	1	3	1	3	2	WWQQ	11.0		9.1	16.7	10.0	12.5	8.3	14.3	7.1	33.3	13.3			
4		1				2		1				WNMB	2		1			1						WNMB	1.3		4.5				8.3							
-1												*WVBS	-1											*WVBS														
22			1	5	1		1	3	2	4		WPJC	4			1			1	1		1		WPJC	2.6			8.3				4.8	7.1		6.7			
22			1	5	1		1	3	2	4		TOTAL	4			1			1	1		1		TOTAL	2.6			8.3				4.8	7.1		6.7			
TOTAL LISTENING IN METRO SURVEY AREA												154	10	22	12	10	8	12	21	14	9	15	11															

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS														CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS														CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %				
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64					
374	18	24	23	34	38	7	26	42	39	42	14	WAAV	283	18	18	17	28	29	7	19	33	28	27	14	WAAV	24.8	20.0	15.4	22.4	40.0	46.0	8.0	15.8	39.3	37.3	36.5	10.1				
112	6	13	20	6	2	7	19	10	8	7	10	WDZD	81	6	6	14	4	2	4	12	10	4	5	10	WDZD	7.1	6.7	5.1	18.4	5.7	3.2	4.6	10.0	11.9	5.3	6.8	7.2				
200	28	8	8	8	11	26	22	14	12	10	30	WGNI	190	28	8	8	8	11	21	17	14	12	10	30	WGNI	16.6	31.1	6.8	10.5	11.4	17.5	24.1	14.2	16.7	16.0	13.5	21.7				
473	81	61	14	4	10	77	50	26	14	16	115	WHSL	330	59	41	14	2	3	56	37	21	12	7	77	WHSL	28.9	65.6	35.0	18.4	2.9	4.8	64.4	30.8	25.0	16.0	9.5	55.8				
243		23	15	38	27	8	8	11	39	23	8	*WKLM	175		12	9	17	18	2	8	11	28	19	8	*WKLM	15.3		10.3	11.8	24.3	28.6	2.3	6.7	13.1	37.3	25.7	5.8				
155	14	31	3	2	3	16	23	4	5	1	51	WLCF	151	14	31	3	2	3	16	23	4	5	1	47	WLCF	13.2	15.6	26.5	3.9	2.9	4.8	18.4	19.2	4.8	6.7	1.4	34.1				
297	26	20	14	12	12	30	31	21	15	18	67	WMFD	270	26	20	14	12	12	28	28	21	13	14	58	WMFD	23.6	28.9	17.1	18.4	17.1	19.0	32.2	23.3	25.0	17.3	18.9	42.0				
32			6					9	2	6	2	*WVCB	32			6					9	2	6	2	*WVCB	2.8			7.9					10.7	2.7	8.1	1.4				
227	26	29	9	6	15	14	29	15	20	20	39	WWIL	168	26	23	9	6	8	8	24	15	5	16	23	WWIL	14.7	28.9	19.7	11.8	8.6	12.7	9.2	20.0	17.9	6.7	21.6	16.7				
286	4	26	22	40	15	23	46	20	36	14	14	WWOQ	242	4	22	22	21	15	17	43	16	36	14	14	WWOQ	21.2	4.4	18.8	28.9	30.0	23.8	19.5	35.8	19.0	48.0	18.9	10.1				
86	6	11	6	2	2	19	9	4		6	21	WNMB	42	6	7	3			11	4	1		10	WNMB	3.7	6.7	6.0	3.9			12.6	3.3	1.2			7.2					
19							4			3		*WVBS	12							4			3		*WVBS	1.1								3.3		4.1					
221		10	17	32	6	9	17	25	18	34	11	WPJC	107		2	11	5	2	9	10	14	13	16	11	WPJC	9.4		1.7	14.5	7.1	3.2	10.3	8.3	16.7	17.3	21.6	8.0				
221		10	17	32	6	9	17	25	18	34	11	TOTAL	107		2	11	5	2	9	10	14	13	16	11	TOTAL	9.4		1.7	14.5	7.1	3.2	10.3	8.3	16.7	17.3	21.6	8.0				
TOTAL LISTENING IN METRO SURVEY AREA												1075	90	112	71	66	60	85	118	80	66	69	135	94.1	99.9	95.7	93.4	94.3	95.2	97.7	98.3	95.2	88.0	93.2	97.8						

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour Listening Estimates

WORCESTER
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
144	53	22	1			21	4	1			40	WAAF	68	22	13	1			7	3	1			21	WAAF	11.7	39.3	22.0	2.9			16.7	6.3	2.2			41.2
37	3	6	2	2	1	6	5	3	2		6	WFTQ	36	3	6	2	2	1	5	5	3	2		6	WFTQ	6.2	5.4	10.2	5.7	5.1	3.0	11.9	10.4	6.5	5.0		11.8
3									1	1		*WGFP	3									1	1		*WGFP	.5								2.5	2.8		
33			1	2	4	1	1	4	1	4		WNEB	32			1	2	4	1	1	3	1	4	WNEB	5.5			2.9	5.1	12.1	2.4	2.1	6.5	2.5	11.1		
20	1	4	2	2	1	1	2	1	2	1		WORC	18	1	4	2	2	1	1	1	1	2	1	WORC	3.1	1.8	6.8	5.7	5.1	3.0	2.4	2.1	2.2	5.0	2.8		
123	1	6	9	17	10	4	8	11	13	16		WSRS	88		5	9	8	7	4	6	10	8	13	WSRS	15.2		8.5	25.7	20.5	21.2	9.5	12.5	21.7	20.0	36.1		
98		2	5	10	8	1	4	5	8	13	3	WTAG	70		1	3	6	8	1	2	5	7	8	WTAG	12.1		1.7	8.6	15.4	24.2	2.4	4.2	10.9	17.5	22.2	2.0	
7	1					2	1			1	2	WAQY	4	1					1					2	WAQY	.7	1.8					2.4					3.9
19	6	6				1	3				3	WBCN	13	5	2				1	3				2	WBCN	2.2	8.9	3.4				2.4	6.3				3.9
76	7	11	8	6	4	1	8	8	5	7	2	WBZ	35	4	3	5	3		2	3	4	3	2	WBZ	6.0		6.8	8.6	12.8	9.1		4.2	6.5	10.0	8.3	3.9	
62	24	4	1			10	1	1			20	WCOZ	27	11	2				7					6	WCOZ	4.7	19.6	3.4				16.7					11.8
3			1						1			*WCRB	3			1						1			*WCRB	.5			2.9					2.2			
24	4	6				8	5			1		WEEI FM	19	4	4				5	5		1			WEEI FM	3.3	7.1	6.8				11.9	10.4		2.5		
13			1	1		4	1	1	1	2		*WESO	7			1			2	1	1	1			*WESO	1.2			2.9			4.2	2.2	2.5	2.8		
26		1	2	6	3			4	3	3		WHUE	14		1	2	4	1			2	2	2	WHUE	2.4		1.7	5.7	10.3	3.0		4.3	5.0	5.6			
33			3	2	3		2	4	6	4		WJIB	12			1		3			2	2	2	WJIB	2.1			2.9		9.1		4.3	5.0	5.6			
19		2	1			3	5	2			6	WPJB	10		2				2	1	1			4	WPJB	1.7		3.4				4.8	2.1	2.2			7.8
13	1	1	4			2	2	1			2	WPRO FM	5		1	1				2				1	WPRO FM	.9		1.7	2.9			4.2					2.0
25	1	1	3	2		1	1	2	2		1	*WQVR	18	1	1	3	2			1	2	2		1	*WQVR	3.1	1.8	1.7	8.6	5.1		2.1	4.3	5.0			2.0
47	4	9	3	4	1	4	11	7	2		1	WROR	35	3	7	3	3	1	4	7	4	2		1	WROR	6.0	5.4	11.9	8.6	7.7	3.0	9.5	14.6	8.7	5.0		2.0
4								2				*WSRO	4								2				*WSRO	.7							4.3				
18	2	2	3	2		4	3		1		1	WVBF	2							1		1			WVBF	3						2.1		2.5			
22	6	2	1			5	5			1	2	WXKS FM	7	1		1					3				2	WXKS FM	1.2	1.8		2.9			6.3				3.9
TOTAL LISTENING IN METRO SURVEY AREA												579	56	59	35	39	33	42	48	46	40	36	51														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

WORCESTER
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
1500	303	170	32	12	11	265	70	42	13	4	518	WAAF	841	204	93	32		11	117	59	23	13	4	270	WAAF	26.1	80.0	33.3	15.2		5.8	50.9	20.8	10.3	5.8	1.9	67.0
697	74	71	59	18	17	86	82	41	38	8	170	WFTQ	655	74	71	59	18	17	77	82	31	38	8	147	WFTQ	20.3	29.0	25.4	28.1	8.9	8.9	33.5	29.0	13.9	17.0	3.7	36.5
75		4		10	6		16	9	13	8		*WGFP	66		4		10	6		16		13	8		*WGFP	2.0		1.4		4.9	3.1		5.7		5.8	3.7	
396	6	4	27	21	56	24	16	38	34	46	9	WNEB	365	6	4	14	21	56	24	16	20	34	46	9	WNEB	11.3	2.4	1.4	6.7	10.3	29.3	10.4	5.7	9.0	15.2	21.5	2.2
406	17	40	32	34	22	20	64	27	17	36	19	WORC	342	17	40	32	21	22	20	53	27	17	25	19	WORC	10.6	6.7	14.3	15.2	10.3	11.5	8.7	18.7	12.1	7.6	11.7	4.7
1280	33	68	90	169	122	20	64	116	156	163	32	WSRS	852	17	49	64	89	73	20	53	78	92	122	32	WSRS	26.4	6.7	17.6	30.5	43.8	38.2	8.7	18.7	35.0	41.1	57.0	7.9
1434	22	59	93	162	111	31	67	77	134	142	91	WTAG	993	6	40	55	83	101	12	56	59	97	101	67	WTAG	30.8	2.4	14.3	26.2	40.9	52.9	5.2	19.8	26.5	43.3	47.2	16.6

225	11	43				35	29	21	15		71	WAQY	87	11	4				16	7	12			37	WAQY	2.7	4.3	1.4				7.0	2.5	5.4			9.2
307	107	63				37	30				70	WBCN	212	74	44				28	30				36	WBCN	6.6	29.0	15.8				12.2	10.6				8.9
213	56	133	153	108	63	17	124	143	80	84	80	WBZ	550	23	75	50	56	34	8	46	59	46	21	46	WBZ	17.1	9.0	26.9	23.8	27.6	17.8	3.5	16.3	26.5	20.5	9.8	11.4
810	218	59	17	6		144	29	30	4		298	WCOZ	414	119	40	5	6		89	7	12	4		127	WCOZ	12.8	46.7	14.3	2.4	3.0		38.7	2.5	5.4	1.8		31.5
93	6	9	18			8		16	8	4	10	*WCRB	83	6	9	18			8		16	8	4		*WCRB	2.6	2.4	3.2	8.6			3.5		7.2	3.6	1.9	
455	67	111	14	14		99	69	8	31	8	14	WEEI FM	295	51	53	14	5		52	69	8	16	8	14	WEEI FM	9.2	20.0	19.0	6.7	2.5		22.6	24.4	3.6	7.1	3.7	3.5
174		9	5	26	6		28	16	13	33	14	*WESO	92		9	5	5	6		16	16	13	13		*WESO	2.9		3.2	2.4	2.5	3.1		5.7	7.2	5.8	6.1	
250		13	9	46	21		3	34	43	27	10	WHUE	134		13	9	34	11		3	16	17	17		WHUE	4.2		4.7	4.3	16.7	5.8		1.1	7.2	7.6	7.9	
509			27	51	43	4	25	34	74	86	10	WJIB	191			14	18	34	4	3	16	29	34	10	WJIB	5.9			6.7	8.9	17.8	1.7	1.1	7.2	12.9	15.9	2.5
453	39	46	13	24	6	53	64	26	4	4	144	WPJB	198	23	27		11	6	16	20	8	4	4	79	WPJB	6.1	9.0	9.7		5.4	3.1	7.0	7.1	3.6	1.8	1.9	19.6
231	34	18	35			9	52	9	4		55	WPRO FM	112	17	18	9						4	34	WPRO FM	3.5	6.7	6.5	4.3				10.6		1.8		8.4	
208	11	13	9	28	6	9	20	20	18	4	19	*WQVR	171	11	13	9	28	6		20	20	18	4	19	*WQVR	5.3	4.3	4.7	4.3	13.8	3.1		7.1	9.0	8.0	1.9	4.7
757	84	108	54	30	11	83	171	90	21	19	57	WROR	478	51	88	41	21	11	64	82	43	21	8	34	WROR	14.8	20.0	31.5	19.5	10.3	5.8	27.8	29.0	19.3	9.4	3.7	8.4
47	6	4	5		6			8	9			*WSRO	47	6	4	5		6			8	9			*WSRO	1.5	2.4	1.4	2.4		3.1		3.6	4.0			
359	55	24	22	10		69	53	8	24		79	WVBF	77	6	4	9			4	20	8	12		14	WVBF	2.4	2.4	1.4	4.3			1.7	7.1	3.6	5.4		3.5
257	33	56	9			41	52	4	11		36	WXKS FM	118	17	18	9			4	30	4			36	WXKS FM	3.7	6.7	6.5	4.3			1.7	10.6	1.8			8.9
TOTAL LISTENING IN METRO SURVEY AREA												3041	238	270	196	192	180	214	280	207	215	197	384	94.4	93.3	96.8	93.3	94.6	94.2	93.0	98.9	92.8	96.0	92.1	95.3		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

AVERAGE PERSONS—TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS—METRO SURVEY AREA, IN HUNDREDS											SHARES—METRO SURVEY AREA																	
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
22	9	2				4	2				5	KATS	22	9	2						4	2				5	KATS	9.2	69.2	8.3				19.0	8.7				23.8
8					1					3	*	KBBO	8							1					3	*KBBO	3.4										16.7		
9		2	1			2		2		1	1	*KENE	9		2	1				2		2			1	*KENE	3.8		8.3	5.9			9.5		9.5		5.6	4.8	
2		1									1	*KENE FM	2		1										1	*KENE FM	.8		4.2								4.8		
26	2	2		1		8	3	1			9	KFFM	24	2	2		1			6	3	1			9	KFFM	10.1	15.4	8.3		8.3		28.6	13.0	4.8			42.9	
32	1	2	1	3	4	3	2	2	2	3		KIT	32	1	2	1	3	4		3	2	2	2	3		KIT	13.4	7.7	8.3	5.9	25.0	23.5	14.3	8.7	9.5	15.4	16.7		
20	1	3	1		1	4	3	1	1	1	3	KMWX	17		2	1		1	3	3	1	1	1	3		KMWX	7.1		8.3	5.9		5.9	14.3	13.0	4.8	7.7	5.6	14.3	
5								1				*KREW	5													*KREW	2.1										4.8		
5							4					*KREW FM	5								4					*KREW FM	2.1							17.4					
1							1					*KRSE	1								1					*KRSE	.4							4.3					
29	1		3	1	5		2	3	2	4		KUEZ	29	1		3	1	5		2	3	2	4		KUEZ	12.2	7.7		17.6	8.3	29.4		8.7	14.3	15.4	22.2			
64		11	7	6	5	6	4	7	7	4		*KUTI	60		11	7	6	5	3	4	7	7	4			*KUTI	25.2		45.8	41.2	50.0	29.4	14.3	17.4	33.3	53.8	22.2		
3										1		*KVGM	3													*KVGM	1.3										5.6		
2		2										KALE	2		2											KALE	.8		8.3										
1												*KARY	1													*KARY	.4												
2					1							KMO	2				1									KMO	.8				5.9								
2							1	1				*KONA	2								1	1				*KONA	.8							4.8	7.7				
TOTAL LISTENING IN METRO SURVEY AREA												23B	13	24	17	12	17	21	23	21	13	18	21																

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
274	80	36	3	5		34	18	4	6	1	83	KATS	272	80	34	3	5		34	18	4	6	1	83	KATS	19.5	82.5	26.4	3.3	6.3		34.3	13.5	4.1	7.0	1.1	43.7
107		10		6	12		13	6	11	10		*KBBO	107		10		6	12		13	6	11	10		*KBBO	7.7		7.8		7.6	13.8		9.8	6.2	12.8	11.4	
121	4	20	12	2	2	19	5	10	4	6	31	*KENE	121	4	20	12	2	2	19	5	10	4	6	31	*KENE	8.7	4.1	15.5	13.2	2.5	2.3	19.2	3.8	10.3	4.7	6.8	16.3
52	8	10				8	5	2			17	*KENE FM	52	8	10				8	5	2			17	*KENE FM	3.7	8.2	7.8				8.1	3.8	2.1		8.9	
366	38	48	15	8	2	62	47	14	9	1	120	KFFM	339	34	44	15	7	2	49	46	14	9	1	116	KFFM	24.3	35.1	34.1	16.5	8.9	2.3	49.5	34.6	14.4	10.5	1.1	61.1
463	25	37	26	35	53	34	33	27	27	44	26	KIT	460	25	37	26	34	53	34	33	27	27	43	26	KIT	33.0	25.8	28.7	28.6	43.0	60.9	34.3	24.8	27.8	31.4	48.9	13.7
367	26	43	17	15	19	58	51	18	22	16	46	KMWX	329	21	37	15	13	18	46	48	16	22	15	42	KMWX	23.6	21.6	28.7	16.5	16.5	20.7	46.5	36.1	16.5	25.6	17.0	22.1
83		14			6		10	6	7	4	3	*KREW	83		14			6		10	6	7	4	3	*KREW	5.9		10.9		6.9			7.5	6.2	8.1	4.5	1.6
44		7	3		2	8	8	4	2	3		*KREW FM	44		7	3		2	8	8	4	2	3		*KREW FM	3.2		5.4	3.3		2.3	8.1	6.0	4.1	2.3	3.4	
72		10	3	2	2		20	8	4	9	6	KRSE	72		10	3	2	2		20	8	4	9	6	*KRSE	5.2		7.8	3.3	2.5	2.3		15.0	8.2	4.7	10.2	3.2
332	8	11	29	30	44	4	31	32	33	33	21	KUEZ	327	8	10	29	30	42	4	31	31	33	33	21	KUEZ	23.4	8.2	7.8	31.9	38.0	48.3	4.0	23.3	32.0	38.4	37.5	11.1
415	5	52	51	31	31	31	33	38	31	27	18	*KUTI	385		51	50	31	30	19	31	37	29	27	17	*KUTI	27.6		39.5	54.9	39.2	34.5	19.2	23.3	38.1	33.7	30.7	8.9
64		3	3	6	4	4			6	10		*KVGM	63		3	3	6	4	4			6	9		*KVGM	4.5		2.3	3.3	7.6	4.6	4.0			7.0	10.2	
37		11					5	4	2		13	KALE	36		10					5	4	2		13	KALE	2.6		7.8					3.8	4.1	2.3		6.8
29		3	6				5		2	1	6	*KARY	29		3	6				5		2	1	6	*KARY	2.1		2.3	6.6				3.8		2.3	1.1	3.2
38	5	3	4	5	5			1	5	1		KMO	27		3	3	4	4				4			KMO	1.9		2.3	3.3	5.1	4.6				4.7		
81		7	10	8		4	5	10	6	4	9	*KONA	80		7	9	8		4	5	10	6	4	9	*KONA	5.7		5.4	9.9	10.1		4.0	3.8	10.3	7.0	4.5	4.7
TOTAL LISTENING IN METRO SURVEY AREA												1329	88	129	88	74	81	99	130	95	82	83	187		95.2	90.7	99.9	96.7	93.7	93.1	99.9	97.7	97.9	95.3	94.3	98.4	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Cume Listening Estimates

YORK
SPRING 1981

MONDAY-SUNDAY
6 00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24 %	25-34 %	35-44 %	45-54 %	55-64 %		18-24 %	25-34 %
333	15	17	19	33	20	16	27	12	50	33	10	WGCB FM	73				15	4			7		15	6	3	WGCB FM	2.3				7.6	2.2		2.2		7.1	3.0	.8	
210		8	5	23	15		11	8	16	34	3	*WGET	210		8	5	23	15			11	8	16	34	3	*WGET	6.6		2.6	2.2	11.6	8.3		3.5	3.4	7.6	17.1	.8	
316	19	20	32	41	26	12	14	30	15	22	14	*WHVR	287	19	11	24	41	26		12	14	18	15	22	14	*WHVR	9.0	8.4	3.5	10.6	20.7	14.4	5.3	4.4	7.7	7.1	11.1	3.7	
458	31	35	33	60	25	20	35	41	47	19	10	*WNOW	431	31	29	33	47	25		20	30	41	44	19	10	*WNOW	13.5	13.7	9.3	14.6	23.7	13.8	8.8	9.5	17.5	21.0	9.5	2.6	
2023	221	269	100	21	27	333	274	152	49	3	554	WQXA	936	113	118	62	14	18		124	125	89	31	3	233	WQXA	29.4	49.8	37.7	27.4	7.1	9.9	54.6	39.7	38.0	14.8	1.5	61.2	
422	32	40	27	42	49	25	19	45	26	51	20	WRHY	181	13	15	10	20	22		20	3	15	12	19	3	WRHY	5.7	5.7	4.8	4.4	10.1	12.2	8.8	1.0	6.4	5.7	9.5	.8	
1394	67	133	162	109	89	58	195	142	113	84	97	WSBA	950	59	85	120	74	54		32	132	111	90	53	77	WSBA	29.8	26.0	27.2	53.1	37.4	29.8	14.1	41.9	47.4	42.9	26.6	20.2	
1119	31	96	91	96	82	29	110	135	109	87	39	WSBA FM	494	18	33	29	41	47		24	40	52	53	37	24	WSBA FM	15.5	7.9	10.5	12.8	20.7	26.0	10.6	12.7	22.2	25.2	18.6	6.3	
1157	115	139	44	22	4	178	158	91	16	10	374	*WYCR	727	64	79	24	22	4		131	82	59	16	10	230	*WYCR	22.8	28.2	25.2	10.6	11.1	2.2	57.7	26.0	25.2	7.6	5.0	60.4	
342	25	47	38	15	7	33	55	22	15	6	30	WZIX	267	18	37	29	11	7		28	33	18	15	6	30	WZIX	8.4	7.9	11.8	12.8	5.6	3.9	12.3	10.5	7.7	7.1	3.0	7.9	
891	51	65	121	84	56	51	82	102	100	54	43	WCMB	134	4	11	29	6	7		12	17	26	9	10	3	WCMB	4.2	1.8	3.5	12.8	3.0	3.9	5.3	5.4	11.1	4.3	5.0	.8	
554		43	39	37	46	25	35	54	83	41	21	WDAC	46			5	9					7	14	6		WDAC	1.4			2.2	4.5			3.0	6.7	3.0			
1514	21	61	124	146	143	42	106	115	144	160	55	WHP	151		4	10	14	14		4	10	18	17	19	7	WHP	4.7		1.3	4.4	7.1	7.7	1.8	3.2	7.7	8.1	9.5	1.8	
1067	15	56	77	99	115	23	76	83	111	158	24	WHP FM	114		11		9	14			10	7	11	25	10	WHP FM	3.6		3.5		4.5	7.7		3.2	3.0	5.2	12.6	2.6	
441	2E	52	54	47	26	33	53	48	37	15	27	*WHYL	87	4	15	19	9	4		8	3	15	4	3	3	*WHYL	2.7	1.8	4.8	8.4	4.5	2.2	3.5	1.0	6.4	1.9	1.5	.8	
533	35	47	53	69	40	22	38	50	57	39	29	*WIOV	97	22	4	10	3	14		12			9	6		*WIOV	3.0	9.7	1.3	4.4	1.5	7.7	5.3			4.3	3.0		
1114	166	139	48	26	21	147	133	73	28	32	279	WLAN FM	217	40	45	10	5	11		28	20	11		9	38	WLAN FM	6.8	17.6	14.4	4.4	2.5	6.1	12.3	6.3	4.7		4.5	10.0	
1177	19	62	102	66	122	29	88	117	130	169	22	WNCE	357		15	24	17	54		4	27	33	30	75	3	WNCE	11.2		4.8	10.6	8.6	29.8	1.8	8.6	14.1	14.3	37.7	.8	
398	34	55	26		5	53	41	33	23		128	WQVE	72	9	11						4	10	4	11		23	WQVE	2.3	4.0	3.5				1.8	3.2	1.7	5.2		6.0
1829	139	192	193	159	73	160	194	179	199	81	157	WRKZ	577	53	71	77	46	21		68	64	63	53	13	31	WRKZ	18.1	23.3	22.7	34.1	23.2	11.6	30.0	20.3	26.9	25.2	6.5	8.1	
747	64	87	64	27	8	139	113	53	32	20	113	WSFM	85	9	11	5	3	4		12	17	4	9	3	8	WSFM	2.7	4.0	3.5	2.2	1.5	2.2	5.3	5.4	1.7	4.3	1.5	2.1	
1287	300	194	16	19		231	100	13	28		369	WTPA	263	54	52						45	20		8	79	WTPA	8.2	23.8	16.6				19.8	6.3		3.8		20.7	
207		11	23	28	35		17	8	19	13	10	WBAL	91		11	10	18	4			3	4	6	9	3	WBAL	2.9		3.5	4.4	9.1	2.2		1.0	1.7	2.9	4.5	.8	
232	51	16		11	8	45	25	8	6	3	59	WBSB	85	9	7		5	4		20	17	4	6	3	10	WBSB	2.7	4.0	2.2		2.5	2.2	8.8	5.4	1.7	2.9	1.5	2.6	
159		4	5	13	26		25	27	12	36	11	WFRE	79		4	5	13	4			3	15	12	12	11	WFRE	2.5		1.3	2.2	6.6	2.2		1.0	6.4	5.7	6.0	2.9	
215	60	16	5			57	10	4	2	3	58	WIYY	74	18	7	5					12	10		2	3	17	WIYY	2.3	7.9	2.2	2.2			5.3	3.2		1.0	1.5	4.5
412	37	79	46	58	7	21	78	27	11	19	16	WPOC	231	37	19	25	22	7		21	39	15	5	19	16	WPOC	7.2	16.3	6.1	11.1	11.1	3.9	9.3	12.4	6.4	2.4	9.5	4.2	
67		4	5	9	7	8			12	6	3	*WWMD	63			5	9	7		8			12	6	3	*WWMD	2.0			2.2	4.5	3.9	3.5			5.7	3.0	.8	
TOTAL LISTENING IN METRO SURVEY AREA												3029	213	297	221	180	159	223	311	234	199	183	371	95.0	93.8	94.9	97.8	90.9	87.8	98.2	98.7	99.9	94.8	92.0	97.4				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Average Quarter-Hour Listening Estimates

YOUNGSTOWN-WARREN
SPRING 1981

MONDAY-SUNDAY
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
90		3	2	3	7	2	1	5	9	18		WBBW	87		3	2	3	6	2	1	5	9	17		WBBW	11.4		4.8	4.0	8.1	15.0	2.8	1.4	8.2	13.8	28.3	
47		1	2	6	4	4		5	6	9		*WFMJ	36		1	2	6	4	2		5	3	4		*WFMJ	4.7		1.6	4.0	16.2	10.0	2.8		8.2	4.6	6.7	
75	14	9	3	2	1	12	8	5	6	3	11	WHOT	63	9	8	3	2	1	8	8	4	6	3	11	WHOT	8.2	12.7	12.7	6.0	5.4	2.5	11.3	11.6	6.6	9.2	5.0	14.7
102	35	16	4		1	12	8	1	1		24	WSRD	66	17	10	3		1	8	7	1	1		18	WSRD	8.6	23.9	15.9	6.0		2.5	11.3	10.1	1.6	1.5		24.0
88	4	6	9	5	6	2	8	9	11	8	2	WKBN	69	4	5	8	5	5	1	6	7	10	3	1	WKBN	9.0	5.6	7.9	16.0	13.5	12.5	1.4	8.7	11.5	15.4	5.0	1.3
168	7	6	8	3	23	11	7	12	24	38	1	WKBN FM	90			7	3	11	8	5	9	17	16	1	WKBN FM	11.7			14.0	8.1	27.5	11.3	7.2	14.8	26.2	26.7	1.3
33	8		4	2	3		4	6		4	1	*WNIO	33	8		4	2	3		4	6		4	1	*WNIO	4.3	11.3		8.0	5.4	7.5		5.8	9.8		6.7	1.3
6					2				2	2		WQOO	5					2				2	1		WQOO	.7					5.0			3.1	1.7		
21	1	1	1	2	2	3	1	1	1	3		WRRO	21	1	1	1	2	2	3	1	1	1	3		WRRO	2.7	1.4	1.6	2.0	5.4	5.0	4.2	1.4	1.6	1.5	5.0	
6		1	1			3	1					*WTCL	6		1	1			3	1					*WTCL	8		1.6	2.0			4.2	1.4				
51	1	2	6	4	8		1	1	5	14		KDKA	4								1				KDKA	5							1.6				
4	1				1				1	1		WAEZ	3	1								1	1		WAEZ	4	1.4						1.5	1.7			
33	1	3	4			12	4	4			5	WDMT	29	1	3	4			10	4	2			5	WDMT	3.8	1.4	4.8	8.0			14.1	5.8	3.3		6.7	
29	7	7	2			2	1	7	1		2	WDVE	4	4											2	WDVE	5	5.6									
16	4					6	2	1			2	WGBZ	8	1					3	2				1	WGBZ	1.0	1.4					4.2	2.9			1.3	
4		2				1	1					WGCL	4		2				1	1					WGCL	5		3.2				1.4	1.4				
3	2					1						WKDD	3	2						1					WKDD	4	2.8						1.4				
41	10	8	2			11	4				6	WMMS	30	6	6	1			9	4				4	WMMS	3.9	8.5	9.5	2.0			12.7	5.8			5.3	
42	3	1	1	5	2	1		8	7	2		*WPIC	4								1		1		*WPIC	5							1.6		1.7		
53	3	6	6	2	2	3	9	7	9	2	2	WQXK	45	3	6	5	2	2	2	5	7	9	1	2	WQXK	5.9	4.2	9.5	10.0	5.4	5.0	2.8	7.2	11.5	13.8	1.7	2.7
7				4				2				WTOF	6				4					1			WTOF	.8				10.8				1.5			
12	4	1	2	2	1		2					WWWE	8	3	1	2	2								WWWE	1.0	4.2	1.6	4.0	5.4							
13	3	3		2			4				1	WWWM	12	3	2		2			4				1	WWWM	1.6	4.2	3.2		5.4			5.8			1.3	
96	5	8	8	1		12	14	9	1	2	35	WYFM	69	4	8	4			9	10	6		1	26	WYFM	9.0	5.6	12.7	8.0			12.7	14.5	9.8		1.7	34.7
TOTAL LISTENING IN METRO SURVEY AREA												766	71	63	50	37	40	71	69	61	65	60	75														

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Cume Listening Estimates

YOUNGSTOWN-WARREN
SPRING 1981

MONDAY-SUNDAY
6:00AM-MIDNIGHT

CUME PERSONS-TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
815	7	48	39	61	88	32	27	42	68	128	5	WBBW	772	7	48	39	61	73	32	27	42	68	117	5	WBBW	17.6	2.2	12.2	12.6	20.1	29.2	9.7	6.6	12.5	21.0	43.3	9	
730		21	28	102	68	37	24	43	85	87	17	*WFMJ	587		21	28	74	68	17	24	43	61	66	17	*WFMJ	13.4		5.3	9.0	24.3	27.2	5.1	5.9	12.8	18.8	24.4	3.0	
1375	255	134	61	45	28	174	167	113	68	32	244	WHOT	1069	150	122	51	45	28	109	159	82	68	32	219	WHOT	24.3	46.9	31.0	16.5	14.8	11.2	32.9	38.8	24.3	21.0	11.9	38.6	
269	304	170	53	11	7	193	117	24	9	4	360	WSRD	895	173	121	34	11	7	120	109	24	9	4	275	WSRD	20.4	54.1	30.8	11.0	3.6	2.8	36.3	26.6	7.1	2.8	1.5	48.5	
936	54	169	190	192	116	69	178	128	213	130	104	WKBN	1169	43	125	115	106	76	41	93	87	124	65	66	WKBN	26.6	13.4	31.8	37.1	34.9	30.4	12.4	22.7	25.8	38.3	24.1	11.6	
1672	28	54	118	81	162	89	103	141	207	264	65	WKBN FM	1122	7	15	84	81	117	60	69	101	143	141	65	WKBN FM	25.5	2.2	3.8	27.1	26.6	46.8	18.1	16.8	30.0	44.1	52.2	11.5	
366	39	23	63	45	21	11	42	45	14	32	9	*WNIO	344	39	12	63	34	21	11	42	45	14	32	9	*WNIO	7.8	12.2	3.1	20.3	11.2	8.4	3.3	10.2	13.4	4.3	11.9	1.6	
116		6	9	19		6		19	26			WOOD	79		6		15		6		19	13			WOOD	1.8			1.9		6.0		1.5		5.9	4.8		
462	43	23	28	48	46	28	33	26	43	50	8	WRRO	462	43	23	28	48	46	28	33	26	43	50	8	WRRO	10.5	13.4	5.9	9.0	15.8	18.4	8.5	8.0	7.7	13.3	18.5	1.4	
54		8	12	6		6	4	4		8	6	*WTCL	54		8	12	6		6	4	4		8	6	*WTCL	1.2		2.0	3.9	2.0		1.8	1.0	1.2		3.0	1.1	
765	10	94	34	77	97	16	23	11	66	111	6	KDKA	169		19		17	10	8	4	11	5	17	6	KDKA	3.8		4.8		5.6	4.0	2.4	1.0	3.3	1.5	6.3	1.1	
88	42			7	14				8	7	6	WAEZ	57	15			7	10					8	7	6	WAEZ	1.3	4.7			2.3	4.0				2.5	2.6	1.1
305	28	28	21	6		62	33	53		4	64	WDMT	247	18	28	21	6		46	33	21		4	64	WDMT	5.6	5.6	7.1	6.8	2.0		13.9	8.0	6.2		1.5	11.3	
334	90	41	24	7		49	27	41	22		33	WDVE	100	63	6		7		8	6		5	5	WDVE	2.3	19.7	1.5		2.3		2.4	1.5		1.5		9		
274	70	11	9		3	38	20	32	5	8	64	WGBZ	119	18	11		3	14	20			5	4	38	WGBZ	2.7	5.6	2.8			1.2	4.2	4.9		1.5	1.5	6.7	
71		17	6		3	25	8	4			8	WGCL	71		17	6		3	25	8	4		8	8	WGCL	1.6		4.3	1.9		1.2	7.6	2.0	1.2			1.4	
70	36	4		5		6	12			3	4	WKOD	70	36	4		5		6	12		3	4	4	WKOD	1.6	11.3	1.0		1.6		1.8	2.9			1.1	7	
650	163	102	28	10		142	40	9	4	7	145	WMMS	509	109	78	19	10		122	40	9	4	7	111	WMMS	11.6	34.1	19.8	6.1	3.3		36.9	9.8	2.7	1.2	2.6	19.6	
581	42	41	28	74	46	24	12	42	58	35	5	*WPIC	179	11	9		16	21	8	8	11	7	24		*WPIC	4.1	3.4	2.3		5.3	8.4	2.4	2.0	3.3	2.2	8.9		
737	29	62	83	62	31	61	103	99	94	32	32	WQXK	539	29	38	49	62	31	41	57	58	91	23	32	WQXK	12.3	9.1	9.7	15.8	20.4	12.4	12.4	13.9	17.2	28.1	8.5	5.6	
183	7	17	9	35	4		20	20	28	9		WTOF	99	7	17		16	4		16	4	14	9		WTOF	2.3	2.2	4.3		5.3	1.6		3.9	1.2	4.3	3.3		
298	87	29	34	15	16	19	27	13	7	12	27	WWWE	221	55	29	25	15	12	11	12	13	7	8	22	WWWE	5.0	17.2	7.4	8.1	4.9	4.8	3.3	2.9	3.9	2.2	3.0	3.9	
246	66	63	9	11		17	45	15			20	WWWN	222	66	39	9	11		17	45	15		20		WWWN	5.1	20.6	9.9	2.9	3.6		5.1	11.0	4.5			3.5	
2029	198	134	184	76	25	244	303	179	31	33	586	WYFM	1363	125	118	109	10	21	151	223	116	17	26	411	WYFM	31.0	39.1	30.0	35.2	3.3	8.4	45.6	54.4	34.4	5.2	9.6	72.5	

TOTAL LISTENING IN METRO SURVEY AREA 4217 312 379 297 283 232 331 409 322 310 280 533 96.0 97.5 96.4 95.8 93.1 92.8 99.9 99.8 95.5 95.7 96.3 94.0

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON

Notations

CONDENSED RADIO MARKET REPORTS

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KBKW	14	152	14	146	2.5	17.1	6	70	6	65	2.5	16.2	8	76	8	75	3.3	19.5	14	146	14	140	2.9	17.9
*KJMD	-1	7	-1	2									2	2					2	2				
TOTAL	14	152	14	146	2.5	17.1	6	70	6	65	2.5	16.2	8	76	8	75	3.3	19.5	14	146	14	140	2.9	17.9
*KOUX	6	74	6	71	1.1	7.3	2	34	2	34	.8	5.4	4	40	4	37	1.6	9.8	6	74	6	71	1.2	7.7
*KGHO	11	163	10	155	1.8	12.2	5	61	5	57	2.1	13.5	5	78	5	75	2.0	12.2	10	139	10	132	2.1	12.8
KGHO FM	18	229	15	203	2.7	18.3	6	86	6	78	2.5	16.2	6	85	5	76	2.0	12.2	12	171	11	154	2.3	14.1
TOTAL	29	287	25	257	4.5	30.5	11	110	11	97	4.6	29.7	11	113	10	105	4.1	24.4	22	223	21	202	4.3	26.9
*KXPD	17	238	17	229	3.1	20.7	8	102	8	99	3.3	21.6	9	117	9	111	3.7	22.0	17	219	17	210	3.5	21.8
KIPO	1	72	1	57	.2	1.2	1	35	1	28	.4	2.7		33		25			1	68	1	53	.2	1.3
KISW	5	61	5	52	.9	6.1	4	36	4	31	1.7	10.8	1	16	1	15	.4	2.4	5	52	5	46	1.0	6.4
KIXI-FM	1	35	1	26	.2	1.2		11		9			1	19	1	13	.4	2.4	1	30	1	22	.2	1.3
KYYX	1	34	1	28	.2	1.2		13		11			1	10	1	7	.4	2.4	1	23	1	18	.2	1.3
METRO TOTALS			82	504	14.8		METRO TOTALS	37	215	15.4			METRO TOTALS	41	225	16.7			METRO TOTALS	78	440	16.1		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KRMW *FJHD TOTAL	1	26	1	26	.6	3.2	7	67	7	65	2.4	13.7	8	72	8	70	3.2	19.5	13	120	13	114	4.3	27.7
*KDDX		15		15			2	34	2	34	.7	3.9	2	36	2	36	.8	4.9	6	59	6	56	2.0	12.8
*KGGD KGGD FM TOTAL	7	83	7	79	3.9	22.6	10	115	10	108	3.5	19.6	6	74	6	69	2.4	14.6	3	56	3	53	1.0	6.4
*KXPD	9	115	8	104	4.4	25.8	12	148	11	135	3.8	21.6	8	96	7	88	2.8	17.1	3	56	3	50	1.0	6.4
	16	141	15	127	8.3	48.4	22	189	21	172	7.3	41.2	14	125	13	114	5.3	31.7	6	82	6	75	2.0	12.8
*KXPD	5	86	5	86	2.8	16.1	9	130	9	130	3.1	17.6	9	113	9	113	3.6	22.0	12	133	12	124	3.9	25.5
KIID		16		13				21		18				26		21			1	52	1	40	.3	2.1
KISW	5	47	5	41	2.8	16.1	5	47	5	41	1.7	9.8	1	14	1	12	.4	2.4		5		5		
KIII-FM		13		12				19		17			1	18	1	17	.4	2.4	1	17	1	10	.3	2.1
KYYX	1	17	1	12	.6	3.2	1	23	1	18	.3	2.0	1	18	1	14	.4	2.4		6		6		
METRO TOTALS			31	177	17.1		METRO TOTALS	51	273	17.8		METRO TOTALS	41	231	16.6		METRO TOTALS	47	269	15.5				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KBFR	12	133	17	126	1.0	6.9	6	53	6	46	1.2	7.2	6	80	6	80	1.1	8.7	12	133	12	126	1.2	7.9
*KDWT	7	88	6	47	.5	3.5	1	37	1	12	.2	1.2	6	38	5	22	.9	7.2	7	75	6	34	.6	3.9
*KEAN	20	264	19	231	1.6	11.0	10	105	10	91	2.1	12.0	8	126	7	107	1.3	10.1	18	231	17	198	1.7	11.2
KFAN FM	57	644	34	439	2.9	19.7	22	252	14	174	2.9	16.9	25	336	14	215	2.6	20.3	47	588	24	389	2.7	18.4
KFMN	25	320	22	271	1.9	12.7	12	142	10	111	2.1	12.0	5	95	5	95	.9	7.2	17	237	15	206	1.5	9.9
KOPQ	21	394	13	240	1.1	7.5	10	157	5	99	1.0	6.0	8	171	7	120	1.3	10.1	18	328	12	219	1.2	7.9
KRBC	28	558	25	399	2.2	14.5	15	259	14	179	2.9	16.9	11	233	9	188	1.7	13.0	26	492	23	367	2.3	15.1
KWKC	10	224	10	209	.9	5.8	7	84	7	81	1.4	8.4	3	117	3	105	.6	4.3	10	201	10	186	1.0	6.6
KSCS	5	108	2	54	.2	1.2	2	48	2	41	.4	2.4	2	38		13			4	86	2	54	.2	1.3
WBAP	19	300	4	95	.3	2.3	11	126	2	42	.4	2.4	7	145	1	46	.2	1.4	18	271	3	88	.3	2.0
METRO TOTALS			173	1070	15.0		METRO TOTALS		83	458	17.2		METRO TOTALS		69	484	12.8		METRO TOTALS		152	942	14.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KQER		8		8			2	32	2	29	.3	2.1	5	44	5	41	1.0	6.7	12	125	12	118	2.0	14.3
*KDNT		2					1	20	1	8	.2	1.0	2	27	2	11	.4	2.7	7	73	6	34	1.0	7.1
*KEAN	8	80	8	80	1.9	11.8	13	146	12	130	1.9	12.4	11	109	10	93	2.0	13.3	10	151	9	118	1.5	10.7
KEAN FM	24	282	15	181	3.6	22.1	41	436	24	286	3.8	24.7	24	347	17	211	3.5	22.7	23	306	13	208	2.1	15.5
KFNN	17	205	15	174	3.6	22.1	17	218	15	187	2.4	15.5	8	107	7	101	1.4	9.3		32		32		
KORO	14	192	10	125	2.4	14.7	16	233	12	157	1.9	12.4	11	148	7	101	1.4	9.3	4	136	2	94	.3	2.4
KPBC	11	242	8	169	1.9	11.8	14	300	11	227	1.7	11.3	10	198	10	178	2.0	13.3	15	250	15	198	2.5	17.9
KWNC	1	57	1	54	.2	1.5	4	100	4	97	.6	4.1	5	96	5	93	1.0	6.7	9	144	9	132	1.5	10.7
KSCS	2	34	1	25	.2	1.5	4	83	2	51	.3	2.1	2	49	1	26	.2	1.3	2	52	1	29	.2	1.2
WRAP	7	105	1	23	.2	1.5	9	150	1	31	.2	1.0	6	125	1	40	.2	1.3	11	166	2	65	.3	2.4
METRO TOTALS			68	411	16.4		METRO TOTALS		97	609	15.3		METRO TOTALS		75	461	15.4		METRO TOTALS		84	531	13.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WALG	13	289	9	212	1.0	6.5	6	148	3	88	.8	5.3	7	111	6	94	1.5	9.4	13	259	9	182	1.2	7.4
*WGPC	3	88	3	78	.3	2.2	2	36	2	31	.6	3.5	1	49	1	44	.3	1.6	3	85	3	75	.4	2.5
*WGPC FM	16	184	12	130	1.4	8.7	10	106	8	72	2.3	14.0	6	76	4	56	1.0	6.3	16	182	12	128	1.6	9.9
*WJAZ	16	190	11	102	1.3	8.0	6	76	6	52	1.7	10.5	9	98	4	42	1.0	6.3	15	174	10	94	1.3	8.3
WJIZ	99	578	60	318	6.9	43.5	26	161	19	105	5.4	33.3	52	278	32	154	8.0	50.0	78	439	51	259	6.8	42.1
*WQDE	15	165	10	128	1.1	7.2	8	72	3	35	.8	5.3	5	54	5	54	1.3	7.8	13	126	8	89	1.1	6.6
WNCV	31	328	14	178	1.6	10.1	19	157	8	88	2.3	14.0	12	158	6	77	1.5	9.4	31	315	14	165	1.9	11.6
WJAD	17	254	11	135	1.3	8.0	8	96	4	55	1.1	7.0	3	73	2	36	.5	3.1	11	169	6	91	.8	5.0
WVOC	11	229	1	102	.1	.7	3	82		37			7	118	1	51	.3	1.6	10	200	1	88	.1	.8
METRO TOTALS			138	805	15.8		METRO TOTALS		57	324	16.1		METRO TOTALS		64	366	16.1		METRO TOTALS		121	690	16.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
WALE	11	157	8	111	2.1	11.1	13	213	9	147	1.6	9.9	7	142	5	113	1.2	7.7	2	102	1	71	.3	2.0			
*WGPC	1	16	1	16	.3	1.4	1	31	1	26	.7	1.1	1	27	1	22	.2	1.5	2	69	2	59	.5	4.1			
*WGPC FM	3	33	3	33	.8	4.2	5	60	5	55	.9	5.5	8	66	8	61	1.9	12.3	13	149	9	95	2.4	18.4			
*WJAZ	9	87	4	34	1.1	5.6	12	137	7	69	1.3	7.7	12	118	8	71	1.9	12.3	6	87	6	60	1.6	12.2			
WJIZ	50	260	33	155	8.8	45.8	61	328	40	203	7.3	44.0	36	206	21	109	5.0	32.3	28	179	18	104	4.8	36.7			
*WODE	10	97	5	60	1.3	6.9	10	111	5	74	.9	5.5	7	52	4	39	1.0	6.2	3	29	3	29	.8	6.1			
WVCH	12	131	8	74	2.1	11.1	16	209	12	132	2.2	13.2	17	212	10	117	2.4	15.4	19	184	6	91	1.6	12.2			
WJAD	10	130	5	61	1.3	6.9	11	154	6	85	1.1	6.6	6	86	5	54	1.2	7.7	1	39	1	30	.3	2.0			
WVDC	10	138	1	67	.3	1.4	10	183	1	78	.2	1.1	6	109		28				62		21					
METRO TOTALS			72	358	19.1		METRO TOTALS			91	507	16.6		METRO TOTALS			65	375	15.6		METRO TOTALS			49	332	13.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KEJO	10	161	10	161	.8	5.2	2	69	2	69	.3	2.4	6	70	6	70	1.0	6.6	8	139	8	139	.7	4.6
*KFIR	3	57	3	57	.2	1.5	1	20	1	20	.2	1.2	2	37	2	37	.3	2.2	3	57	3	57	.3	1.7
KFLY	13	361	13	320	1.0	6.7	2	143	2	121	.3	2.4	6	150	6	131	1.0	6.6	8	293	8	252	.7	4.6
KGAL	9	326	9	323	.7	4.6	3	133	3	130	.5	3.7	3	139	3	139	.5	3.3	6	272	6	269	.5	3.5
KIQY	10	247	10	218	.8	5.2	2	75	2	65	.3	2.4	6	125	6	106	1.0	6.6	8	200	8	171	.7	4.6
*KLOD	5	160	5	160	.4	2.6	2	66	2	66	.3	2.4	3	86	3	86	.5	3.3	5	152	5	152	.4	2.9
KLOD FM	6	158	6	151	.5	3.1	3	99	3	92	.5	3.7	2	44	2	44	.3	2.2	5	143	5	136	.4	2.9
*KRKT	10	163	10	163	.8	5.2	4	69	4	69	.7	4.9	6	87	6	87	1.0	6.6	10	156	10	156	.9	5.8
KRKT FM	11	213	11	205	.8	5.7	3	104	3	96	.5	3.7	8	94	8	94	1.4	8.8	11	198	11	190	.9	6.4
TOTAL	21	299	21	289	1.6	10.9	7	145	7	135	1.2	8.6	14	139	14	139	2.4	15.4	21	284	21	274	1.8	12.2
KWIL	3	99	3	94	.2	1.5		31		26			3	64	3	64	.5	3.3	3	95	3	90	.3	1.7
*KGAY	1	58	1	45	.1	.5		26		26			1	28	1	19	.2	1.1	1	54	1	45	.1	.6
KGON	8	93	5	60	.4	2.6	5	54	5	38	.9	6.1		7		3		5	61	5	41	.4	2.9	
KGW	7	219	4	106	.3	2.1	1	72		21			4	105	2	59	.3	2.2	5	177	2	80	.2	1.2
KINK	4	64	2	58	.2	1.0	3	45	2	43	.3	2.4	1	19		15		4	64	2	58	.2	1.2	
KPNW	3	108	3	102	.2	1.5	2	48	2	42	.3	2.4	1	45	1	45	.2	1.1	3	93	3	87	.3	1.7
KPNW FM	13	103	13	100	1.0	6.7	5	64	5	61	.9	6.1	8	39	8	39	1.4	8.8	13	103	13	100	1.1	7.5
KQFM	4	59	4	44	.3	2.1	2	27	2	20	.3	2.4	2	28	2	20	.3	2.2	4	55	4	40	.3	2.3
KSKO	13	148	8	74	.6	4.1	4	49	1	16	.2	1.2	5	55	4	31	.7	4.4	9	104	5	47	.4	2.9
KUGN	2	98	1	52	.1	.5	1	32	1	29	.2	1.2	1	26		23		2	58	1	52	.1	.6	
KUPL FM	13	133	5	57	.4	2.6	3	47	1	21	.2	1.2	10	82	4	32	.7	4.4	13	129	5	53	.4	2.9
KXL	4	149	4	98	.3	2.1	1	68	1	49	.2	1.2	3	77	3	45	.5	3.3	4	145	4	94	.3	2.3
KXL FM	7	100	3	74	.2	1.5	3	36	1	31	.2	1.2	4	60	2	39	.3	2.2	7	96	3	70	.3	1.7
KYTE	2	70	1	45	.1	.5	1	30		24			1	40	1	21	.2	1.1	2	70	1	45	.1	.6
KZEL	8	83	8	65	.6	4.1	8	73	8	59	1.4	9.8		7		3		8	80	8	62	.7	4.6	
METRO TOTALS			194	1235	14.7				METRO TOTALS	82	548	14.0		METRO TOTALS	91	545	15.6		METRO TOTALS	173	1093	14.8		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KEJO	7	120	7	120	1.2	7.1	8	136	8	136	1.0	6.1	4	78	4	78	.7	4.8	1	19	1	19	.2	1.3
*KFIR		13		13				19		19				23		23			3	44	3	44	.5	4.0
KFOY	7	216	7	175	1.2	7.1	8	275	8	234	1.0	6.1	3	125	3	125	.5	3.6	1	77	1	77	.2	1.3
KGAL	5	176	5	173	.9	5.1	6	229	6	226	.7	4.5	3	142	3	139	.5	3.6	1	96	1	96	.2	1.3
KIGY	8	167	8	138	1.4	6.2	8	193	8	164	1.0	6.1	4	81	4	81	.7	4.8		33		33		
*KLOO	2	47	2	47	.3	2.0	4	98	4	98	.5	3.0	4	104	4	104	.7	4.8	3	105	3	105	.5	4.0
KLOO FM	1	62	1	62	.2	1.0	5	118	5	118	.6	3.8	5	98	5	98	.9	6.0	4	81	4	74	.7	5.3
*KRNT	4	56	4	56	.7	4.1	7	105	7	105	.9	5.3	4	103	4	103	.7	4.8	5	100	6	100	1.0	8.0
KRNT FM	3	71	3	65	.5	3.1	7	142	7	134	.9	5.3	10	141	10	133	1.7	12.0	8	127	8	125	1.4	10.7
TOTAL	7	105	7	98	1.2	7.2	14	205	14	195	1.7	10.6	14	197	14	187	2.4	16.8	14	179	14	176	2.4	18.7
KVLL	1	28	1	28	.2	1.0	1	47	1	47	.1	.8	1	48	1	48	.2	1.2	2	67	2	62	.3	2.7
*KGAJ		19		15			1	38	1	29	.1	.8	1	39	1	30	.2	1.2	1	35	1	30	.2	1.3
KGON	4	52	4	35	.7	4.1	5	61	5	41	.6	3.8	1	25	1	15	.2	1.2	1	9	1	6	.2	1.3
KGV	5	133	2	56	.3	2.0	5	164	2	67	.2	1.5	1	63	1	36	.2	1.2		44		24		
KIMK	3	90	2	46	.3	2.0	4	58	2	52	.2	1.5	2	26		20			1	14		12		
KPNW	2	68	2	62	.3	2.0	2	89	2	83	.2	1.5	2	65	2	59	.3	2.4	1	25	1	25	.2	1.3
KPNW FM	1	54	1	51	.2	1.0	5	68	5	65	.6	3.8	7	58	7	55	1.2	8.4	12	49	12	49	2.0	16.0
KOPM	3	33	3	26	.5	3.1	4	47	4	40	.5	3.0	1	31	1	24	.2	1.2	1	22	1	14	.2	1.3
KSND	7	71	5	28	.9	5.1	9	101	5	44	.6	3.8	5	51	3	34	.5	3.6	2	33		19		
KUGN		11		8				31		28			1	35	1	32	.2	1.2	2	47	1	44	.2	1.3
KUPL FM		13		3			5	44	2	15	.2	1.5	5	47	2	18	.3	2.4	13	116	5	90	.8	5.7
KXL		21		14				38		28				37		27			4	124	4	80	.7	5.3
KXL FM	1	9		5			1	22		12			2	40		19			6	87	3	65	.5	4.0
KYTE	2	43	1	18	.2	1.0	2	60	1	35	.1	.8	2	42	1	36	.2	1.2		27		27		
KZBL	8	77	8	59	1.4	6.2	8	80	8	62	1.0	6.1	3	35	3	28	.5	3.6		3		3		
METRO TOTALS			98	567	16.9		METRO TOTALS	132	797	16.1		METRO TOTALS	83	574	14.1		METRO TOTALS	75	526	12.7				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
KALB	34	624	27	486	2.2	12.9	14	265	12	194	2.4	13.2	20	313	15	255	2.7	16.1	34	578	27	449	2.6	14.7			
*KDBS	27	248	26	176	2.1	12.4	10	143	9	85	1.8	9.9	17	105	17	91	3.1	18.3	27	248	26	176	2.5	14.1			
*KPAL	24	125	24	114	2.0	11.5	17	62	17	51	3.4	18.7	7	63	7	63	1.3	7.5	24	125	24	114	2.3	13.0			
KOID	98	689	35	347	2.9	16.7	26	329	13	113	2.6	14.3	16	188	9	120	1.6	9.7	42	517	22	233	2.1	12.0			
KRRV	36	447	24	277	2.0	11.5	13	217	11	123	2.2	12.1	16	167	10	114	1.8	10.8	29	384	21	237	2.0	11.4			
KSYL	19	378	18	346	1.5	8.6	9	139	9	139	1.8	9.9	8	199	7	167	1.3	7.5	17	338	16	306	1.5	8.7			
*KTIZ	102	684	41	343	3.4	19.6	47	318	11	127	2.2	12.1	34	254	23	164	4.1	24.7	81	572	34	291	3.2	18.5			
METRO TOTALS			209	1183	17.1		METRO TOTALS			91	476	18.5		METRO TOTALS			93	542	16.6		METRO TOTALS			184	1018	17.5	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
KALB	7	131	3	71	.7	3.9	14	273	8	177	1.2	7.1	16	296	10	200	1.8	10.6	27	447	24	378	3.8	22.4			
*KDBS	2	71	1	21	.2	1.3	8	111	7	50	1.1	6.2	9	71	9	60	1.7	9.6	25	177	25	155	4.0	23.4			
*KPAL	9	33	9	33	2.1	11.7	14	60	14	60	2.1	12.4	8	51	8	51	1.5	8.5	15	92	15	81	2.4	14.0			
KQID	34	395	16	145	3.7	20.8	41	467	22	211	3.3	19.5	18	204	12	136	2.2	12.8	8	122	6	88	1.0	5.6			
KRPV	17	210	10	82	2.3	13.0	25	317	17	170	2.6	15.0	24	230	17	158	3.1	18.1	12	174	11	155	1.8	10.3			
KSYL	8	106	8	106	1.9	10.4	11	199	11	188	1.7	9.7	9	172	9	161	1.7	9.6	9	232	8	200	1.3	7.5			
*KTIZ	57	325	22	135	5.1	28.6	67	425	26	180	3.9	23.0	30	232	22	147	4.0	23.4	24	247	12	156	1.9	11.2			
METRO TOTALS			77	424	18.0		METRO TOTALS			113	636	17.1		METRO TOTALS			94	522	17.3		METRO TOTALS			107	594	17.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WAAB	8	257	8	257	.4	2.7	2	93	2	93	.2	1.5	6	151	4	151	.6	3.9	8	244	8	244	.4	2.8
WTOA	13	138	13	138	.6	4.3	4	59	4	59	.4	3.1	9	66	9	66	.9	5.8	13	125	13	125	.7	4.6
WVPAG	7	182	7	182	.3	2.3	3	95	3	95	.3	2.3	4	87	4	87	.4	2.6	7	182	7	182	.4	2.5
CKLV	10	431	10	431	.5	3.3	5	201	5	201	.5	3.8	4	177	4	177	.4	2.6	9	378	9	378	.5	3.2
WABX	10	350	10	350	.5	3.3	7	233	7	233	.7	5.4	2	79	2	79	.2	1.3	9	312	9	312	.5	3.2
WCXI	6	97	6	97	.3	2.0	3	48	3	48	.3	2.3	3	43	3	43	.3	1.9	6	91	6	91	.3	2.1
WCZY	12	294	12	206	.5	4.0	5	93	5	93	.5	3.8	7	107	7	107	.7	4.5	12	200	12	200	.5	4.2
WDPO	7	186	7	186	.3	2.3	2	74	2	74	.2	1.5	1	37	1	37	.1	.6	3	111	3	111	.2	1.1
WVHND	2	107	2	107	.1	.7	1	88	1	88	.1	.8		12		12			1	100	1	100	.1	.4
WJLR	9	98	9	98	.4	3.0	1	19	1	19	.1	.8	7	66	7	66	.7	4.5	8	85	8	85	.4	2.8
WJP	57	840	57	840	2.6	19.1	24	424	24	424	2.4	18.5	13	405	33	405	3.3	21.4	57	829	57	829	2.9	20.1
WJR FM	11	274	11	274	.5	3.7	4	114	4	114	.4	3.1	7	147	7	147	.7	4.5	11	261	11	261	.6	3.9
WJ77	4	153	4	163	.2	1.3	2	57	2	57	.2	1.5	2	106	2	106	.2	1.3	4	163	4	163	.2	1.4
WLL7	15	308	15	308	.7	5.0	11	148	11	148	1.1	8.5	2	92	2	92	.2	1.3	13	240	13	240	.7	4.6
WMJC	17	248	17	248	.8	5.7	4	84	4	84	.4	3.1	10	121	10	121	1.0	6.5	14	205	14	205	.7	4.9
WNJC FM	19	361	19	361	.9	6.4	5	132	5	132	.5	3.8	14	205	14	205	1.4	9.1	19	337	19	337	1.0	6.7
WDMC	7	92	7	92	.3	2.3		26		26			7	66	7	66	.7	4.5	7	92	7	92	.4	2.5
WORS	8	117	8	117	.4	2.7	4	56	4	56	.4	3.1	4	61	4	61	.4	2.6	8	117	8	117	.4	2.8
WRIF	19	434	19	434	.9	6.4	11	223	11	223	1.1	8.5	7	159	7	159	.7	4.5	19	382	18	382	.9	6.3
WWJ	4	213	4	213	.2	1.3	3	134	3	134	.3	2.3	1	79	1	79	.1	.6	4	213	4	213	.2	1.4
WWWB	10	253	10	253	.5	3.3	8	141	8	141	.8	6.2	2	105	2	105	.2	1.3	10	246	10	246	.5	3.5
METRO TOTALS			299	2166	13.5		METRO TOTALS	130	977	13.0		METRO TOTALS	154	990	16.4		METRO TOTALS	284	1963	14.2				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WABR	3	94	3	94	.2	1.8	6	186	6	186	.4	2.8	4	157	6	157	.6	4.1	5	150	5	150	.6	4.4
WYOB	13	138	13	198	1.3	7.6	13	120	13	120	.8	6.1	1	43	1	43	.1	.7		17		17		
*WPAK	1	89	1	83	.1	.6	2	125	2	125	.1	.5	1	78	1	78	.1	.7	6	99	6	99	.8	5.3
CKLU	7	288	7	288	.6	4.1	9	360	9	360	.6	4.2	5	168	5	168	.5	3.4	2	90	2	90	.3	1.8
WABR	9	298	9	298	.7	5.3	9	312	9	312	.6	4.2	3	90	3	90	.3	2.1		14		14		
WCFB		5		6			1	54	1	54	.1	.5	2	61	2	61	.2	1.4	6	85	6	85	.8	5.3
WCZY	4	57	4	67	.2	2.3	6	130	6	130	.4	2.8	8	132	8	132	.8	5.5	8	133	8	133	1.0	7.1
WDRQ	2	79	2	79	.2	1.2	3	109	3	109	.2	1.4	2	69	2	69	.2	1.4	1	32	1	32	.1	.9
*WHNE	1	95	1	95	.1	.6	1	100	1	100	.1	.5		36		36				5		5		
WJLB	8	83	8	83	.7	4.7	8	83	8	83	.6	3.7	4	33	4	33	.4	2.7		2		2		
WJRP	12	340	12	340	1.0	7.0	27	519	27	519	1.7	12.6	26	395	26	395	2.6	17.8	45	489	45	489	5.8	39.8
WJRP FM	1	78	1	78	.1	.6	3	130	3	130	.2	1.4	5	130	5	130	.5	3.4	10	183	10	182	1.3	8.8
WJZZ	4	153	4	153	.3	2.3	4	161	4	161	.3	1.9	3	72	3	72	.3	2.1		10		10		
WLLT	17	223	12	223	1.0	7.0	13	240	13	240	.8	6.1	6	106	6	106	.6	4.1	1	17	1	17	.1	.9
WPMJ	12	145	12	145	1.0	7.0	14	191	14	191	.9	6.5	13	180	13	180	1.2	8.9	2	60	2	60	.3	1.8
WVJC FM	19	312	19	312	1.6	11.1	19	329	19	329	1.2	8.9	11	165	11	165	1.1	7.5		25		25		
WCMD	5	74	5	74	.4	2.9	7	87	7	87	.4	3.3	3	31	3	31	.3	2.1	2	18	2	18	.3	1.8
WGPS	5	57	5	67	.4	2.9	6	85	6	85	.4	2.8	4	76	6	76	.5	4.1	3	50	3	50	.4	2.7
WPIR	18	356	18	356	1.5	10.5	18	374	18	374	1.1	8.4	12	160	12	160	1.2	8.2		26		26		
WVJ	1	88	1	88	.1	.6	2	140	2	140	.1	.9	2	119	2	119	.2	1.4	3	125	3	125	.4	2.7
WVVA	8	174	8	174	.7	4.7	10	218	10	218	.6	4.7	3	100	3	100	.3	2.1	2	72	2	72	.3	1.8
METRO TOTALS			171	1201	14.0		METRO TOTALS	214	1554	13.5		METRO TOTALS	144	975	14.8		METRO TOTALS	113	762	14.5				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WHTG	9	71	9	71	.2	1.2	3	27	3	27	.2	1.0	6	37	6	37	.3	1.6	9	64	9	64	.3	1.3
*WHTG FM	13	205	12	198	.3	1.6	5	91	4	84	.2	1.4	8	107	8	107	.4	2.1	13	198	12	191	.3	1.8
TOTAL	22	217	21	210	.5	2.8	8	103	7	96	.4	2.4	14	107	14	107	.7	3.7	22	210	21	203	.6	3.1
WJLK	25	635	21	537	.5	2.8	11	309	10	271	.6	3.4	13	289	10	229	.5	2.6	24	598	20	500	.6	2.9
WJLK FM	41	762	33	544	.8	4.4	11	288	9	206	.5	3.1	28	384	22	268	1.2	5.7	39	672	31	474	.9	4.6
TOTAL	66	1240	54	940	1.3	7.2	22	595	19	399	1.1	6.5	41	608	32	434	1.7	8.3	63	1113	51	833	1.4	7.5
WUUU	9	183	9	183	.2	1.2	2	69	2	69	.1	.7	7	91	7	91	.4	1.8	9	160	9	160	.3	1.3
WABC	75	1549	34	921	.8	4.5	33	565	12	325	.7	4.1	31	652	15	379	.8	3.9	64	1217	27	704	.8	4.0
WADB	55	598	27	308	.7	3.6	13	225	7	137	.4	2.4	42	345	20	158	1.0	5.2	55	570	27	295	.8	4.0
WBLS	10	162	8	121	.2	1.1	1	29		9			7	103	6	92	.3	1.6	8	132	6	101	.2	.9
WCBS	55	1111	45	796	1.1	6.0	32	589	26	440	1.6	8.8	23	499	19	333	1.0	4.9	55	1088	45	773	1.3	6.6
WCBS FM	27	493	24	424	.6	3.2	14	166	13	153	.8	4.4	13	304	11	248	.6	2.9	27	470	24	401	.7	3.5
*WHLI	9	168	9	120	.2	1.2	6	98	6	85	.4	2.0	3	60	3	35	.2	.8	9	158	9	120	.3	1.3
WHN	21	397	19	353	.5	2.5	14	156	13	135	.8	4.4	6	178	5	155	.3	1.3	20	334	18	290	.5	2.7
WINS	8	272	7	252	.2	.9	4	151	3	143	.2	1.0	4	121	4	109	.2	1.0	8	272	7	252	.2	1.0
WKHK	5	160	4	100	.1	.5	4	92	3	52	.2	1.0	1	58	1	38	.1	.3	5	150	4	90	.1	.6
WKTU	15	231	13	178	.3	1.7	2	51	1	31	.1	.3	10	120	10	97	.5	2.6	12	171	11	128	.3	1.6
WMCA	23	373	7	185	.2	.9	5	154	2	89	.1	.7	18	219	5	96	.3	1.3	23	373	7	185	.2	1.0
WMGO	11	137	11	137	.3	1.5	4	50	4	50	.2	1.4	7	87	7	87	.4	1.8	11	137	11	137	.3	1.6
WMRR	36	426	19	164	.5	2.5	26	248	15	86	.9	5.1	6	95	3	45	.2	.8	32	343	18	131	.5	2.7
WNBC	73	1589	34	850	.8	4.5	27	597	15	311	.9	5.1	28	613	12	337	.6	3.1	55	1210	27	648	.8	4.0
WNCN	12	197	12	197	.3	1.6	4	109	4	109	.2	1.4	8	88	8	88	.4	2.1	12	197	12	197	.3	1.8
WNEW	44	642	31	439	.8	4.1	23	347	15	223	.9	5.1	21	278	16	199	.8	4.2	44	625	31	422	.9	4.6
WNEW FM	72	832	52	586	1.3	6.9	31	316	20	204	1.2	6.8	32	362	25	259	1.3	6.5	63	678	45	463	1.3	6.6
WOR	98	960	38	456	.9	5.1	31	370	7	140	.4	2.4	67	583	31	309	1.6	8.1	98	953	38	449	1.1	5.6
WPAT	23	453	18	366	.4	2.4	12	194	10	141	.6	3.4	11	249	8	215	.4	2.1	23	443	18	356	.5	2.7
WPAT FM	44	644	36	527	.9	4.8	24	261	18	199	1.1	6.1	70	366	18	311	.9	4.7	44	627	36	510	1.0	5.3
WPIX	34	589	27	480	.7	3.6	6	115	5	89	.3	1.7	14	234	8	171	.4	2.1	20	349	13	260	.4	1.9
WPLJ	61	917	54	728	1.3	7.2	22	334	20	254	1.2	6.8	16	326	14	227	.7	3.6	38	660	34	481	1.0	5.0
WQXP	8	97	-1	21			8	82		6			15	15		15			8	97		21		
WQXR FM	7	125	6	101	.1	.8	5	84	4	60	.2	1.4	2	34	2	34	.1	.5	7	118	6	94	.2	.9
TOTAL	15	222	6	122	.1	.8	13	166	4	66	.2	1.4	2	49	2	49	.1	.5	15	215	6	115	.2	.9
WRFM	62	738	41	484	1.0	5.5	20	318	16	185	1.0	5.4	42	413	25	292	1.3	6.5	62	731	41	477	1.1	6.0
WTFM	22	241	12	167	.3	1.6	8	82	4	56	.2	1.4	14	149	8	101	.4	2.1	22	231	12	157	.3	1.8
WXLO	6	126	5	106	.1	.7	1	49		29			5	70	5	70	.3	1.3	6	119	5	99	.1	.7
WYNY	33	598	27	480	.7	3.6	9	188	8	155	.5	2.7	22	323	17	248	.9	4.4	31	511	25	403	.7	3.7
METRO TOTALS			750	3994	18.2		METRO TOTALS	294	1602	17.6		METRO TOTALS	384	1858	20.1		METRO TOTALS	678	3460	19.0				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WHIG																			9	64	9	64	.4	2.0
*WHIG FM		17		17			2	52	1	45		.2	2	47	1	40	.1	.3	13	181	12	174	.5	2.7
TOTAL		17		17			2	52	1	45		.2	2	47	1	40	.1	.3	22	193	21	186	.9	4.7
WJLK	1	96		68			9	225	7	174	.3	1.7	10	238	8	187	.4	2.3	23	502	20	432	.9	4.5
WJLK FM	7	186	5	83	.4	2.2	26	402	23	265	1.0	5.7	25	409	23	308	1.2	6.6	32	486	26	391	1.2	5.8
TOTAL	8	260	5	143	.4	2.2	35	561	30	388	1.3	7.4	35	570	31	433	1.6	8.9	55	853	46	690	2.1	10.3
WVLU	4	62	4	62	.3	1.7	5	119	5	119	.2	1.2	2	80	2	80	.1	.6	5	98	5	98	.2	1.1
WABC	35	703	13	394	1.0	5.6	43	887	19	518	.8	4.7	36	810	16	422	.8	4.6	29	514	14	310	.6	3.1
WADB	2	73	2	53	.1	.9	13	195	5	115	.2	1.2	18	214	9	131	.5	2.6	53	497	25	242	1.1	5.6
WOLIS	4	74	3	54	.2	1.3	5	107	3	76	.1	.7	3	65	2	54	.1	.6	4	58	3	47	.1	.7
WCBS	7	212	7	186	.5	3.0	15	472	14	380	.6	3.5	17	506	16	426	.8	4.6	48	876	38	587	1.7	8.5
WCBS FM	10	229	9	204	.7	3.9	23	375	22	338	1.0	5.5	19	321	18	296	.9	5.2	17	241	15	197	.7	3.4
*WHLI	3	61	3	34	.2	1.3	3	72	3	34	.1	.7	5	104	5	66	.3	1.4	6	97	6	86	.3	1.3
WHN	4	98	3	85	.2	1.3	14	181	13	160	.6	3.2	14	148	13	127	.7	3.7	16	236	15	205	.7	3.4
WINS	2	43	2	43	.1	.9	3	93	2	85	.1	.5	2	101	1	93	.1	.3	6	229	5	209	.2	1.1
WKHK	1	34		8			5	101	4	75	.2	1.0	5	93	4	67	.2	1.1	4	116	4	82	.2	.9
WKTJ	5	89	4	57	.3	1.7	5	100	4	57	.2	1.0	1	48	1	37	.1	.3	7	82	7	71	.3	1.6
WMA	2	119	2	79	.1	.9	5	159	5	108	.2	1.2	13	202	6	128	.3	1.7	21	254	5	106	.2	1.1
WNGD	7	70	7	70	.5	3.0	11	105	11	105	.5	2.7	8	85	8	85	.4	2.3	4	67	4	67	.2	.9
WMMR	30	260	18	124	1.3	7.8	30	260	18	124	.8	4.5	10	168	7	52	.4	2.0	2	83		7		
WNBC	28	714	12	352	.9	5.2	52	1083	26	592	1.2	6.5	38	752	18	436	.9	5.2	27	496	15	296	.7	3.4
WMCN	1	65	1	65	.1	.4	6	121	6	121	.3	1.5	6	119	6	119	.3	1.7	11	132	11	132	.5	2.5
WNEH	3	124	3	110	.2	1.3	17	315	14	248	.6	3.5	30	395	25	305	1.3	7.2	41	501	28	312	1.3	6.3
WNEH FM	57	572	41	376	3.0	17.7	62	623	44	408	2.0	11.0	44	403	33	263	1.7	9.5	6	106	4	87	.2	.9
WDR	2	93	1	53	.1	.4	17	256	13	155	.6	3.2	21	305	17	204	.9	4.9	96	860	37	396	1.7	8.3
WPAZ		36		22			3	107	3	93	.1	.7	6	166	6	152	.3	1.7	23	407	18	334	.8	4.0
WPAZ FM	2	79	2	67	.1	.9	14	246	14	234	.6	3.5	15	264	15	264	.8	4.3	42	548	34	443	1.5	7.6
WPIK	19	266	12	188	.9	5.2	20	307	13	218	.6	3.2	11	190	5	125	.3	1.4	1	83	1	72		.2
WPLJ	38	588	34	431	2.5	14.7	38	648	34	469	1.5	8.5	17	338	14	235	.7	4.0		72		50		
WQXR							2	21		21			8	97		21			8	97		21		
WQXR FM							2	27		27	.1	.5	2	47		47	.1	.6	7	118	6	94	.3	1.3
TOTAL							2	48		48	.1	.5	10	144		68	.1	.6	15	215	6	115	.3	1.3
WRFN	4	86	4	72	.3	1.7	17	242	14	186	.6	3.5	23	293	20	237	1.0	5.7	58	645	37	405	1.7	8.3
WTFN	19	210	9	147	.7	3.9	22	231	12	157	.5	3.0	16	184	11	134	.6	3.2	3	21	3	10	.1	.7
WXLN	5	81	4	61	.3	1.7	6	99	5	79	.2	1.2	1	34	1	34	.1	.3	1	38	1	38		.2
WYNY	19	335	14	245	1.0	6.0	30	478	24	370	1.1	6.0	25	388	20	316	1.0	5.7	12	176	11	158	.5	2.5
METRO TOTALS			232	1319	17.1		METRO TOTALS	401	2194	17.8		METRO TOTALS	348	1938	17.6		METRO TOTALS	446	2141	20.1				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WABK	8	214	8	175	.9	5.3	4	100	4	80	1.1	6.9	4	94	4	79	.9	5.2	8	194	8	159	1.0	5.9
WABK FM	27	345	24	277	2.6	15.9	7	138	6	111	1.6	10.3	19	168	17	127	4.0	22.1	26	306	23	238	2.9	17.0
TOTAL	35	490	32	397	3.5	21.2	11	209	10	167	2.7	17.2	23	231	21	184	5.0	27.3	34	440	31	351	3.9	22.9
*WFAU	3	107	3	107	.3	2.0	2	48	2	48	.5	3.4	1	49	1	49	.2	1.3	3	97	3	97	.4	2.2
*WFAU FM	1	75	1	66	.1	.7	1	37	1	37	.3	1.7	1	36	1	27	.1	.7	1	73	1	64	.1	.7
TOTAL	4	161	4	151	.4	2.7	3	69	3	69	.8	5.1	1	80	1	70	.2	1.3	4	149	4	139	.5	2.9
WRDO	1	51	1	49	.1	.7		25		25			1	26	1	24	.2	1.3	1	51	1	49	.1	.7
WSCL	6	94	6	87	.7	4.0	3	38	3	38	.8	5.2	3	47	3	40	.7	3.9	6	85	6	78	.8	4.4
TOTAL	7	137	7	128	.8	4.7	3	55	3	55	.8	5.2	4	73	4	64	.9	5.2	7	128	7	119	.9	5.1
WTVL	4	121	3	111	.3	2.0	2	43	2	43	.5	3.4	2	59	1	53	.2	1.3	4	102	3	96	.4	2.2
WTVL FM	8	117	5	88	.5	3.3	4	66	2	52	.5	3.4	4	49	3	34	.7	3.9	8	115	5	86	.6	3.7
TOTAL	12	216	8	176	.9	5.3	6	96	4	81	1.1	6.8	6	99	4	78	.9	5.2	12	195	8	159	1.0	5.9
WBGW	21	171	13	75	1.4	8.6	6	62	5	29	1.4	8.6	14	102	7	39	1.7	9.1	20	164	12	68	1.5	8.9
WBLM	36	362	19	233	2.1	12.6	15	148	6	84	1.6	10.3	9	119	6	83	1.4	7.8	24	267	12	167	1.5	8.9
WBZ	1	72	1	65	.1	.7	1	39	1	39	.3	1.7		33		26			1	72	1	65	.1	.7
WGAN FM	30	266	22	184	2.4	14.6	8	78	8	73	2.2	13.8	22	181	14	109	3.3	18.2	30	259	22	182	2.8	16.3
WHOM	14	103	7	71	.8	4.6	7	45	3	34	.8	5.2	7	58	4	37	.9	5.2	14	103	7	71	.9	5.2
WIGY	22	356	18	229	2.0	11.9	7	114	6	70	1.6	10.3	9	130	6	88	1.4	7.8	16	244	12	158	1.5	8.9
WKXA FM	8	109	3	34	.3	2.0	3	33	2	16	.5	3.4	5	48	1	18	.2	1.3	8	81	3	34	.4	2.2
WPOB FM	2	67	1	42	.1	.7		37		24			2	30	1	18	.2	1.3	2	67	1	42	.1	.7
WTOS	12	210	3	103	.3	2.0	4	72	2	42	.5	3.4	6	87		22			10	159	2	64	.3	1.5
METRO TOTALS			151	884	16.6		METRO TOTALS		58	356	15.7		METRO TOTALS		77	412	18.2		METRO TOTALS		135	768	17.0	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WANK	3	80	3	61	1.0	6.1	5	112	5	93	1.0	6.3	7	110	7	96	1.7	10.3	5	114	5	98	1.0	5.8
WANK FM	15	178	14	137	4.6	28.6	24	256	21	194	4.3	26.6	20	207	17	163	4.2	25.0	11	128	9	101	1.8	10.5
TOTAL	18	222	17	174	5.6	34.7	29	321	26	253	5.3	32.9	27	266	24	222	5.9	35.3	16	218	14	177	2.9	16.3
*WFAU		13		13				29		29			1	40	1	40	.2	1.5	3	84	3	84	.6	3.5
*WFAU FM		12		12			1	29	1	29	.2	1.3	1	35	1	35	.2	1.5	1	61	1	52	.2	1.2
TOTAL		23		23			1	56	1	56	.2	1.3	2	65	2	65	.5	3.0	4	126	4	116	.8	4.7
WRDQ							1	20	1	20	.2	1.3	1	22	1	20	.2	1.5	1	51	1	49	.2	1.2
WSOL	1	22	1	22	.3	2.0	3	50	3	50	.6	3.8	3	48	3	48	.7	4.4	5	63	5	56	1.0	5.8
TOTAL	1	22	1	22	.3	2.0	4	70	4	70	.8	5.1	4	70	4	68	1.0	5.9	6	106	6	97	1.2	7.0
WTNH		32		32			1	57		51			2	50	1	44	.2	1.5	4	70	3	64	.6	3.5
WTNH FM	2	27		10			2	51		34			4	54	2	37	.5	2.9	6	88	5	76	1.0	5.8
TOTAL	2	52		35			3	97		74			6	94	3	71	.7	4.4	10	143	8	124	1.6	9.3
WBWM	5	47	2	20	.7	4.1	15	122	8	45	1.6	10.1	12	106	8	35	2.0	11.8	15	117	10	48	2.0	11.6
WBWM	23	231	11	139	3.6	22.4	24	258	12	161	2.5	15.2	10	141	5	84	1.2	7.4	1	36	1	28	.2	1.2
WBZ		25		25				32		32				27		25			1	47	1	40	.2	1.2
WGAN FM	2	19	2	19	.7	4.1	8	91	7	68	1.4	8.9	10	120	9	87	2.2	13.2	28	240	20	163	4.1	23.3
WHCM		2		2			4	47		30			4	55		35			14	101	7	69	1.4	8.1
WIGY	15	204	11	121	3.6	22.4	15	221	11	138	2.3	13.9	6	128	4	90	1.0	5.9	1	40	1	37	.2	1.2
WKXA FM	2	18		5			6	51	2	17	.4	2.5	6	51	2	17	.5	2.9	6	63	3	29	.6	3.5
WPCR FM		15		10			1	43	1	30	.2	1.3	1	45	1	28	.2	1.5	2	52	1	32	.2	1.2
WTOS	9	117	2	48	.7	4.1	10	142	2	53	.4	2.5	5	75	1	23	.2	1.5	1	42		16		
METRO TOTALS			49	305	16.1		METRO TOTALS	79	482	16.2		METRO TOTALS	68	400	16.6		METRO TOTALS	86	463	17.6				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WARI	29	491	22	379	1.9	11.5	11	232	8	180	1.6	9.1	18	242	14	182	2.7	14.9	29	474	22	362	2.2	12.1
WACZ	43	768	23	401	2.0	12.0	16	771	12	167	2.5	13.6	15	315	9	180	1.8	9.6	31	586	21	347	2.1	11.5
WBGW	82	770	43	360	3.8	22.4	38	382	21	177	4.3	23.9	39	337	20	167	3.9	21.3	77	719	41	344	4.1	22.5
*WGUY	2	93	2	76	.2	1.0		25		16			2	56	2	48	.4	2.1	2	81	2	64	.2	1.1
WGUY FM	20	390	18	306	1.6	9.4	6	154	6	126	1.2	6.8	7	124	6	103	1.2	6.4	13	278	12	229	1.2	6.6
TOTAL	22	437	20	337	1.8	10.4	6	171	6	134	1.2	6.8	9	151	8	122	1.6	8.5	15	322	14	256	1.4	7.7
*WLKN	1	42	1	42	.1	.5	1	23	1	23	.2	1.1		14		14			1	37	1	37	.1	.5
*WLKN FM	8	113	8	95	.7	4.7	6	63	6	54	1.2	6.8	2	41	2	32	.4	2.1	8	104	8	86	.8	4.4
TOTAL	9	120	9	102	.8	4.7	7	67	7	58	1.4	7.9	2	44	2	35	.4	2.1	9	111	9	93	.9	4.9
*WMKP	3	58	3	58	.3	1.6	1	27	1	27	.2	1.1	2	22	2	22	.4	2.1	3	49	3	49	.3	1.6
*WPBC	65	513	34	263	3.0	17.7	25	218	13	122	2.7	14.8	40	295	21	141	4.1	22.3	65	513	34	263	3.4	18.7
WBLM	21	262	3	33	.3	1.6	14	136	2	11	.4	2.3	5	77	1	15	.2	1.1	19	213	3	26	.3	1.6
WDEA	4	115	-1	7			1	46		4			3	69		3			4	115		7		
WDEA FM	30	319	6	97	.5	3.1	13	132	2	40	.4	2.3	17	187	4	57	.8	4.3	30	319	6	97	.6	3.3
TOTAL	34	397	6	97	.5	3.1	14	174	2	40	.4	2.3	20	223	4	57	.8	4.3	34	397	6	97	.6	3.3
WTOS	33	503	8	182	.7	4.2	14	199	6	99	1.2	6.8	14	222	2	55	.4	2.1	28	421	8	154	.8	4.4
METRO TOTALS			192	1072	16.8		METRO TOTALS		88	476	18.1		METRO TOTALS		94	487	18.3		METRO TOTALS		182	963	18.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
WABD	10	168	7	132	1.6	9.1	16	307	12	218	1.8	10.4	17	278	11	182	2.7	13.1	19	306	15	230	2.7	14.3			
WACZ	25	364	17	238	3.8	22.1	28	498	18	283	2.7	15.7	16	322	9	164	1.8	10.7	6	222	4	109	.7	3.8			
WBGU	21	253	9	119	2.0	11.7	51	532	24	217	3.6	20.9	50	481	25	204	5.1	29.8	56	466	32	225	5.8	30.5			
*WGU	1	36	1	36	.2	1.3	1	52	1	44	.2	.9	1	32	1	24			1	45	1	28	.2	1.0			
WGU FM	11	230	10	195	2.2	13.0	12	265	11	216	1.7	9.6	5	152	5	113	1.0	6.0	2	48	2	34	.4	1.9			
TOTAL	12	243	11	208	2.5	14.3	13	286	12	229	1.8	10.4	5	166	5	119	1.0	6.0	3	79	3	48	.5	2.9			
*WLKB	1	29	1	29	.7	1.3	1	33	1	33	.2	.9	1	15	1	15				8		8					
*WLKB FM	8	70	8	70	1.8	10.4	8	82	8	82	1.2	7.0	2	46	2	46	.4	2.4		34		16					
TOTAL	9	77	9	77	2.0	11.7	9	89	9	89	1.4	7.9	2	53	2	53	.4	2.4		34		16					
*WPK		11		11			2	30	2	30	.3	1.7	2	23	2	23	.4	2.4	3	38	3	38	.5	2.9			
*WPR	8	86	4	50	.9	5.2	18	199	14	124	2.1	12.2	22	201	16	122	3.2	19.0	57	427	30	213	5.4	28.6			
WBL	16	154	3	26	.7	3.9	19	204	3	26	.5	2.6	10	119	3	26	.6	3.6	3	59							
WDEA		12						12					1	24		3			4	103		7					
WDEA FM	2	53		17			5	106	1	40	.2	.9	4	102	1	40	.2	1.7	28	266	6	80	1.1	5.7			
TOTAL	2	53		17			5	106	1	40	.2	.9	5	106	1	40	.7	1.2	32	344	6	80	1.1	5.7			
WTOS	25	340	7	135	1.6	9.1	27	401	8	147	1.2	7.0	10	166	4	57	.8	4.8	3	81	1	19	.2	1.0			
METRO TOTALS			77	448	17.2		METRO TOTALS			115	649	17.3		METRO TOTALS			84	472	17.0		METRO TOTALS			105	515	19.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12+						MEN 18+						WOMEN 18+						ADULTS 18+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WALM	1	55	1	55	.1	.4	1	27	1	27	.2	1.0	1	28	1	28	.1	.8	1	55	1	55	.1	.4
*WELL	4	95	3	84	.2	1.2		27		27			4	68	3	57	.4	2.4	4	95	3	84	.2	1.3
*WBCH FM	1	57	1	41	.1	.4		26		22			1	31	1	19	.1	.8	1	57	1	41	.1	.4
WBCK	48	483	46	435	3.0	18.4	17	192	16	177	2.5	15.4	27	266	26	233	3.7	21.0	44	458	42	410	3.1	18.4
*WDFP	7	144	6	87	.4	2.4	1	47	1	18	.2	1.0	6	97	5	69	.7	4.0	7	144	6	87	.4	2.6
WKFR	68	835	20	317	1.3	8.0	23	302	6	114	.9	5.8	36	395	11	148	1.6	8.9	59	697	17	262	1.3	7.5
WKNR	16	299	16	284	1.0	6.4	4	93	4	84	.6	3.8	8	128	8	126	1.1	6.5	12	221	12	210	.9	5.3
*WWKQ	2	71	2	71	.1	.8	1	25	1	25	.2	1.0	1	35	1	35	.1	.8	2	60	2	60	.1	.9
WCUZ FM	6	87	6	87	.4	2.4	3	29	3	29	.5	2.9	2	29	2	29	.3	1.6	5	58	5	58	.4	2.2
WGRD FM	24	522	4	124	.3	1.6	9	176	1	37	.2	1.0	9	182	1	44	.1	.8	18	358	2	81	.1	.9
WIRM	4	101	4	69	.3	1.6	1	42	1	24	.2	1.0	7	50	2	36	.3	1.6	3	92	3	60	.2	1.3
WITL FM	5	45	5	45	.3	2.0	4	17	4	17	.6	3.8	1	28	1	28	.1	.8	5	45	5	45	.4	2.2
*WJFM	18	331	7	106	.5	2.8	6	110	1	22	.2	1.0	10	163	5	62	.7	4.0	16	273	6	84	.4	2.6
WJR	3	85	2	78	.1	.8	2	38	1	34	.2	1.0	1	31	1	28	.1	.8	3	69	2	62	.1	.9
WJXQ	28	316	26	287	1.7	10.4	15	116	13	94	2.0	12.5	9	131	9	128	1.3	7.3	24	247	22	222	1.6	9.6
WLAV	27	354	10	95	.7	4.0	16	170	7	39	1.1	6.7	6	92	2	27	.3	1.6	22	262	9	66	.7	3.9
WNWN	45	510	17	238	1.1	6.8	24	224	8	109	1.3	7.7	19	244	9	109	1.3	7.3	43	468	17	218	1.3	7.5
WOOD FM	42	579	25	351	1.6	10.0	19	253	8	151	1.3	7.7	23	281	17	175	2.4	13.7	42	534	25	326	1.9	11.0
WQLR	43	539	12	211	.8	4.8	16	199	7	77	1.1	6.7	24	286	4	105	.6	3.2	40	485	11	182	.8	4.8
WVIC FM	8	112	8	106	.5	3.2	6	49	6	49	.0	5.8	2	44	2	41	.3	1.6	8	93	8	90	.6	3.5
METRO TOTALS			250	1469	16.3		METRO TOTALS	104	596	16.4		METRO TOTALS	124	675	17.7		METRO TOTALS	228	1271	17.1				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WALM		15		15				24		24				17		17			1	40	1	40	.1	.9
*WELL	3	37	2	33	.4	1.8	3	50	2	46	.2	1.2	37		37			1	58	1	51	.1	.9	
*WBOH FM		5		5				29		23			29		23			1	52	1	36	.1	.9	
WBOC	4	51	4	48	.7	3.5	13	164	12	144	1.4	7.2	16	207	15	187	2.1	12.3	40	407	38	362	4.8	33.0
*WDFP	3	74	2	48	.4	1.8	6	108	5	71	.6	3.0	5	80	5	52	.7	4.1	4	70	4	39	.5	3.5
WKFR	50	518	14	171	2.6	12.4	59	656	17	231	2.0	10.2	30	359	10	131	1.4	8.2	9	179	3	91	.4	2.6
WKMP	7	131	7	124	1.3	6.2	17	204	12	193	1.4	7.2	8	145	8	134	1.1	6.6	5	90	5	86	.6	4.3
*WMMQ							2	38	2	38	.2	1.2	2	38	2	38	.3	1.6	2	60	2	60	.3	1.7
WCUZ FM	2	23	2	23	.4	1.8	5	52	5	52	.6	3.0	5	52	5	52	.7	4.1	3	35	3	35	.4	2.6
WGRD FM	14	280	2	51	.4	1.8	18	345	2	73	.2	1.2	11	186	2	49	.3	1.6	4	78		30		
WIBM	1	31	1	31	.2	.9	1	46	1	38	.1	.6		28		16			2	61	2	29	.3	1.7
WITL FM	3	20	3	20	.6	2.7	3	20	3	20	.3	1.8	4	18	4	18	.5	3.3	2	25	2	25	.3	1.7
*WJFM	15	228	6	64	1.1	5.3	16	260	6	71	.7	3.6	7	150	3	39	.4	2.5	1	45		20		
WJR		9		9			1	38		34			1	33		29			3	60	2	53	.3	1.7
WJXQ	23	199	21	177	3.9	18.6	24	729	22	204	2.6	13.2	5	92	5	81	.7	4.1	1	48	1	45	.1	.9
WLAJ	22	244	9	62	1.7	8.0	22	262	9	66	1.0	5.4	6	82	1	28	.1	.8		18		4		
WMMN	19	218	7	81	1.3	6.2	39	364	17	166	2.0	10.2	38	324	17	154	2.3	13.9	24	250	10	137	1.3	8.7
WOOD FM	9	96	7	72	1.3	6.2	23	274	15	173	1.7	9.0	25	319	16	201	2.2	13.1	33	438	18	254	2.3	15.7
WOLR	10	122	4	58	.7	3.5	28	318	8	116	.9	4.8	25	287	7	113	1.0	5.7	30	363	7	124	.9	6.1
WVTC FM	7	72	7	72	1.3	6.2	8	83	8	83	.9	4.8	5	59	5	59	.7	4.1	1	21	1	18	.1	.9
METRO TOTALS			113	532	20.8		METRO TOTALS	167	837	19.4		METRO TOTALS	122	695	16.8		METRO TOTALS	115	739	14.5				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WBKW	13	163	8	95	1.1	7.2	5	59	3	38	1.1	7.1	8	104	5	57	1.5	8.5	13	163	8	95	1.3	7.9
*WCJR	3	189	3	124	.4	2.7	2	71	2	46	.7	4.8	1	73	1	53	.3	1.7	3	144	3	99	.5	3.0
WCJR FM	48	480	19	216	2.7	17.1	19	192	4	76	1.4	9.5	15	181	8	86	2.4	13.6	34	373	12	162	2.0	11.9
TOTAL	51	669	22	260	3.1	19.8	21	235	6	103	2.1	14.3	16	217	9	114	2.7	15.3	37	452	15	217	2.4	14.9
WJLS	52	619	39	399	5.6	35.1	25	299	16	172	5.6	38.1	25	261	22	186	6.7	37.3	50	560	38	358	6.2	37.6
WWNP	26	403	14	248	7.0	12.6	10	177	5	92	1.8	11.5	13	164	7	112	2.1	11.9	23	341	12	204	2.0	11.9
WHAJ	3	82	2	43	.3	1.8	2	40	1	20	.4	2.4	1	37	1	23	.3	1.7	3	77	2	43	.3	2.0
WQBE	5	103	1	30	.1	.9	3	45		8			2	50	1	19	.3	1.7	5	95	1	27	.2	1.0
WTNJ	30	360	18	183	2.6	16.2	13	184	9	81	3.2	21.4	17	152	9	89	2.7	15.3	30	336	18	170	2.9	17.8
METRO TOTALS			111	675	15.8		METRO TOTALS		42	276	14.8		METRO TOTALS		59	317	17.9		METRO TOTALS		101	593	16.5	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WBWV		14		6			3	71	1	33	.3	1.8	5	81	3	44	1.0	6.7	13	149	8	89	2.0	12.3
*WCTR	3	59																						
WCTR FM	27	227	3	49	1.4	8.3	3	73	3	69	.9	5.4	2	83	2	58	.6	4.4	7	85	1	64	.2	1.5
TOTAL	30	247	14	98	5.3	30.6	30	283	12	127	3.4	21.4	10	150	4	88	1.3	8.9	7	146	1	98	.2	1.5
WJMS	8	108	6	119	2.9	16.7	21	246	14	164	4.0	25.0	22	270	15	183	4.8	33.3	42	452	32	291	7.9	49.2
WVNR	12	178	8	104	3.9	22.2	13	216	9	137	2.6	16.1	7	169	6	109	1.9	13.3	11	163	4	100	1.0	6.2
WHAJ	1	20		10			1	36		21			1	32		19			2	57	2	33	.5	3.1
WOME		14		7			2	60		17			2	61		15			5	81	1	20	.2	1.5
WTMJ	11	153	7	79	3.4	19.4	25	278	15	141	4.3	26.8	24	236	14	119	4.5	31.1	19	183	11	91	2.7	16.9
METRO TOTALS			36	203	17.4		METRO TOTALS		56	346	15.9		METRO TOTALS		45	305	14.4		METRO TOTALS		65	390	16.0	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KARI	1	44	1	44	.1	.6		18		18			1	22	1	22	.2	1.4	1	40	1	40	.1	.7
*KBFW	14	115	14	115	1.5	8.9	8	59	8	59	2.0	10.5	6	49	6	49	1.4	8.7	14	108	14	108	1.7	9.7
KGHI	25	320	25	320	2.7	15.9	9	128	9	128	2.3	11.8	16	181	16	181	3.9	23.2	25	309	25	309	3.1	17.2
KISM	18	121	18	121	2.0	11.5	16	74	16	74	4.1	21.1	2	35	2	35	.5	2.9	18	109	18	109	2.2	12.4
KNWR	24	239	24	239	2.6	15.3	10	77	10	77	2.5	13.2	7	90	7	90	1.7	10.1	17	167	17	167	2.1	11.7
*KOQT	2	72	2	72	.2	1.3		14		14			2	54	2	54	.5	2.9	2	68	2	68	.2	1.4
KPUG	9	211	9	211	1.0	5.7	4	70	4	70	1.0	5.3	3	103	3	103	.7	4.3	7	173	7	173	.9	4.8
CFMI	4	54	4	54	.4	2.5	2	25	2	25	.5	2.6	1	18	1	18	.2	1.4	3	43	3	43	.4	2.1
CHQM	6	56	6	56	.7	3.8	3	25	3	25	.8	3.9	3	31	3	31	.7	4.3	6	56	6	56	.7	4.1
CKWX	5	55	5	55	.5	3.2	2	19	2	19	.5	2.6	3	25	3	25	.7	4.3	5	44	5	44	.6	3.4
KING	3	108	3	108	.3	1.9	1	43	1	43	.3	1.3	2	61	2	61	.5	2.9	3	104	3	104	.4	2.1
KIRD	3	66	3	66	.3	1.9	2	32	2	32	.5	2.6	1	34	1	34	.2	1.4	3	66	3	66	.4	2.1
KOMD	3	80	3	80	.3	1.9	2	47	2	47	.5	2.6	1	33	1	33	.2	1.4	3	80	3	80	.4	2.1
KSEA	7	58	7	58	.8	4.5	3	25	3	25	.8	3.9	4	33	4	33	1.0	5.8	7	58	7	58	.9	4.8
METRO TOTALS			157	890	17.3		METRO TOTALS	76	379	19.3		METRO TOTALS	69	409	16.6		METRO TOTALS	145	788	17.9				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KPR1													8		8				1	40	1	40	.2	1.2
*KRFW	1	13	1	13	.3	1.6	8	63	8	63	1.6	8.2	10	77	10	77	2.7	15.9	13	95	13	95	2.9	15.9
KGMI	3	47	3	47	.8	4.8	5	105	5	105	1.0	5.1	9	128	9	128	2.4	14.3	22	262	22	262	4.9	26.8
KISM	17	81	17	81	4.7	27.0	18	106	18	106	3.5	18.4	2	49	2	49	.5	3.2	1	28	1	28	.2	1.2
KMWR	13	134	13	134	3.6	20.6	17	155	17	155	3.3	17.3	10	81	10	81	2.7	15.9	4	33	4	33	.9	4.9
*KDOT	2	32	2	32	.6	3.2	2	36	2	36	.4	2.0		28		28				36		36		
KPIUG	7	130	7	130	1.9	11.1	7	143	7	143	1.4	7.1	3	89	3	89	.8	4.8		43		43		
CFM1	1	26	1	26	.3	1.6	3	34	3	34	.6	3.1	2	12	2	12	.5	3.2	2	17	2	17	.4	2.4
CHQM	1	13	1	13	.3	1.6	2	22	2	22	.4	2.0	2	23	2	23	.5	3.2	5	43	5	43	1.1	6.1
CKWX	2	15	2	15	.6	3.2	5	28	5	28	1.0	5.1	3	26	3	26	.8	4.8	3	29	3	29	.7	3.7
*KING	2	68	2	68	.6	3.2	3	98	3	98	.6	3.1	2	60	2	60	.5	3.2	1	36	1	36	.2	1.2
KIRO		8		8				16		16				20		20			3	58	3	58	.7	3.7
KOND		18		18			2	30	2	30	.4	2.0	2	41	2	41	.5	3.2	3	62	3	62	.7	3.7
KSEA		3		3			4	20	4	20	.8	4.1	4	21	4	21	1.1	6.3	7	55	7	55	1.6	8.5
METRO TOTALS			63	348	17.5		METRO TOTALS		98	502	19.1		METRO TOTALS		63	360	16.9		METRO TOTALS		82	440	18.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KBND	10	206	9	173	1.7	11.0	2	88	2	69	.9	6.1	8	90	7	78	3.0	17.1	10	178	9	147	2.0	12.2
*KGRL	11	140	11	127	2.1	13.4	6	58	6	52	2.7	18.2	5	72	5	65	2.2	12.2	11	130	11	117	2.4	14.9
KICE	17	199	16	183	3.1	19.5	6	76	5	72	2.3	15.2	11	115	11	103	4.7	26.8	17	191	16	175	3.5	21.6
*KPRB	11	178	9	121	1.7	11.0	6	88	5	61	2.3	15.2	5	82	4	52	1.7	9.8	11	170	9	113	2.0	12.2
*KSBC	2	45	1	39	.2	1.2	1	14		11			17		16			1	31		27			
*KXIQ	24	244	19	188	3.6	23.2	8	79	6	57	2.7	18.2	8	86	7	73	3.0	17.1	16	165	13	130	2.9	17.6
KGON	4	38	3	27	.6	3.7	1	12	1	7	.5	3.0	1	8	1	4	.4	2.4	2	20	2	11	.4	2.7
KIJK	3	49	2	22	.4	2.4	1	16	1	8	.5	3.0	2	27	1	10	.4	2.4	3	43	2	18	.4	2.7
KPNW FM	1	25	1	25	.2	1.7	1	15	1	15	.5	3.0		10		10			1	25	1	25	.2	1.4
KUPL FM	2	38	2	35	.4	2.4	1	15	1	15	.5	3.0	1	20	1	20	.4	2.4	2	35	2	35	.4	2.7
METRO TOTALS			82	477	15.7		METRO TOTALS		33	196	14.9		METRO TOTALS		41	217	17.7		METRO TOTALS		74	413	16.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
**KBD	3	67	2	49	1.2	6.5	4	96	3	78	1.1	6.3	5	85	4	75	1.6	9.8	7	111	7	98	2.5	16.3
**KRL	4	54	4	45	2.4	12.9	9	83	9	70	3.3	18.8	9	81	9	68	3.7	22.0	7	76	7	72	2.5	16.3
KICE	6	70	5	61	2.9	16.1	10	118	9	104	3.3	18.8	9	109	9	97	3.7	22.0	11	121	11	114	3.9	25.6
**KPRB	5	63	3	38	1.8	9.7	8	107	6	76	2.2	12.5	8	106	6	72	2.4	14.6	6	107	6	75	2.1	14.0
**KSBC	1	12		8			1	25		21			1	22		18				19		19		
**KXEO	12	113	9	86	5.3	29.0	15	146	12	114	4.3	25.0	7	99	6	79	2.4	14.6	4	52	4	44	1.4	9.3
KGDN	2	20	2	11	1.2	6.5	2	20	2	11	.7	4.2		3										
KIJK	1	12		2			2	28	1	10	.4	2.1	3	32	2	13	.8	4.9	2	31	2	16	.7	4.7
KPNW FM		4		4				6		6				12		12			1	21	1	21	.4	2.3
KUPL FM		7		7				9		9				10		10			2	28	2	28	.7	4.7
METRO TOTALS			31	161	18.2		METRO TOTALS		48	258	17.4		METRO TOTALS		41	231	16.7		METRO TOTALS		43	252	15.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WGCM	14	248	14	248	.6	3.5	8	124	8	124	.7	4.5	6	109	6	109	.6	3.5	14	233	14	233	.7	4.0
WGUD	13	207	13	204	.5	3.3	6	86	6	86	.5	3.4	7	99	7	98	.7	4.0	13	185	13	184	.6	3.7
*WGUF	2	36	7	36	.1	.5	2	22	2	22	.2	1.1		14		14			2	36	2	36	.1	.6
WGUF FM	2	65	2	65	.1	.5	1	39	1	39	.1	.6		10		10			1	49	1	49		.3
*WJKX	8	92	8	92	.3	2.0		20		20			6	40	6	40	.6	3.5	6	60	6	60	.3	1.7
WKKY	9	127	9	127	.4	2.3		29		29			8	66	8	66	.8	4.6	8	95	8	95	.4	2.3
*WOSH	8	113	6	85	.2	1.5	2	52	2	45	.2	1.1	5	52	4	40	.4	2.3	7	104	6	85	.3	1.7
WPHO	12	135	12	135	.5	3.0	6	72	6	72	.5	3.4	6	63	6	63	.6	3.5	12	135	12	135	.6	3.4
*WPMP	5	69	5	69	.2	1.3	2	33	2	33	.2	1.1	3	36	3	36	.3	1.7	5	69	5	69	.2	1.4
WQID	97	1017	97	977	4.0	24.5	39	421	39	411	3.5	21.8	35	375	35	356	3.4	20.2	74	796	74	767	3.5	21.0
WRDA	20	285	20	285	.8	5.1	8	167	8	167	.7	4.5	12	118	12	118	1.2	6.9	20	285	20	285	.9	5.7
WTAM	18	211	18	211	.7	4.5	5	74	5	74	.5	2.8	10	97	10	97	1.0	5.8	15	171	15	171	.7	4.3
WVRI	56	686	55	664	2.3	13.9	28	321	28	316	2.5	15.6	27	320	26	307	2.6	15.0	55	641	54	623	2.5	15.3
*WXGR	15	83	15	83	.6	3.8	9	32	9	32	.8	5.0	6	48	6	48	.6	3.5	15	80	15	80	.7	4.3
WZKX	17	169	17	169	.7	4.3	13	102	13	102	1.2	7.3	3	36	3	36	.3	1.7	16	138	16	138	.8	4.5
WABB FM	7	183	5	152	.2	1.3	4	83	3	71	.3	1.7	1	50	1	44	.1	.6	5	133	4	115	.2	1.1
WAIL	13	161	13	161	.5	3.3	7	87	7	87	.6	3.9	4	50	4	50	.4	2.3	11	137	11	137	.5	3.1
WBLX	6	111	4	99	.2	1.0	2	39	2	36	.2	1.1	2	46	2	40	.2	1.2	4	85	4	76	.2	1.1
WKRQ	4	114	2	70	.1	.5		7					1	57		31			1	64		31		
WKSJ FM	10	144	5	93	.2	1.3	4	53	1	38	.1	.6	6	77	4	49	.4	2.3	10	130	5	87	.2	1.4
WNDE	4	81	4	76	.2	1.0	3	48	3	48	.3	1.7	1	28	1	25	.1	.6	4	76	4	73	.2	1.1
WNDE FM	7	105	7	100	.3	1.8	3	46	3	46	.3	1.7	1	36	1	34	.1	.6	4	82	4	80	.2	1.1
WRND	8	61	8	61	.3	2.0	5	35	5	35	.5	2.8	3	22	3	22	.3	1.7	8	57	8	57	.4	2.3
*WRPM FM	3	57	3	43	.1	.8	1	23	1	21	.1	.6	2	27	2	22	.2	1.2	3	50	3	43	.1	.9
*WSHO	6	59	6	59	.2	1.5	3	32	3	32	.3	1.7	3	27	3	27	.3	1.7	6	59	6	59	.3	1.7
WSMB	2	50	2	50	.1	.5	1	22	1	22	.1	.6	1	28	1	28	.1	.6	2	50	2	50	.1	.6
WTIX	16	454	16	451	.7	4.0	9	217	9	217	.8	5.0	6	180	6	180	.6	3.5	15	397	15	397	.7	4.3
WWL	8	242	8	239	.3	2.0	3	122	3	122	.3	1.7	5	116	5	113	.5	2.9	8	238	8	235	.4	2.3
METRO TOTALS			394	2336	16.3		METRO TOTALS	179	1063	16.2		METRO TOTALS	173	971	17.0		METRO TOTALS	352	2034	16.6				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
HGCM	6	100	6	100	.6	3.0	8	157	8	157	.5	2.9	5	114	5	114	.4	2.8	8	133	8	133	.7	5.2
HGND	5	58	5	68	.5	2.5	12	129	12	128	.8	4.4	10	135	10	134	.9	5.7	8	117	8	116	.7	5.2
*HGF							1	18	1	18	.1	.4	2	36	2	36	.7	1.1	2	36	2	36	.2	1.3
HGF FM		37		37				37		37			1	25	1	25	.1	.6	1	12	1	12	.1	.7
*HJX	4	44	4	44	.4	2.0	5	56	5	56	.3	1.8	2	23	2	23	.2	1.1	2	16	2	16	.2	1.3
HKEY	6	50	6	50	.6	3.0	8	81	8	81	.5	2.9	2	56	2	56	.2	1.1	2	45	2	45	.2	1.3
*HDSH	5	41	4	38	.4	2.0	5	71	4	62	.3	1.5	5	72	4	62	.3	2.3	2	63	2	47	.2	1.3
HPO	5	45	5	45	.5	2.5	7	80	7	80	.5	2.6	7	79	7	79	.6	4.0	7	90	7	90	.7	4.6
*HPP		9		9				14		14				17		17			5	60	5	60	.5	3.3
HQD	57	596	57	577	5.4	28.6	72	745	72	719	4.7	26.4	38	446	38	434	3.3	21.6	17	200	17	190	1.6	11.1
HROA	2	99	2	99	.2	1.0	7	170	7	170	.5	2.6	7	110	7	110	.6	4.0	18	186	18	186	1.7	11.8
H TAM	7	86	7	86	.7	3.5	10	118	10	118	.6	3.7	9	72	9	72	.8	5.1	8	85	8	85	.7	5.2
HVI	25	309	25	300	2.4	12.6	43	495	42	485	2.7	15.4	39	417	38	408	3.3	21.6	30	332	29	323	2.7	19.0
*HXR	8	46	8	46	.8	4.0	11	61	11	61	.7	4.0	9	47	9	47	.8	5.1	7	34	7	34	.7	4.6
HZX	16	131	16	131	1.5	8.0	16	138	16	138	1.0	5.9	7	60	7	60	.6	4.0		7		7		
HAB FM	4	99	3	87	.3	1.5	5	121	4	106	.3	1.5	2	78	2	72	.7	1.1	1	34	1	28	.1	.7
HATL	11	105	11	105	1.0	5.5	11	110	11	110	.7	4.0	1	34	1	34	.1	.6		32		32		
HBEK	4	73	4	68	.4	2.0	4	78	4	72	.3	1.5	1	24	1	23	.1	.6		12		8		
HKRG	1	33		13			1	53		27				32		21				31		18		
HKSJ FM	6	61	3	42	.3	1.5	9	120	5	87	.3	1.8	9	115	4	81	.3	2.3	4	69	2	45	.2	1.3
HND	3	48	3	46	.3	1.5	3	60	3	57	.2	1.1	1	25	1	24	.1	.6	1	28	1	27	.1	.7
HND FM	4	49	4	49	.4	2.0	4	70	4	68	.3	1.5		40		38				33		31		
HRO	7	39	7	39	.7	3.5	8	46	8	46	.5	2.9	4	33	4	33	.3	2.3	1	18	1	18	.1	.7
*HRR FM							2	21	2	17	.1	.7	2	25	2	21	.2	1.1	3	50	3	43	.3	2.0
*HSH		6		6			1	13	1	13	.1	.4	2	28	2	28	.2	1.1	4	53	6	53	.6	3.9
HSPB								14		14			1	22	1	22	.1	.6	2	50	2	50	.2	1.3
H TX	14	291	14	291	1.3	7.0	15	355	15	355	1.0	5.5	5	187	5	187	.4	2.8	1	106	1	106	.1	.7
HWL		35		35			3	82	3	81	.2	1.1	4	98	4	97	.3	2.3	8	203	8	200	.7	5.2
METRO TOTALS			199	1052	18.9		METRO TOTALS	273	1511	17.7		METRO TOTALS	176	1120	15.2		METRO TOTALS	153	982	14.3				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KBHR	64	479	37	236	5.7	32.7	38	232	21	105	7.9	42.9	26	201	16	109	5.4	29.6	64	433	37	214	6.6	35.9
KBOH	8	213	8	161	1.2	7.1	4	95	4	80	1.5	8.2	4	86	4	62	1.4	7.4	8	181	8	142	1.4	7.8
KFYR	113	1554	33	415	5.1	29.2	44	626	12	161	4.5	24.5	42	600	16	189	5.4	29.6	86	1226	28	350	5.0	27.2
*KNDR	4	69	4	67	.6	3.5	1	30	1	30	.4	2.0	3	36	3	34	1.0	5.6	4	66	4	64	.7	3.9
KQDY	15	234	8	147	1.2	7.1	6	106	4	61	1.5	8.2	8	95	4	64	1.4	7.4	14	201	8	125	1.4	7.8
KYYY	28	360	18	212	2.8	15.9	9	98	4	60	1.5	8.2	11	123	9	80	3.1	16.7	20	221	13	140	2.3	12.6
KSJB	47	541	2	48	.3	1.8	19	268	1	22	.4	2.0	27	257	1	23	.3	1.9	46	525	2	45	.4	1.9
METRO TOTALS			113	644	17.4		METRO TOTALS		49	263	18.4		METRO TOTALS		54	292	18.3		METRO TOTALS		103	555	18.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KBHR	14	111	7	50	3.0	17.1	38	249	19	117	5.1	28.8	43	241	27	120	8.7	45.0	50	322	30	164	9.2	48.4
KBDM	2	68	2	57	.8	4.9	4	105	4	89	1.1	6.1	4	81	4	76	1.3	6.7	6	113	6	85	1.8	9.7
KFYR	45	582	12	167	5.1	29.3	70	872	19	246	5.1	28.8	53	689	15	206	4.9	25.0	41	644	16	183	4.9	25.8
*KNDR		6		6			1	24	1	24	.3	1.5	1	20	1	20	.3	1.7	4	60	4	58	1.2	6.5
KQDY	10	111	7	68	3.0	17.1	14	146	8	92	2.2	12.1	9	121	5	88	1.6	8.3	4	90	1	57	.3	1.6
KYYY	16	166	12	120	5.1	29.3	18	203	13	138	3.5	19.7	10	128	6	78	1.9	10.0	4	55	1	20	.3	1.6
KSJB	7	114					19	226	1	9	.3	1.5	25	239	1	9	.3	1.7	39	411	2	45	.6	3.2
METRO TOTALS			41	233	17.3		METRO TOTALS	66	368	17.7		METRO TOTALS	60	309	19.4		METRO TOTALS	62	322	19.1				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KADE	10	150	10	150	.6	3.9	4	83	4	83	.6	3.5	4	67	6	67	.8	4.9	10	150	10	150	.7	4.2
KBCD	22	258	22	258	1.4	8.8	13	141	13	141	1.8	11.3	9	117	9	117	1.2	7.4	22	258	22	258	1.5	9.3
*KBOL	5	171	5	171	.3	2.0	2	61	2	61	.3	1.7	3	99	3	99	.4	2.5	5	160	5	160	.3	2.1
*KBVL	4	83	4	83	.2	1.6	2	50	2	50	.3	1.7	2	33	2	33	.3	1.6	4	83	4	83	.3	1.7
*KLND	6	78	4	78	.4	2.4		25		25			4	41	5	41	.8	4.9	6	66	6	66	.4	2.5
KADX	2	54	2	54	.1	.8	2	25	2	25	.3	1.7		29		29			2	54	2	54	.1	.8
KAZY	13	298	13	298	.8	5.1	7	146	7	146	1.0	6.1	3	88	3	88	.4	2.5	10	234	10	234	.7	4.2
KRPI	32	394	32	394	2.0	12.5	17	194	17	194	2.4	14.8	7	125	7	125	1.0	5.7	24	319	24	319	1.7	10.1
KEZW	10	98	10	98	.6	3.9	5	36	5	36	.7	4.3	5	62	5	62	.7	4.1	10	98	10	98	.7	4.2
KHOW	8	209	8	209	.5	3.1	4	95	4	95	.6	3.5	4	97	4	97	.5	3.3	8	192	8	192	.6	3.4
KHOW FM	4	119	4	119	.2	1.6	2	64	2	64	.3	1.7	2	55	2	55	.3	1.5	4	119	4	119	.3	1.7
KIMN	12	371	12	371	.7	4.7	7	169	7	169	1.0	6.1	4	179	4	179	.5	3.3	11	348	11	348	.8	4.6
KLIR	9	195	9	195	.6	3.5	2	72	2	72	.3	1.7	7	105	7	105	1.0	5.7	9	177	9	177	.6	3.8
KLZ	21	277	21	227	1.3	8.2	13	90	13	90	1.8	11.3	8	120	8	120	1.1	6.6	21	210	21	210	1.5	8.9
KOA	13	235	13	235	.8	5.1	6	124	6	124	.8	5.2	7	100	7	100	1.0	5.7	13	224	13	224	.9	5.5
KOAO	18	300	18	300	1.1	7.1	3	64	3	64	.4	2.6	10	149	10	149	1.4	8.2	13	213	13	213	.9	5.5
KOSI	20	255	20	255	1.2	7.8	7	93	7	93	1.0	6.1	13	150	13	150	1.8	10.7	20	243	20	243	1.4	8.4
KVOD	6	120	6	120	.4	2.4	1	48	1	48	.1	.9	5	66	5	66	.7	4.1	6	114	6	114	.4	2.5
KY6D	11	199	11	199	.7	4.3	7	112	7	112	1.0	6.1	4	87	4	87	.5	3.3	11	199	11	199	.8	4.6
METRO TOTALS			255	1538	1.8		METRO TOTALS		115	691	16.0		METRO TOTALS		122	698	16.7		METRO TOTALS	737	1389	15.4		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KADK	7	134	7	134	.9	5.3	10	146	10	146	.9	5.3	8	78	8	78	1.0	5.7	3	16	3	16	.5	2.9
KKCO	21	234	21	234	2.7	15.8	22	254	22	254	2.0	11.8	18	191	18	191	2.3	12.9	1	24	1	24	.2	1.0
*KBBI	1	30	1	30	.1	.8	3	80	3	80	.3	1.6	3	71	3	71	.4	2.1	4	130	4	130	.6	3.8
*KBVL	4	4		4			2	44	2	44	.2	1.1	4	65	4	65	.5	2.9	4	79	4	79	.6	3.8
*KLNQ							3	29	3	29	.3	1.6	3	36	3	36	.4	2.1	6	66	6	66	.9	5.8
KADK	2	37	2	37	.3	1.5	2	49	2	49	.2	1.1	2	45	2	45	.3	1.4		17		17		
KAZY	10	225	10	225	1.3	7.5	10	234	10	234	.9	5.3	3	84	3	84	.4	2.1		9		9		
KBPT	23	297	23	297	2.9	17.3	24	311	24	311	2.2	12.8	8	130	8	130	1.0	5.7	1	22	1	22	.2	1.0
KBVM	8			8			3	43	3	43	.3	1.6	9	64	9	64	1.1	6.4	10	90	10	90	1.5	9.6
KHDW	6	126	6	126	.8	4.5	8	179	8	179	.7	4.3	5	125	5	125	.6	3.6	2	66	2	66	.3	1.9
KHDW FM	4	102	4	102	.5	3.0	4	119	4	119	.4	2.1	2	51	2	51	.3	1.4		17		17		
KIMN	9	262	9	262	1.1	6.8	11	336	11	336	1.0	5.9	4	173	4	173	.5	2.9	2	86	2	86	.3	1.9
KLIR	2	38	2	38	.3	1.5	4	77	4	77	.4	2.1	3	66	3	66	.4	2.1	7	139	7	139	1.1	6.7
KLZ	8	92	8	92	1.0	6.0	17	166	17	166	1.5	9.1	14	128	15	128	2.0	11.4	13	118	13	118	2.0	12.5
KOA	1	52	1	52	.1	.8	4	106	4	106	.4	2.1	6	111	6	111	.8	4.3	12	172	12	172	1.8	11.5
KQAD	13	194	13	194	1.6	9.8	13	203	13	203	1.2	7.0	6	89	6	89	.8	4.3		19		19		
KPSI	7	64	7	64	.9	5.3	14	151	14	151	1.3	7.5	9	133	9	133	1.1	6.4	13	179	13	179	2.0	12.5
KVDD	1	23	1	23	.1	.8	3	62	3	62	.3	1.6	5	87	5	87	.6	3.6	5	91	5	91	.8	4.8
KYSO	6	123	6	123	.8	4.5	11	190	11	190	1.0	5.9	10	132	10	132	1.3	7.1	5	76	5	76	.8	4.8
METRO TOTALS			133	766	16.8		METRO TOTALS	187	1099	17.0		METRO TOTALS	140	754	17.8		METRO TOTALS	104	623	15.9				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUMU PERS. (00)	AVG. PERS. (00)	CUMU PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMU PERS. (00)	AVG. PERS. (00)	CUMU PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMU PERS. (00)	AVG. PERS. (00)	CUMU PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMU PERS. (00)	AVG. PERS. (00)	CUMU PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KBMN	7	182	7	177	1.9	13.7	3	77	3	74	1.8	15.0	3	84	3	82	1.9	10.7	6	161	6	156	1.8	12.5
KBOZ	15	259	12	199	3.3	23.5	6	104	4	78	2.3	20.0	8	126	7	98	4.4	25.0	14	230	11	176	3.3	22.9
KBZN	10	115	7	90	1.9	13.7	5	53	3	42	1.8	15.0	5	49	4	38	2.5	14.3	10	102	7	80	2.1	14.6
*KGVW	5	49	5	40	1.4	9.8	1	19	1	16	.6	5.0	4	28	4	22	2.5	14.3	5	47	5	38	1.5	10.4
KMZK	2	41	2	37	.5	3.9		12		12			2	27	2	23	1.3	7.1	2	39	2	35	.6	4.2
KXXL	8	114	8	107	2.2	15.7	4	50	4	47	2.3	20.0	4	58	4	54	2.5	14.3	8	108	8	101	2.4	16.7
KQUY	4	76	2	59	.5	3.9	2	39	1	31	.6	5.0	1	21		17			3	60	1	48	.3	2.1
*KYBS	3	78	2	37	.5	3.9	1	28	1	16	.6	5.0	1	36	1	20	.6	3.6	2	64	2	36	.6	4.2
METRO TOTALS			51	352	13.9		METRO TOTALS	20	160	11.7		METRO TOTALS	28	157	17.6		METRO TOTALS	48	317	14.5				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*BNN	1	63	1	61	.5	4.0	2	91	2	89	.8	5.9	3	70	3	68	2.0	13.6	5	98	5	95	3.4	21.7
*BCZ	9	144	8	115	4.3	32.0	12	188	10	145	4.1	29.4	7	121	6	85	4.1	27.3	5	86	3	61	2.1	13.0
*BZN	4	54	4	50	2.2	16.0	6	80	6	67	2.5	17.6	4	55	4	42	2.7	18.2	6	48	3	30	2.1	13.0
*KGVW	1	10	1	9	.5	4.0	3	19	3	18	1.2	8.8	3	18	3	15	2.0	13.6	4	37	4	29	2.7	17.4
*KMK		3		3				12		11				15		14			2	36	2	32	1.4	8.7
*KXNL	3	56	3	55	1.6	12.0	4	77	4	76	1.6	11.8	3	51	3	50	2.0	13.6	5	52	5	46	3.4	21.7
*KDUY	3	57	1	47	.5	4.0	3	58	1	48	.4	2.9		7		4			3			1		
*KYBS	2	41	2	33	1.1	8.0	2	52	2	35	.8	5.9	1	22	1	10	.7	4.5		23		3		
METRO TOTALS			25	177	13.6		METRO TOTALS		34	233	14.0		METRO TOTALS		22	139	14.9		METRO TOTALS		23	140	15.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WDDT	4	200	3	193	.3	2.0	1	64	1	64	.2	1.5	3	97	2	90	.5	2.9	4	161	3	154	.4	2.2
WEZF	46	540	16	211	1.7	10.5	15	199	6	96	1.5	9.2	31	314	10	110	2.3	14.5	46	513	16	206	1.9	11.9
WJDY	14	304	12	278	1.2	7.9	8	142	7	129	1.7	10.8	6	137	5	126	1.2	7.2	14	279	12	255	1.4	9.0
WQCP	47	731	36	411	3.7	23.7	17	244	15	158	3.7	23.1	18	307	12	153	2.8	17.4	35	551	27	311	3.2	20.1
WVHT	26	534	18	345	1.9	11.8	12	244	8	149	2.0	12.3	13	230	9	164	2.1	13.0	25	474	17	313	2.0	12.7
CHOM	31	370	9	141	.9	5.9	19	161	3	46	.7	4.6	4	94	2	51	.5	2.9	23	255	5	97	.6	3.7
*MGFB	25	483	8	198	.8	5.3	5	159	1	77	.2	1.5	12	156	4	65	.9	5.8	17	315	5	142	.6	3.7
*WKDR	65	462	26	173	2.7	17.1	35	221	14	74	3.4	21.5	29	203	11	82	2.5	15.9	64	424	25	156	3.0	18.7
WLFF	37	335	6	62	.6	3.9	20	166	2	25	.5	3.1	15	148	4	35	.9	5.8	35	314	6	60	.7	4.5
METRO TOTALS			152	893	15.8		METRO TOTALS		65	376	15.9		METRO TOTALS		69	398	15.9		METRO TOTALS		134	774	15.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WDT	4	110	3	103	.7	4.2	4	138	3	131	.5	3.1	3	105	2	98	.4	2.8		51		51		
WEEF	11	131	4	70	.9	5.6	25	272	8	127	1.3	8.3	24	260	10	122	2.2	13.9	35	382	12	136	3.1	19.4
WJZY	4	120	4	119	.9	5.6	7	175	7	174	1.1	7.3	8	146	7	135	1.5	9.7	10	159	8	136	2.1	12.9
WOCR	29	421	23	225	5.1	31.9	34	512	26	274	4.1	27.1	16	281	12	142	2.7	16.7	6	130	4	86	1.0	6.5
WVMT	11	226	10	175	2.2	13.9	21	351	14	236	2.2	14.6	17	301	10	179	2.2	13.9	14	248	7	138	1.8	11.3
CHOM	23	235	5	86	1.1	6.9	23	251	5	95	.8	5.2	8	116	2	40	.4	2.8		20		11		
*WGB	14	239	5	118	1.1	6.9	16	301	5	133	.8	5.2	5	135	1	53	.2	1.4	3	76		24		
*WKOR	16	139	8	70	1.8	11.1	30	261	13	113	2.1	13.5	44	279	16	89	3.5	22.2	48	285	17	86	4.4	27.4
WEEF	9	120	1	16	.2	1.4	19	236	3	38	.5	3.1	29	225	3	33	.7	4.2	26	194	5	44	1.3	8.1
METRO TOTALS			72	406	15.9		METRO TOTALS		96	580	15.2		METRO TOTALS		72	425	15.9		METRO TOTALS		62	368	15.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*CTP	15	212	13	183	1.0	6.9	6	82	6	73	1.2	7.2	9	102	7	95	1.2	7.4	15	184	13	158	1.2	7.3
WCOB	19	279	18	261	1.4	9.5	7	108	7	101	1.4	8.4	11	126	10	127	1.6	10.6	18	244	17	228	1.5	9.6
*WKZF	5	55	5	55	.4	2.6	2	26	2	26	.4	2.4	3	29	3	26	.5	2.2	5	55	5	55	.4	2.8
WKZF FM	14	294	13	274	1.0	6.9	6	127	5	118	1.0	6.0	6	110	6	100	1.0	6.4	12	237	11	218	1.0	6.2
*WPCR	19	294	16	255	1.3	8.5	8	115	6	92	1.2	7.2	11	171	10	155	1.6	10.5	19	286	16	247	1.4	9.0
*WSDX	17	217	16	203	1.3	8.5	7	97	7	90	1.4	8.4	10	112	9	105	1.5	9.6	17	209	16	195	1.4	9.0
WOPC	31	334	27	316	2.1	14.3	12	135	12	124	2.3	14.5	19	192	15	185	2.5	16.0	31	327	27	309	2.4	15.3
WRCN	7	77	7	66	.5	3.7	5	45	5	40	1.0	6.0	2	24	2	19	.3	2.1	7	69	7	59	.6	4.0
WRZ	6	148	4	145	.5	3.2	2	72	2	70	.4	2.4	4	75	4	76	.7	4.3	6	148	5	146	.5	3.4
WCOZ	12	184	12	171	.9	6.3	5	71	5	64	1.0	6.0	3	52	3	48	.5	3.2	8	124	8	112	.7	4.5
WEET	10	145	10	129	.8	5.3	5	80	5	78	1.0	6.0	5	52	5	58	.8	5.3	10	142	10	136	.9	5.6
WEET FM	2	40	2	38	.2	1.1	1	24	1	24	.2	1.2	1	16	1	14	.2	1.1	2	40	2	38	.2	1.1
WHCH	3	150	3	138	.2	1.6	1	68	1	63	.2	1.2	2	74	2	67	.3	2.1	3	142	3	130	.3	1.7
WITS	1	54	1	52	.1	.5	1	24	1	22	.2	1.2		30		28			1	54	1	50	.1	.6
WJTB	1	58	1	58	.1	.5		23		23			1	35	1	35	.2	1.1	1	58	1	58	.1	.6
WMYS	6	114	6	105	.5	3.2	2	41	2	36	.4	2.4	3	48	3	43	.5	2.2	5	89	5	79	.4	2.8
WNPC	2	45	1	42	.1	.5	1	19		16				14		14			1	33		30		
WPLM	1	42	1	42	.1	.5	1	20	1	20	.2	1.2		22		22			1	42	1	42	.1	.6
WPLM FM	1	103	-1	85				71		58			1	29		25			1	100		83		
TOTAL	2	141	1	124	.1	.5	1	91	1	78	.2	1.2	1	47		43			2	138	1	121	.1	.6
WPRD FM	5	123	4	119	.3	2.1	2	33	2	31	.4	2.4		20		29			2	63	2	60	.2	1.1
WRKO	6	144	6	148	.5	3.2	3	63	3	54	.6	3.6	3	80	3	80	.5	3.2	6	143	6	134	.5	3.4
METRO TOTALS			199	1207	14.8				83	488	16.0				94	579	15.5				177	1067	15.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WE18	4	63	2	45	.9	4.8	11	140	9	120	1.5	9.1	12	151	10	131	1.9	12.0	11	121	10	113	1.2	8.8
WC00	14	159	12	156	2.5	20.6	17	210	16	194	2.7	16.2	13	145	12	134	2.3	14.5	4	75	4	72	.5	3.5
*WK75		8		8			1	19	1	19	.2	1.0	1	23	1	23	.2	1.2	5	47	5	47	.7	4.4
WK75 FM	8	159	7	145	1.9	11.1	11	201	10	183	1.7	10.1	7	128	6	114	1.1	7.2	4	78	4	73	.5	3.5
*WPC8	5	70	4	62	1.1	5.3	9	142	8	122	1.3	8.1	6	117	4	102	1.1	7.2	14	216	12	185	1.6	10.5
*WSD9	1	27	1	25	.3	1.6	3	41	3	38	.5	3.0	5	61	4	55	.9	4.8	16	182	15	170	2.0	13.2
WOP2	1	30	1	30	.3	1.6	8	102	5	99	1.0	6.1	11	137	9	134	1.7	10.9	30	297	26	279	3.4	22.8
WPC4	7	62	7	52	1.9	11.1	7	69	7	59	1.2	7.1	5	47	5	37	1.0	6.0		7		7		
WR7		27		25			2	73	2	71	.3	2.0	2	62	2	62	.4	2.4	6	121	6	121	.8	5.3
WCO7	8	101	8	90	2.2	12.7	8	111	8	99	1.3	8.1	4	57	4	50	.9	4.8		23		22		
WEE7	1	16	1	14	.3	1.4	2	30	2	28	.3	2.0	2	26	2	23	.4	2.4	9	126	9	122	1.2	7.9
WEE7 FM	1	16	1	16	.3	1.6	2	30	2	30	.3	2.0	2	34	2	32	.4	2.4	1	24	1	22	.1	.9
WHD4	2	51	2	49	.6	3.2	2	87	2	85	.3	2.0	3	76	3	73	.5	3.6	1	91	1	81	.1	.9
WIT5		6		4			1	12	1	10	.2	1.0	1	14	1	14	.2	1.2	1	48	1	46	.1	.9
WJ18								12		12				16		16			1	58	1	58	.1	.9
WNY5	5	42	5	56	1.4	7.9	5	76	5	70	.8	5.1	3	61	3	55	.6	2.4		27		23		
WNR5	1	25		22			1	27		24			1	17		14				8		8		
WPL8								6		6				6		5			1	42	1	42	.1	.9
WPL8 FM		16		14				30		28				31		29			1	84		69		
TOTAL		16		14				36		34				37		25			2	122	1	107	.1	.9
WPR7 FM	1	31	1	31	.3	1.6	2	55	2	52	.3	2.0	2	39	2	35	.4	2.4	1	32	1	29	.1	.9
WPK0	4	88	4	81	1.1	6.3	5	120	5	111	.8	5.1	2	90	2	75	.4	2.4	2	55	2	53	.3	1.8
METRO TOTALS			63	147	17.5		METRO TOTALS		99	573	16.7		METRO TOTALS		81	504	15.9		METRO TOTALS		114	720	14.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KATI	31	320	31	311	5.2	34.4	12	112	12	107	4.8	34.3	9	132	9	128	3.4	21.4	21	244	21	235	4.1	27.3
KAWY	15	211	10	143	1.7	11.1	6	76	3	51	1.2	8.6	9	98	7	83	2.7	16.7	15	174	10	134	2.0	13.0
KTND	33	527	22	296	3.7	24.4	12	250	9	134	3.6	25.7	18	226	12	136	4.6	28.6	30	476	21	270	4.1	27.3
KVOC	24	331	23	283	3.9	25.6	9	138	8	113	3.2	22.9	13	163	13	140	5.0	31.0	22	301	21	253	4.1	27.3
METRO TOTALS			90	527	15.2		METRO TOTALS		35	212	14.1		METRO TOTALS		42	239	16.0		METRO TOTALS		77	451	15.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KATL	15	151	15	142	6.9	38.5	20	221	20	212	5.6	32.8	12	140	12	131	4.0	24.0	6	93	6	93	2.0	15.8
KAWY	8	99	6	78	2.8	15.4	14	155	9	115	2.5	14.8	11	111	6	71	2.0	12.0	7	75	4	56	1.4	10.5
KTWD	10	174	9	108	4.1	23.1	18	288	13	183	3.6	21.3	18	262	13	188	4.3	26.0	20	302	12	162	4.1	31.6
KVDC	6	95	6	86	2.8	15.4	17	219	16	181	4.4	26.2	18	207	17	169	5.7	34.0	16	206	15	167	5.1	39.5
METRO TOTALS			39	208	18.0		METRO TOTALS	61	334	16.9		METRO TOTALS	90	270	16.7		METRO TOTALS	38	243	12.9				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WCCR	10	155	9	140	.6	3.9	8	85	7	75	1.1	6.3	2	62	2	57	.3	1.9	10	147	9	132	.7	4.1
WOWS	32	432	30	389	2.1	12.9	15	207	15	190	2.3	13.5	17	202	15	175	2.5	14.2	32	409	30	365	2.4	13.8
WOWS FM	26	366	24	287	1.7	10.3	11	152	11	123	1.7	9.9	15	210	13	164	2.2	12.3	26	362	24	287	1.9	11.1
WKID	30	376	29	373	2.1	12.5	16	206	16	206	2.4	14.4	13	155	12	152	2.0	11.3	29	361	28	358	2.2	12.9
WLRW	47	549	41	451	2.9	17.7	16	207	14	163	2.1	12.6	22	243	19	204	3.2	17.9	38	450	33	367	2.6	15.2
WPGU	12	222	12	219	.9	5.2	9	162	9	162	1.4	8.1	3	56	3	53	.5	2.8	12	218	12	215	.9	5.5
*WRTL	9	101	4	59	.3	1.7	2	39	1	26	.2	.9	7	52	3	29	.5	2.8	9	91	4	55	.3	1.8
WRTL FM	10	178	7	107	.5	3.0	4	74	2	46	.3	1.8	6	89	5	52	.8	4.7	10	163	7	98	.6	3.2
WACF	2	64	1	42	.1	.4	1	41	1	23	.2	.9	1	23		19			2	64	1	42	.1	.5
WRBM	3	107	2	75	.1	.9	1	67		45			2	40	2	30	.3	1.9	3	107	2	75	.2	.9
WGN	3	118	1	64	.1	.4		71		41			3	47	1	23	.2	.9	3	118	1	64	.1	.5
*WIAI	11	227	9	187	.6	3.9	6	119	5	96	.8	4.5	4	95	3	83	.5	2.8	10	214	8	179	.6	3.7
WLS	22	451	10	264	.7	4.3	5	142	2	68	.3	1.8	4	196	4	129	.7	3.8	13	338	6	197	.5	2.8
WMAQ	20	419	11	235	.8	4.7	11	185	5	91	.8	4.5	8	175	6	112	1.0	5.7	19	360	11	203	.9	5.1
METRO TOTALS			232	1315	16.6		METRO TOTALS		111	601	16.7		METRO TOTALS		106	591	17.6		METRO TOTALS		217	1192	17.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WCCF	5	57	5	57	.6	3.7	9	106	9	99	.9	5.1	10	88	9	77	1.5	8.3	5	90	4	75	.8	4.9
WCWS	10	123	10	112	1.3	7.4	16	205	16	192	1.6	9.0	15	200	14	181	2.4	13.0	22	286	20	253	4.2	24.4
WOWS FM	6	137	6	115	.8	4.4	18	220	18	191	1.8	10.2	16	189	16	163	2.8	14.8	20	225	18	172	3.8	22.0
WKIC	28	334	28	334	3.5	20.7	29	351	28	348	2.8	15.8	10	143	9	140	1.5	8.3	1	27		24		
WLSM	36	370	32	311	4.0	23.7	37	420	32	341	3.2	18.1	9	168	7	123	1.2	6.5	2	80	1	56	.2	1.2
WPGU	12	205	12	205	1.5	8.9	12	212	17	209	1.2	6.8	4	82	4	79	.7	3.7		13		10		
*WRTL	1	14		3			3	33	2	22	.2	1.1	5	41	3	28	.5	2.8	8	77	4	52	.8	4.9
WRTL FM	2	40	1	19	.1	.7	6	86	5	55	.5	2.8	5	78	4	56	.7	3.7	8	123	6	79	1.3	7.3
WACF		21		14			1	34		23			2	45	1	35	.2	.9	2	43	1	28	.2	1.2
WBBM		34		21				59		46			1	65	1	52	.2	.9	3	73	2	54	.4	2.4
WGN		53		40			1	67	1	44	.1	.6	1	46	1	19	.2	.9	3	65	1	24	.2	1.2
*WIAI	6	96	6	89	.8	4.4	9	155	8	134	.8	4.5	8	118	7	93	1.2	6.5	4	118	2	90	.4	2.4
WLS	8	227	3	137	.4	2.2	13	308	6	179	.6	3.4	9	189	5	95	.9	4.6	5	111	3	60	.6	3.7
WMAO	8	178	6	108	.8	4.4	15	289	9	169	.9	5.1	14	249	8	134	1.4	7.4	11	182	5	95	1.1	6.1
METRO TOTALS			135	734	17.0		METRO TOTALS		177	939	17.6		METRO TOTALS		108	553	18.6		METRO TOTALS		82	458	17.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WCHV	39	498	34	398	4.1	26.4	17	213	15	162	3.9	24.6	19	231	17	197	4.7	29.8	36	444	32	359	4.3	27.1
WINA	24	402	16	306	1.9	12.4	12	203	6	146	1.6	9.8	12	187	10	151	2.8	17.5	24	390	16	297	2.2	13.6
WOMC	10	164	7	128	.8	5.4	6	96	4	76	1.0	6.6	4	68	3	52	.8	5.3	10	164	7	128	.9	5.9
*WPED	16	155	12	113	1.5	9.3	8	66	8	50	2.1	13.1	8	85	4	59	1.1	7.0	16	151	12	109	1.6	10.2
WCHZ	8	86	5	67	.6	3.9	2	36	2	28	.5	3.3	6	46	3	35	.8	5.3	8	82	5	63	.7	4.2
TOTAL	24	204	17	151	2.1	13.2	10	82	10	63	2.6	16.4	14	114	7	80	1.9	12.3	24	196	17	143	2.3	14.4
WUVA	7	217	4	159	.5	3.1	2	100	1	83	.3	1.6	3	74	2	46	.6	3.5	5	174	3	129	.4	2.5
WVVV	22	284	18	242	2.2	14.0	12	145	10	131	2.6	16.4	2	61	1	51	.3	1.8	14	206	11	182	1.5	9.3
WXAM	13	244	11	233	1.3	8.5	5	102	4	93	1.0	6.6	8	108	7	106	1.9	12.3	13	210	11	199	1.5	9.3
WJJS	10	87	6	55	.7	4.7	4	28	2	20	.5	3.3	4	33	3	18	.8	5.3	8	61	5	38	.7	4.2
METRO TOTALS			129	787	15.7		METRO TOTALS		61	355	16.0		METRO TOTALS		57	351	15.8		METRO TOTALS		118	706	15.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		
WCHV	18	233	16	188	4.3	31.4	24	320	22	264	4.2	26.8	18	232	16	189	4.4	25.8	18	211	16	171	4.3	23.9		
WTNA	7	144	4	115	1.1	7.8	10	204	6	162	1.2	7.3	10	168	6	126	1.6	9.7	17	246	12	182	3.2	17.9		
WQMC	1	37	1	33	.3	2.0	3	83	3	75	.6	3.7	4	79	4	66	1.1	6.5	9	127	6	95	1.6	9.0		
*WPED	4	36		8			9	90	5	57	1.0	6.1	11	98	7	70	1.9	11.3	12	115	12	101	3.2	17.9		
WCMZ		34		26			3	58	3	50	.6	3.7	4	52	4	41	1.1	6.5	8	48	5	37	1.3	7.5		
TOTAL	4	57		29			12	124	8	91	1.5	9.8	15	121	11	90	3.0	17.8	20	139	17	114	4.5	25.4		
WUVA	4	133	3	106	.8	5.9	5	154	3	121	.6	3.7	2	63		39			1	41				23		
WWVW	13	168	11	148	3.0	21.6	14	200	11	176	2.1	13.4	4	84	3	71	.8	4.8	1	38				34		
WXAM	9	159	7	148	1.9	13.7	13	193	11	182	2.1	13.4	9	122	8	113	2.2	12.9	4	51	4	51	1.1	6.0		
WJJS	5	36	3	21	.8	5.9	7	57	4	36	.8	4.9	4	40	2	24	.5	3.2	3	25	2	17	.5	3.0		
METRO TOTALS			51	360	13.9		METRO TOTALS			82	499	15.8		METRO TOTALS			62	345	16.9		METRO TOTALS			67	346	17.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KFBC	15	196	15	196	2.7	17.9	7	97	7	97	2.9	17.1	8	96	8	96	3.2	21.6	15	193	15	193	3.1	19.2
KFBQ	14	185	14	185	2.5	16.7	7	64	7	64	2.9	17.1	5	72	5	72	2.0	13.5	12	136	12	136	2.4	15.4
KKAZ	8	134	8	134	1.4	9.5	2	46	2	46	.8	4.9	3	41	3	41	1.2	8.1	5	87	5	87	1.0	6.4
*KRAE	6	107	6	107	1.1	7.1	3	52	3	52	1.2	7.3	3	49	3	49	1.2	8.1	6	101	6	101	1.2	7.7
KUUY	9	127	9	127	1.6	10.7	5	62	5	62	2.1	12.2	4	55	4	55	1.6	10.8	9	117	9	117	1.8	11.5
KAZY	4	52	4	52	.7	4.8	2	22	2	22	.8	4.9	2	19	2	19	.8	5.4	4	41	4	41	.8	5.1
KHOW	3	45	3	45	.5	3.6	3	34	3	34	1.2	7.3		11		11			3	45	3	45	.6	3.8
KIMN	4	149	4	149	.7	4.8	2	64	2	64	.8	4.9	2	63	2	63	.8	5.4	4	127	4	127	.8	5.1
KLZ	3	77	3	77	.5	3.6		33		33			3	38	3	38	1.2	8.1	3	71	3	71	.6	3.8
KOA	3	48	3	48	.5	3.6	1	30	1	30	.4	2.4	2	18	2	18	.8	5.4	3	48	3	48	.6	3.8
KOSI	2	48	2	48	.4	2.4	1	19	1	19	.4	2.4	1	26	1	26	.4	2.7	2	45	2	45	.4	2.6
METRO TOTALS			84	548	15.0		METRO TOTALS		41	234	17.0		METRO TOTALS		37	245	14.9		METRO TOTALS		78	479	15.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KFBC	2	34	2	34	.9	5.4	6	95	6	95	1.8	10.7	8	114	8	114	2.8	18.2	13	159	13	159	4.7	31.7
KFBD	10	95	10	95	4.7	27.0	12	123	12	123	3.6	21.4	9	88	9	88	3.2	20.5	2	41	2	41	.7	4.9
KKAZ	5	74	5	74	2.4	13.5	5	83	5	83	1.5	8.9	1	41	1	41	.4	2.3						
*KRAE	1	24	1	24	.5	2.7	1	46	1	46	.3	1.8	1	41	1	41	.4	2.3	5	77	5	77	1.8	12.2
KUUV	2	37	2	37	.9	5.4	6	72	6	72	1.8	10.7	7	64	7	64	2.5	15.9	7	80	7	80	2.5	17.1
KAZZ	3	34	3	34	1.4	8.1	4	41	4	41	1.2	7.1	3	19	3	19	1.1	6.8	1	7	1	7	.4	2.4
KHDV	2	22	2	22	.9	5.4	3	38	3	38	.9	5.4	2	25	2	25	.7	4.5	1	23	1	23	.4	2.4
KIMM	4	101	4	101	1.9	10.8	4	125	4	125	1.2	7.1	2	69	2	69	.7	4.5						
KLZ		16		16			2	37	2	37	.6	3.6	2	41	2	41	.7	4.5	3	55	3	55	1.1	7.3
KGA		13		13			1	26	1	26	.3	1.8	2	29	2	29	.7	4.5	3	35	3	35	1.1	7.3
KOST	1	9	1	9	.5	2.7	2	24	2	24	.6	3.6	1	29	1	29	.4	2.3	1	36	1	36	.4	2.4
METRO TOTALS			37	212	17.5		METRO TOTALS		56	331	16.7		METRO TOTALS		44	278	15.5		METRO TOTALS		41	267	14.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KEWE	1	40	1	40	.1	.5		15		15			1	25	1	25	.2	1.2	1	40	1	40	.1	.6
*KEWO	6	106	6	106	.5	2.2	1	53	1	53	.2	1.2	5	53	5	53	.9	6.0	6	106	6	106	.5	3.6
KFMF	14	213	14	172	1.1	7.5	10	121	10	107	1.9	12.3	2	63	2	50	.3	2.4	12	184	12	157	1.1	7.3
*KHSL	41	470	20	280	1.6	10.8	22	260	8	139	1.5	9.9	18	189	12	130	2.1	14.3	40	449	20	269	1.8	12.1
KNVP	32	327	25	241	2.0	13.4	11	122	9	87	1.7	11.1	13	106	9	83	1.5	10.7	24	228	18	170	1.6	10.9
*KORV	4	136	4	130	.3	2.2	2	52	2	46	.4	2.5	2	60	2	60	.3	2.4	4	112	4	106	.4	2.4
KPAY	28	502	11	325	.9	5.9	11	203	4	119	.7	4.9	16	235	6	152	1.0	7.1	27	438	10	271	.9	6.1
KPAY FM	22	351	16	289	1.3	8.6	9	174	6	147	1.1	7.4	13	167	10	128	1.7	11.9	22	341	16	275	1.4	9.7
KCTC	4	56	3	40	.2	1.6	2	23	1	11	.2	1.2	2	27	2	23	.3	2.4	4	50	3	34	.3	1.8
KEWT	8	104	6	69	.5	3.2	4	35	3	22	.6	3.7	4	69	3	47	.5	3.6	8	104	6	69	.5	3.6
KFBK	10	210	3	122	.2	1.6	6	112	1	64	.2	1.2	4	98	2	58	.3	2.4	10	210	3	122	.2	1.8
KFRC	7	117	4	85	.3	2.2		34		30			1	27	1	27	.2	1.2	1	61	1	57	.1	.6
KGD	13	194	5	93	.4	2.7	6	79	4	41	.7	4.9	7	115	1	52	.2	1.2	13	194	5	93	.4	3.0
KRAK	6	131	4	60	.3	2.2	1	61	1	18	.2	1.2	5	64	3	36	.5	3.6	6	125	4	54	.4	2.4
KSFH	19	183	18	143	1.4	9.7	12	63	12	57	2.2	14.8	4	53	4	42	.7	4.8	16	116	15	99	1.4	9.7
KZAP	10	73	10	63	.8	5.4	3	27	3	22	.6	3.7	4	26	4	26	.7	4.8	7	53	7	48	.6	4.2
METRO TOTALS			186	1150	14.9		METRO TOTALS		81	487	15.1		METRO TOTALS		84	530	14.4		METRO TOTALS		165	1017	14.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KEWE							14		14				29		29			1	40	1	40	.1	1.1	
*KEWD	2	47	2	47	.5	2.8	4	56	4	56	.6	3.9	3	30	3	30	.6	4.0	4	59	4	59	.6	4.3
KFMF	12	160	12	141	2.8	16.7	12	180	12	153	1.9	11.7	5	50	5	42	1.0	6.7		24		16		
*KHS	6	148	3	92	.7	4.2	16	286	8	164	1.2	7.8	19	245	11	119	2.3	14.7	34	301	17	177	2.5	18.3
KNVR	16	159	12	120	2.8	16.7	24	218	18	160	2.8	17.5	11	110	8	69	1.6	10.7	8	69	6	50	.9	6.5
*KDR		11		11				40		40				42		36			4	101	4	95	.6	4.3
KPAY	11	170	3	94	.7	4.2	18	306	8	196	1.2	7.8	18	266	8	164	1.6	10.7	16	268	7	177	1.0	7.5
KPAY FM	2	74	2	51	.5	2.8	5	143	3	111	.5	2.9	8	154	5	114	1.0	6.7	20	267	14	224	2.0	15.1
KCTC		4		4				11		7				14		10			4	46	3	30	.4	3.2
KEWF	1	22	1	11	.2	1.4	2	29	2	18	.3	1.9	4	42	4	26	.8	5.3	7	82	5	58	.7	5.4
KFBK	3	54		27			4	114	1	65	.2	1.0	4	108	1	53	.2	1.3	7	156	3	95	.4	3.2
KFRD	1	38	1	38	.2	1.4	1	55	1	51	.2	1.0	1	39	1	35	.2	1.3		23		19		
KGO	1	51		25			2	85		31			7	113	2	38	.4	2.7	12	133	5	68	.7	5.4
KPAK	2	24	2	8	.5	2.9	3	66	3	29	.5	2.9	4	75	3	36	.6	4.0	4	101	2	46	.3	2.2
KSFH	14	84	14	73	3.2	19.4	16	102	16	91	2.5	15.5	3	49	3	32	.6	4.0	2	32	2	26	.3	2.2
KZAY	6	49	6	44	1.4	8.3	7	53	7	48	1.1	6.8	6	34	6	34	1.2	8.0	1	4	1	4	.1	1.1
METRO TOTALS			72	390	16.6		METRO TOTALS		103	596	16.1		METRO TOTALS		75	446	15.4		METRO TOTALS		93	677	13.6	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WDAQ	18	202	16	164	1.8	11.9	7	90	5	67	1.4	8.9	11	112	11	97	2.7	16.7	18	202	16	164	2.1	13.1
*WINE	9	205	6	166	.7	4.6	3	75	2	59	.5	3.6	4	113	4	96	1.0	6.1	9	188	6	155	.8	4.9
*WLAD	12	204	10	175	1.1	7.5	3	58	3	58	.8	5.4	9	142	7	113	1.7	10.6	12	200	10	171	1.3	8.2
WRKI	18	351	15	229	1.7	11.2	4	103	4	70	1.1	7.1	8	150	7	98	1.7	10.6	12	253	11	168	1.6	9.0
WABC	8	220	3	167	.3	2.2	5	85	3	63	.8	5.4	3	102		77			8	187	3	140	.4	2.5
WCBS	14	329	8	177	.9	6.0	10	200	5	102	1.4	8.9	4	126	3	72	.7	4.5	14	326	8	174	1.0	6.6
WEZN	17	273	12	186	1.4	9.0	7	115	5	76	1.4	8.9	10	149	7	101	1.7	10.6	17	264	12	177	1.5	9.8
WHN	10	144	4	97	.5	3.0	3	40	2	34	.5	3.6	6	85	2	50	.5	3.0	9	125	4	84	.5	3.3
WHUD	2	101	1	45	.1	.7	1	45		25			1	46	1	16	.2	1.5	2	91	1	41	.1	.8
WICC	3	102	1	81	.1	.7	2	44	1	29	.3	1.8	1	54		48			3	98	1	77	.1	.8
WKCI	11	162	5	108	.6	3.7	1	20	1	14	.3	1.8	6	71	3	63	.7	4.5	7	91	4	77	.5	3.3
WNBC	17	525	12	288	1.4	9.0	7	187	5	100	1.4	8.9	7	236	5	141	1.2	7.6	14	423	10	241	1.3	8.2
WOP	10	93	9	60	1.0	6.7	3	42	3	29	.8	5.4	7	51	6	31	1.5	9.1	10	93	9	60	1.2	7.4
WWYZ	6	118	2	39	.2	1.5	1	46	1	24	.3	1.8	4	68		11			5	114	1	35	.1	.8
METRO TOTALS			134	891	15.1		METRO TOTALS		56	362	15.2		METRO TOTALS		66	409	16.1		METRO TOTALS		122	771	15.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	
WDAV	3	55	2	25	.6	3.8	8	118	6	85	1.2	7.9	10	132	8	94	1.8	12.7	15	147	14	128	3.1	20.0	
*WFSB	6	92	3	45	.9	5.8	9	147	6	114	1.2	7.9	9	133	6	100	1.3	9.5	3	96	3	90	.7	4.3	
*WLAD	3	43	3	43	.9	5.8	6	101	5	88	1.0	6.6	4	106	5	93	1.1	7.9	9	157	7	128	1.5	10.0	
WPKT	11	210	11	143	3.4	21.2	17	247	11	162	2.2	14.5	4	135	3	78	.7	4.8	1	43		25			
WABC	8	131	3	90	.9	5.8	8	172	3	125	.6	3.9	5	125		78						56		50	
WCBS	2	74	2	50	.6	3.8	5	158	3	94	.6	3.9	8	185	4	109	.9	6.3	12	252	6	124	1.3	8.6	
WEZL	1	39	1	29	.3	1.9	7	149	5	97	1.0	6.6	8	152	6	104	1.3	9.5	16	225	11	148	2.4	15.7	
WHN	2	24	2	24	.6	3.8	5	62	2	38	.4	2.6	5	74	2	50	.4	3.2	7	101	2	60	.4	2.9	
WHUR		44		9				62		27			2	64	1	35	.2	1.6	2	47	1	32	.2	1.4	
WTCR		21		21			3	79	1	58	.2	1.3	3	61	1	40	.2	1.6	3	77	1	56	.2	1.4	
WKCT	4	52	4	51	1.2	7.7	7	82	4	68	.8	5.3	5	53	2	39	.4	3.2	3	39		26			
WNBC	11	269	8	156	2.5	15.4	14	389	10	215	2.0	13.2	10	286	7	154	1.6	11.1	3	154	2	85	.4	2.9	
WOR		26		5			1	34	1	8	.2	1.3	2	39	2	13	.4	3.2	10	67	9	55	2.0	12.9	
WVYT	5	95	1	18	.3	1.9	5	114	1	35	.2	1.3	3	79		28						29		17	
METRO TOTALS			52	321	16.2		METRO TOTALS		76	501	15.0		METRO TOTALS		63	443	14.0		METRO TOTALS		70	450	15.3		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WDAN	16	228	15	199	1.9	12.6	4	90	4	79	1.2	8.5	12	138	11	120	3.1	18.3	16	228	15	199	2.2	14.0
WDNL	38	368	32	284	4.1	26.9	10	129	9	97	2.8	19.1	20	139	15	109	4.2	25.0	30	268	24	206	3.5	22.4
WHPD	6	82	6	82	.8	5.0	3	29	3	29	.9	6.4	3	42	3	42	.8	5.0	6	71	6	71	.9	5.6
*WIAI	27	338	17	250	2.2	14.3	13	159	8	110	2.5	17.0	14	157	9	118	2.5	15.0	27	316	17	228	2.5	15.9
WITY	11	181	11	158	1.4	9.2	5	78	5	66	1.5	10.6	6	95	6	84	1.7	10.0	11	173	11	150	1.6	10.3
WRRM	6	80	2	47	.3	1.7	2	46	1	31	.3	2.1	4	36	1	16	.3	1.7	6	80	2	47	.3	1.9
WDWS FM	7	94	7	84	.9	5.9	4	37	4	37	1.2	8.5	3	47	3	47	.8	5.0	7	84	7	84	1.0	6.5
WGN	2	91	2	66	.3	1.7	1	39	1	31	.3	2.1	1	42	1	35	.3	1.7	2	81	2	66	.3	1.9
WLRW	1	75	1	25	.1	.8	1	10	1	10	.3	2.1		13		13			1	23	1	23	.1	.9
WLS	9	290	5	159	.6	4.2	3	103		55			3	105	2	62	.6	3.3	6	208	2	117	.3	1.9
WMAO	10	218	8	146	1.0	6.7	4	120	4	74	1.2	8.5	4	72	4	58	1.1	6.7	10	192	8	132	1.2	7.5
WRTL FM	1	29	1	29	.1	.8	1	16	1	16	.3	2.1		13		13			1	29	1	29	.1	.9
*WILL	3	24	3	20	.4	2.5	1	13	1	13	.3	2.1	2	11	2	7	.6	3.3	3	24	3	20	.4	2.8
METRO TOTALS			119	741	15.3		METRO TOTALS		47	306	14.6		METRO TOTALS		60	343	16.8		METRO TOTALS		107	649	15.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WDBM	1	45	1	41	.4	2.6	5	87	5	79	1.2	7.6	6	97	6	87	1.7	11.5	15	183	14	158	3.3	20.3
WDMR	26	196	27	147	0.8	57.9	30	243	24	187	5.9	36.4	12	162	8	123	2.7	15.4	4	72	2	59	.5	2.9
WHPD	1	13	1	13	.4	2.6	3	34	3	34	.7	4.5	4	42	4	42	1.1	7.7	5	58	5	58	1.2	7.2
WJAT	5	84	2	55	.8	5.3	13	176	7	128	1.7	10.6	14	175	9	130	2.6	17.3	22	232	15	173	3.5	21.7
WITY	3	59	3	42	1.2	7.9	7	66	7	66	1.7	10.6	7	74	7	66	2.0	13.5	8	114	8	108	1.9	11.6
WDBM		3		3			1	18	1	13	.2	1.5	2	29	2	24	.6	3.8	6	77	2	44	.5	2.9
WDMR FM		15		15			2	30	2	30	.5	3.0	2	39	2	39	.6	3.4	7	69	7	69	1.6	10.1
WGN		16		11				23		18			24		22			2	65	2	55	.5	2.9	
WLPW	1	11	1	11	.4	2.6	1	18	1	18	.2	1.5		14		14				12		12		
WLS	4	125	2	81	.8	5.3	5	178	2	105	.5	3.0	3	120	1	72	.3	1.9	2	73		36		
WMAZ	2	50	2	35	.8	5.3	8	133	7	92	1.7	10.6	8	137	7	99	2.0	13.5	8	142	6	97	1.4	8.7
WPTL FM		2		2			1	17	1	17	.2	1.5	1	17	1	17	.3	1.9	1	27	1	27	.2	1.4
WILL		8		8				8		8				8		8			3	16	3	12	.7	4.3
METRO TOTALS			28	239	15.1		METRO TOTALS	66	391	16.3		METRO TOTALS	92	337	14.8		METRO TOTALS	69	410	16.0				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WAGF	7	133	7	110	1.2	8.0	4	69	4	57	1.6	10.0	3	62	3	51	1.1	7.7	7	131	7	108	1.3	8.9
*WDFW	18	268	6	120	1.0	6.9	5	65	4	32	1.6	10.0	12	154	2	64	.7	5.1	17	219	6	96	1.1	7.6
WDFW FM	38	466	16	185	2.6	18.4	18	198	7	85	2.8	17.5	20	256	9	94	3.2	23.1	38	454	16	179	3.0	20.3
WTVY	62	773	16	223	2.6	18.4	27	320	8	93	3.3	20.0	32	385	8	116	2.8	20.5	59	705	16	209	3.0	20.3
*WWNT	1	50	1	46	.2	1.1	1	11	1	11	.4	2.5		30		26			1	41	1	37	.2	1.3
WKHX	54	689	11	186	1.8	12.6	23	309	5	83	2.0	12.5	20	242	4	66	1.4	10.3	43	551	9	149	1.7	11.4
WLHO	29	455	6	131	1.0	6.9	6	141	3	44	1.2	7.5	7	152	1	45	.4	2.6	13	293	4	89	.8	5.1
WPAP	21	241	1	32	.2	1.1	11	94	1	14	.4	2.5	9	130		18			20	224	1	32	.2	1.3
WPFM	9	283	3	83	.5	3.4	2	76	1	24	.4	2.5	3	124	1	39	.4	2.6	5	200	2	63	.4	2.5
WXLE	18	167	12	92	2.0	13.8	5	43	4	28	1.6	10.0	8	81	6	46	2.1	15.4	13	124	10	74	1.9	12.7
METRO TOTALS			87	595	14.4		METRO TOTALS		40	241	16.3		METRO TOTALS		39	277	13.8		METRO TOTALS		79	518	15.0	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WAGF	1	42	1	30	.5	3.0	4	73	4	61	1.2	7.8	4	76	4	64	1.4	9.3	6	89	6	78	1.9	13.0
*WDF	12	118	3	40	1.4	9.1	13	152	4	54	1.2	7.8	6	88	5	42	1.7	11.6	5	101	3	56	1.0	6.5
WDF FM	6	133	4	48	1.8	12.1	18	248	6	90	1.7	11.8	21	253	7	100	2.4	16.3	32	321	12	131	3.9	26.1
WTVY	25	256	5	60	2.3	15.2	39	415	10	122	2.9	19.6	36	322	9	117	3.1	20.9	34	449	11	149	3.5	23.9
*WWPT	1	13	1	13	.5	3.0	1	28	1	24	.3	2.0		23		19				28		24		
WKFX	35	414	9	117	4.1	27.3	37	500	9	139	2.6	17.6	32	322	6	96	2.0	14.0	8	137		32		
WLHG	10	189	4	65	1.8	12.1	12	251	4	70	1.2	7.8	7	140	1	34	.3	2.3	3	104		24		
WPAP	9	92		16			19	156	1	32	.3	2.0	18	142	1	28	.3	2.3	11	132	1	16	.3	2.2
WPRR	4	136	2	47	.9	6.1	5	162	2	52	.6	3.9	2	86		21			1	64		16		
WXLE	4	47	3	34	1.4	9.1	9	76	7	58	2.0	13.7	9	72	6	37	2.0	14.0	9	77	7	40	2.3	15.2
METRO TOTALS			33	217	15.2		METRO TOTALS		51	338	14.9		METRO TOTALS		43	287	14.6		METRO TOTALS		46	301	14.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		
KDTH	61	609	44	418	5.9	33.3	25	265	17	178	5.6	33.3	35	300	26	201	7.6	37.1	60	565	43	379	6.7	35.5		
KFMD	50	676	27	336	3.6	20.5	13	226	8	111	2.6	15.7	24	276	13	144	3.8	18.6	37	502	21	255	3.3	17.4		
KIWT	12	238	8	142	1.1	6.1	4	101	3	59	1.0	5.9	8	122	5	79	1.5	7.1	12	223	8	138	1.2	6.6		
WDBQ	31	520	27	438	3.6	20.5	10	224	10	178	3.3	19.6	18	230	14	194	4.1	20.0	28	454	24	372	3.7	19.8		
WGN	8	151	2	49	.3	1.5	5	82	1	27	.3	2.0	3	60	1	19	.3	1.4	8	142	2	46	.3	1.7		
WHAQ	21	345	4	111	.5	3.0	14	173	3	69	1.0	5.9	7	125	1	32	.3	1.4	21	298	4	101	.6	3.3		
WMT	23	291	5	94	.7	3.8	8	133	2	51	.7	3.9	15	141	3	38	.9	4.3	23	274	5	89	.8	4.1		
METRO TOTALS			132	734	17.6		METRO TOTALS			51	299	16.7		METRO TOTALS			70	331	20.6		METRO TOTALS			121	630	18.8

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KETH	8	174	4	98	1.4	8.2	19	315	11	201	2.6	16.2	20	286	13	176	3.9	22.0	52	391	39	281	10.6	54.2
KFMD	33	385	21	211	7.6	42.9	36	452	21	241	5.0	30.9	17	278	8	130	2.4	13.6	4	117		44		
KIWI	3	59	1	35	.4	2.0	5	121	3	78	.7	4.4	6	116	4	81	1.2	6.8	9	164	7	103	1.9	9.7
WDBQ	17	263	15	216	5.4	30.6	24	354	20	295	4.8	29.4	21	261	17	206	5.1	28.8	11	191	9	156	2.4	12.5
WGN	1	22		5			3	51	1	15	.2	1.5	3	55	1	19	.3	1.7	7	120	2	41	.5	2.8
WMAQ	10	141	2	54	.7	4.1	17	226	3	86	.7	4.4	14	187	4	74	1.2	6.8	11	157	2	47	.5	2.8
WMT	4	47	2	22	.7	4.1	10	119	3	39	.7	4.4	13	142	5	54	1.5	8.5	19	227	3	67	.8	4.2
METRO TOTALS			49	276	17.8		METRO TOTALS		68	416	16.2		METRO TOTALS		59	333	17.6		METRO TOTALS		72	354	19.5	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
WAXX	140	1282	38	419	3.5	21.1	68	551	17	180	3.8	23.0	66	610	20	192	4.0	22.5	134	1161	37	372	3.9	22.7			
*WVYY	6	175	5	129	.5	2.8	4	86	3	60	.7	4.1	2	72	2	58	.4	2.2	6	158	5	118	.5	3.1			
WBIZ	52	823	34	488	3.1	18.9	16	282	11	165	2.4	14.9	16	274	13	195	2.6	14.6	32	556	24	360	2.5	14.7			
WCFW	9	106	9	80	.8	5.0	4	57	4	37	.9	5.4	4	46	4	40	.8	4.5	8	103	8	77	.8	4.9			
WEAQ	29	670	27	573	2.5	15.0	14	276	12	220	2.7	16.2	11	293	11	266	2.2	12.4	25	569	23	486	2.4	14.1			
WIAL	33	376	16	225	1.5	8.9	14	157	3	83	.7	4.1	19	211	13	134	2.6	14.6	33	368	16	217	1.7	9.8			
WJJK	18	262	18	262	1.6	10.0	11	131	11	131	2.4	14.9	7	113	7	113	1.4	7.9	18	244	18	244	1.9	11.0			
*WOKL	7	139	7	139	.6	3.9		24		24			6	88	6	88	1.2	6.7	6	112	6	112	.6	3.7			
WCCO	20	259	3	47	.3	1.7	15	168	2	26	.4	2.7	4	81	1	21	.2	1.1	19	249	3	47	.3	1.8			
WWIB	27	388	8	129	.7	4.4	13	174	2	49	.4	2.7	14	214	6	80	1.2	6.7	27	388	8	129	.8	4.9			
METRO TOTALS			180	1080	16.5		METRO TOTALS			74	448	16.4		METRO TOTALS			89	491	17.8		METRO TOTALS			163	939	17.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WAXX	46	422	15	129	3.6	19.5	91	740	24	216	4.0	22.4	79	636	21	187	4.7	27.3	88	739	22	243	4.1	25.6
*WAYY	3	83	2	43	.5	2.6	4	102	3	62	.5	2.8	5	102	4	62	.9	5.2	3	75	3	75	.6	3.5
WEIZ	26	407	20	266	4.8	26.0	31	502	23	306	3.8	21.5	13	258	9	126	2.0	11.7	6	149	4	94	.7	4.7
WCFW		16		16				42		24			1	54	1	28	.2	1.3	8	87	8	61	1.5	9.3
WEAO	15	307	15	258	3.6	19.5	18	373	18	318	3.0	16.8	12	233	12	198	2.7	15.6	10	262	8	228	1.5	9.3
WJAL	4	41	4	41	1.0	5.2	11	168	8	108	1.3	7.5	11	189	7	116	1.6	9.1	29	327	12	176	2.2	14.0
WJJK	8	78	8	78	1.9	10.4	13	132	13	132	2.1	12.1	12	127	12	127	2.7	15.6	10	166	10	166	1.9	11.6
*WOKL	4	65	4	65	1.0	5.2	4	85	4	85	.7	3.7		44		44			2	47	2	47	.4	2.3
WCCD	1	31					8	104	1	21	.2	.9	10	120	1	21	.2	1.3	18	218	3	47	.6	3.5
WMTB	4	91	3	34	.7	3.9	16	227	5	59	.8	4.7	19	229	5	69	1.1	6.5	23	297	5	95	.9	5.8
METRO TOTALS			77	413	18.6		METRO TOTALS	107	603	17.7		METRO TOTALS	77	445	17.1		METRO TOTALS	86	526	16.0				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KABC	10	172	10	159	.7	4.5	6	91	6	83	.9	6.4	4	81	4	76	.6	3.6	10	172	10	159	.8	4.9
KABC FM	18	231	18	226	1.2	8.0	6	100	6	57	.9	6.4	17	126	17	124	1.8	10.9	18	226	18	221	1.4	8.8
*KBBS	9	276	9	245	.6	4.0	3	156	3	130	.5	3.2	5	103	5	98	.7	4.5	8	259	8	228	.6	3.9
KCIZ	15	342	15	311	1.0	6.7	5	109	5	101	.8	5.3	7	150	7	145	1.0	6.4	12	259	12	246	.9	5.9
*KFAY	34	393	34	340	2.3	15.2	13	202	13	170	2.0	13.8	21	184	21	165	3.1	19.1	34	386	34	335	2.6	16.7
*KHOG	6	184	6	154	.4	2.7	3	63	3	63	.5	3.2	2	79	2	70	.3	1.8	5	142	5	133	.4	2.5
KKEG	12	272	11	252	.7	4.9	5	107	5	107	.8	5.3	3	90	3	90	.4	2.7	8	197	8	197	.6	3.9
KNWA	22	235	22	234	1.5	9.8	8	115	8	115	1.2	8.5	13	114	13	114	1.9	11.8	21	229	21	229	1.6	10.3
*KQXK	8	99	8	99	.5	3.6	7	49	7	49	1.1	7.4	1	50	1	50	.1	.9	8	99	8	99	.6	3.9
*KUDA	9	196	8	131	.5	3.4	3	55	2	28	.3	2.1	6	108	6	77	.9	5.5	9	163	8	113	.6	3.9
KRCK	48	581	35	457	2.3	15.6	15	213	12	179	1.8	12.8	19	215	14	161	2.1	12.7	34	425	26	340	2.0	12.7
*KURM	2	82	2	76	.1	.9	1	45	1	45	.2	1.1	1	34	1	28	.1	.9	2	79	2	73	.2	1.0
KISP	3	87	2	75	.1	.9	1	36	1	36	.2	1.1		21		21			1	57	1	57	.1	.5
KLUP	3	110	2	66	.1	.9		39		26			3	57	2	31	.3	1.8	3	96	2	57	.2	1.0
KPC6	2	60	2	51	.1	.9		18		10			2	33	2	32	.3	1.8	2	51	2	42	.2	1.0
KVDD	12	176	9	105	.6	4.0	4	56	3	34	.5	3.2	8	97	6	66	.9	5.5	12	153	9	100	.7	4.4
METRO TOTALS			224	1398	15.0		METRO TOTALS		94	605	14.5		METRO TOTALS		110	644	16.2		METRO TOTALS		204	1249	15.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KABD		53		47			3	70	3	63	.4	2.1	3	61	3	54	.5	3.0	10	119	10	112	1.4	9.3
KABD FM	3	51	3	51	.5	3.1	7	167	7	107	.8	5.0	8	94	4	94	1.0	6.1	15	175	15	170	2.1	14.0
*KBPS	2	91	2	72	.3	2.1	3	119	3	100	.4	2.1	4	120	4	101	.6	4.0	4	168	6	156	.8	5.6
KCT7	10	193	10	182	1.7	10.3	12	237	12	224	1.4	8.6	7	138	7	125	1.1	7.1	2	66	2	64	.3	1.9
*KFAY	13	125	12	115	2.2	13.4	24	240	24	217	2.8	17.1	24	232	24	209	3.8	24.2	21	261	21	220	2.9	19.6
*KHOG	4	79	4	76	.7	4.1	4	106	4	97	.5	2.9	4	99	4	90	.6	4.0	1	63	1	57	.1	.9
KKEG	6	137	6	137	1.0	6.7	7	167	7	167	.8	5.0	3	105	3	105	.5	3.0	2	60	2	60	.3	1.9
KNWA	2	72	2	72	.3	2.1	9	104	9	104	1.1	6.4	10	54	10	94	1.6	10.1	16	187	19	187	2.6	17.8
*KOKK	8	63	8	63	1.3	8.7	8	76	8	76	.9	5.7	3	31	3	31	.5	3.0		36		36		
*KUDA	6	74	6	74	1.0	6.7	8	118	7	97	.8	5.0	6	89	5	68	.8	5.1	3	89	2	39	.3	1.9
KRCK	23	286	20	232	3.3	20.6	29	385	23	310	2.7	16.4	10	246	13	192	2.1	12.1	11	143	6	108	.8	5.6
*KURP		16		16				27		27				14		14			2	63	2	57	.3	1.9
KTSP	1	37	1	37	.2	1.0	1	40	1	40	.1	.7		11		11				20		20		
KLUP	3	58	2	47	.3	2.1	3	88	2	57	.2	1.4	1	60		21				38		10		
KPCG	2	34	2	26	.3	2.1	2	38	2	29	.7	3.4		25		16				17		16		
KVDD	4	27	4	27	.7	4.1	9	66	7	44	.8	5.0	8	67	6	37	1.0	6.1	8	126	5	73	.7	4.7
METRO TOTALS			97	587	16.2		METRO TOTALS	140	824	16.2		METRO TOTALS	99	578	15.8		METRO TOTALS	107	662	14.6				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WYK	5	147	5	122	.3	1.6	2	75	2	64	-.3	1.4	3	72	3	58	-.4	1.9	5	147	5	122	-.3	1.7
*WCAI	10	178	10	144	-.6	3.2	6	111	6	92	-.8	4.3	4	67	4	52	-.5	2.5	10	178	10	144	-.6	3.4
WNEV	42	526	32	335	1.8	10.1	22	193	14	157	1.8	10.1	19	239	17	149	2.0	10.8	41	432	31	306	1.9	10.5
WINK	43	447	37	382	2.1	11.7	20	215	18	190	2.3	13.0	23	232	19	192	2.2	12.0	43	447	37	382	2.3	12.5
WENK FM	68	945	44	570	2.4	13.9	26	384	16	234	2.1	11.6	26	316	17	201	2.0	10.8	52	700	33	435	2.0	11.1
WLEQ	32	565	28	394	1.6	8.8	17	214	14	135	1.8	10.1	9	200	8	173	-.9	5.1	26	414	22	308	1.4	7.4
WMYR	20	284	20	265	1.1	6.3	11	139	11	139	1.4	8.0	8	116	8	97	-.9	5.1	19	255	19	236	1.2	6.4
WRCC	22	306	21	277	1.2	6.6	7	133	6	115	-.8	4.3	15	173	15	162	1.8	9.5	22	306	21	277	1.3	7.1
WSOR	7	188	7	133	-.4	2.2	1	86	1	45	-.1	-.7	6	102	6	88	-.7	3.8	7	188	7	133	-.4	2.4
WSWF	14	296	14	296	-.8	4.4	7	109	7	109	-.9	5.1	5	115	5	115	-.6	3.2	12	224	12	224	-.7	4.1
WCVU	117	965	78	602	4.3	24.6	49	457	31	264	4.0	22.5	68	503	47	333	5.5	29.7	117	960	78	597	4.8	26.4
METRO TOTALS			317	1720	17.6		METRO TOTALS		138	741	17.8		METRO TOTALS		158	819	18.5		METRO TOTALS		296	1560	18.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WATK		9					32		27				46		41				5	142	5	122	.4	2.3
WCAI	5	57	5	57	1.1	6.0	6	81	6	81	.8	4.3	5	71	5	71	.8	4.1	5	121	5	87	.4	2.3
WHEW	6	129	6	89	1.3	7.2	28	270	19	167	2.6	13.8	29	229	20	155	3.0	16.3	35	303	25	217	2.1	11.7
WINK	2	19	2	19	.4	2.4	4	70	3	65	.4	2.2	10	116	7	106	1.1	5.7	41	428	35	363	3.0	16.4
WINK FM	42	435	26	246	5.8	31.3	46	559	29	326	4.0	21.0	39	442	22	263	3.3	17.9	10	265	7	189	.6	3.3
WLEQ	22	319	18	235	4.0	21.7	26	375	22	291	3.0	15.9	14	205	13	180	2.0	10.6	4	95	4	73	.3	1.9
WMYR	6	110	6	103	1.3	7.2	14	180	14	173	1.9	10.1	12	137	12	130	1.8	9.8	13	145	13	133	1.1	6.1
WRCC		27		27			4	72	4	72	.5	2.9	6	95	6	95	.9	4.9	22	279	21	250	1.8	9.9
WSOR		27		27			2	81	2	50	.3	1.4	2	95	2	64	.3	1.6	7	161	7	106	.6	3.3
WSHF	11	172	11	172	2.4	13.3	12	204	12	204	1.6	8.7	9	145	9	145	1.4	7.3	1	52	1	52	.1	.5
WCFU	3	49	2	19	.4	2.4	18	180	15	114	2.1	10.9	24	269	20	174	3.0	16.3	114	915	76	578	6.5	35.7
METRO TOTALS			83	490	18.4		METRO TOTALS		138	726	18.9		METRO TOTALS		123	652	18.7		METRO TOTALS		213	1110	18.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
WFTP	16	222	13	194	1.8	11.8	5	90	4	79	1.3	8.2	9	118	7	103	2.1	13.2	14	208	11	182	1.7	10.8			
*WIRA	13	169	13	153	1.8	11.9	5	81	5	77	1.6	10.2	9	81	9	69	2.4	15.1	13	162	13	146	2.0	12.7			
WIZD	35	426	16	147	2.2	14.5	18	155	10	49	3.3	20.4	8	159	4	58	1.2	7.5	26	314	14	107	2.2	13.7			
WQVV	23	358	13	177	1.8	11.8	10	114	6	56	2.0	12.2	10	162	6	78	1.8	11.3	20	276	12	134	1.9	11.8			
WAVV	26	256	7	84	1.0	5.4	14	100	3	27	1.0	6.1	9	117	3	41	.9	5.7	23	217	6	68	.9	5.9			
WEAT FM	18	235	5	90	.7	4.5	8	122	2	44	.7	4.1	10	113	3	46	.9	5.7	18	235	5	90	.8	4.9			
WGYL	33	254	3	46	.4	2.7	14	106	1	21	.3	2.0	19	145	2	25	.5	3.8	33	251	3	46	.5	2.9			
WRIT	41	344	22	153	3.0	20.0	19	157	10	66	3.3	20.4	21	166	12	80	3.5	22.6	40	323	22	146	3.4	21.6			
WRMF	7	106	3	37	.4	2.7	1	33		10			4	57	2	22	.5	3.8	5	90	2	32	.3	2.0			
WSTU	12	267	3	44	.4	2.7	8	139	2	30	.7	4.1	4	122	1	14	.3	1.9	12	261	3	44	.5	2.9			
METRO TOTALS			110	672	15.2		METRO TOTALS			49	278	16.1		METRO TOTALS			53	310	15.8		METRO TOTALS			102	588	16.0	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WFP	4	52	3	50	1.4	7.5	8	113	7	102	2.0	12.3	8	114	6	98	2.7	13.6	10	156	8	132	1.9	12.9
*WIRA	4	40	4	38	1.9	10.0	5	68	6	66	1.7	10.5	5	57	5	57	1.7	11.4	9	122	9	108	2.1	14.5
WIZD	24	240	12	86	5.8	30.0	26	289	14	100	4.1	24.6	11	173	5	54	2.0	13.6	2	74	2	21	.5	3.2
WOMV	15	191	9	93	4.3	22.5	19	242	11	120	3.2	19.3	17	141	8	78	2.7	18.2	5	95	3	41	.7	4.8
WAVM	13	171	3	37	1.4	7.5	19	165	4	49	1.2	7.0	15	136	4	44	1.4	9.1	10	116	3	31	.7	4.8
WEAT FM	1	38		14			3	62		22			5	60	1	24	.3	2.3	17	197	5	76	1.2	8.1
WGUL	4	34	1	13	.5	2.5	7	75	1	17	.3	1.8	8	68	1	15	.3	2.3	29	217	2	33	.5	3.2
WRIT	2	30	1	11	.5	2.5	7	81	5	40	1.5	8.8	8	87	6	40	2.0	13.6	38	293	21	135	4.9	33.9
WRNF	5	50	2	26	1.0	5.0	5	77	2	26	.5	3.5	4	64	1	19	.3	2.3		30		6		
WSTU	2	44		5			6	119		18			6	125		18			10	217	3	38	.7	4.8
METRO TOTALS			40	198	19.2		METRO TOTALS		57	325	16.6		METRO TOTALS		44	293	14.9		METRO TOTALS		62	390	14.4	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KAYP	12	170	11	118	.7	4.2	6	75	6	55	.9	5.4	6	95	5	63	.6	4.2	12	170	11	118	.8	4.8
KAZZ	4	84	3	71	.2	1.1		26		26			3	33	3	33	.4	2.5	3	59	3	59	.2	1.3
*KFDF	3	56	3	56	.2	1.1		12		12			3	44	3	44	.4	2.5	3	56	3	56	.2	1.3
KFPW	12	300	12	270	.7	4.6	5	102	5	91	.7	4.5	7	184	7	165	.9	5.9	12	286	12	256	.8	5.2
*KFSA	9	237	6	191	.4	2.3	4	92	3	76	.4	2.7	5	133	3	108	.4	2.5	9	225	6	184	.4	2.6
*KINR	50	538	18	187	1.1	6.8	28	255	6	70	.9	5.4	20	234	11	102	1.4	9.2	48	489	17	172	1.2	7.4
KISR	122	1034	92	736	5.5	35.0	53	372	41	267	6.0	36.9	41	376	30	283	3.9	25.2	94	748	71	550	4.8	30.9
*KKID	3	46	3	46	.2	1.1	2	29	2	29	.3	1.8	1	17	1	17	.1	.8	3	46	3	46	.2	1.3
KLUP	10	256	6	154	.4	2.3	4	93	1	50	.1	.9	6	144	5	99	.6	4.2	10	237	6	149	.4	2.6
*KMAG	20	174	11	125	.7	4.2	12	74	4	45	.6	3.6	8	93	7	73	.9	5.9	20	167	11	118	.8	4.8
*KTCS	22	273	19	210	1.1	7.2	15	142	13	107	1.9	11.7	7	122	6	94	.8	5.0	22	264	19	201	1.3	8.3
KTCS FM	38	524	34	424	2.0	12.9	18	196	16	160	2.3	14.4	16	288	14	224	1.8	11.8	34	484	30	384	2.0	13.0
*KTEW	5	103	5	99	.3	1.9	4	39	4	35	.6	3.6	1	59	1	59	.1	.8	5	98	5	94	.3	2.2
*KWJN	9	299	7	201	.4	2.7	2	120	1	68	.1	.9	7	179	6	133	.8	5.0	9	299	7	201	.5	3.0
KXXI	9	222	8	209	.5	3.0	2	72	2	72	.3	1.8	4	65	4	65	.5	3.4	6	137	6	137	.4	2.6
*KRMC	8	189	2	78	.1	.8	4	84		23			4	100	2	50	.3	1.7	8	184	2	73	.1	.9
KVOD	48	598	6	132	.4	2.3	14	235	2	52	.3	1.8	32	307	4	75	.5	3.4	46	542	6	127	.4	2.6
METRO TOTALS			263	1552	15.8		METRO TOTALS		111	618	16.2		METRO TOTALS		119	738	15.3		METRO TOTALS		230	1356	15.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WYR	5	16	5	16	.9	5.1	5	29	5	29	.6	3.5	5	37	5	32	.7	4.2	7	154	6	102	.7	4.5
KAZZ	1	35	1	35	.2	1.0	3	41	3	41	.3	2.1	2	30	2	30	.3	1.7	2	24	2	24	.2	1.5
*WFOF	1	12	1	12	.2	1.0	2	38	2	38	.2	1.4	2	35	2	35	.3	1.7	2	44	2	44	.2	1.5
KFBW	3	58	3	58	.5	3.1	4	91	4	91	.5	2.8	3	65	3	65	.4	2.5	9	228	9	198	1.0	6.8
*WFSA	2	57	2	53	.4	2.0	3	91	2	82	.2	1.4	7	135	4	103	.5	3.4	7	168	4	131	.4	3.0
*KIMB	18	195	3	36	.5	3.1	34	314	10	91	1.1	7.0	35	300	10	96	1.3	8.5	30	294	14	136	1.5	10.6
KISR	76	519	57	393	10.2	58.2	89	696	66	505	7.5	46.2	57	507	43	370	5.7	36.4	18	229	14	157	1.5	10.6
*KKID	1	22	1	22	.2	1.0	1	32	1	32	.1	.7	1	32	1	32	.1	.8	2	24	2	24	.2	1.5
KLUP	2	40	1	20	.2	1.0	8	144	5	83	.6	3.5	6	140	4	93	.5	3.4	8	197	5	129	.6	3.8
*KMG		10		10			4	57	2	30	.2	1.4	11	86	3	47	.4	2.5	20	157	11	108	1.2	8.3
*KTCS	6	79	5	65	.9	5.1	13	158	11	116	1.3	7.7	13	166	12	133	1.6	10.2	16	185	14	136	1.5	10.6
KTCS FM	9	141	9	113	1.6	9.2	21	300	18	221	2.1	12.6	22	281	19	219	2.5	16.1	25	343	21	271	2.3	15.9
*KTEW		6		6			1	38	1	38	.1	.7	1	41	1	41	.1	.8	5	92	5	88	.6	3.8
*KWHN		97		55				140		85				127		87			9	202	7	146	.8	5.3
KXXI	5	100	5	100	.9	5.1	6	134	6	134	.7	4.2	3	90	3	90	.4	2.5	1	37	1	37	.1	.8
*KMG	1	24					2	46		8			3	60		10			7	160	2	73	.2	1.5
KYCO	5	96		26			27	239	1	46	.1	.7	29	242	2	44	.3	1.7	41	446	6	101	.7	4.5
METRO TOTALS			98	538	17.5		METRO TOTALS	143	830	16.3		METRO TOTALS	118	716	15.6		METRO TOTALS	132	818	14.6				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WCNU	1	31	1	30	.1	.7		9		8			1	19	1	19	.3	1.8	1	28	1	27	.1	.8
*WDIS	1	48	1	45	.1	.7		15		14			1	30	1	28	.3	1.8	1	45	1	42	.1	.8
WFTW	12	281	10	267	1.1	7.4	3	122	3	115	.8	4.5	9	153	7	146	1.0	12.3	12	275	10	261	1.3	8.1
TOTAL	13	286	11	271	1.3	8.1	3	122	3	115	.8	4.5	10	158	8	150	2.2	14.1	13	280	11	265	1.5	8.9
WFSH	3	96	3	93	.3	2.2	3	47	3	44	.8	4.5		43		43			3	90	3	87	.4	2.4
*WJSB	7	44	7	39	.8	5.2	2	8	2	5	.5	3.0	4	31	4	29	1.1	7.0	6	39	6	34	.8	4.9
*WAAZ	9	79	8	72	.9	5.9	5	30	5	27	1.3	7.6	4	49	3	45	.8	5.3	9	79	8	72	1.1	6.5
WNUE	22	361	22	351	2.5	16.3	10	140	10	137	2.6	15.2	7	144	7	138	1.9	12.3	17	284	17	275	2.2	13.8
WJLQ	14	241	14	241	1.6	10.4	4	79	4	79	1.0	6.1	6	100	6	100	1.6	10.5	10	179	10	179	1.3	8.1
WMEZ	8	115	7	107	.8	5.2	2	49	2	46	.5	3.0	6	53	5	48	1.4	8.8	8	102	7	94	.9	5.7
WQWV	6	97	6	92	.7	4.4	2	57	2	56	.5	3.0	4	35	4	31	1.1	7.0	6	92	6	87	.8	4.9
WTKX	32	282	31	266	3.5	23.0	21	139	20	130	5.2	30.3	9	92	9	89	2.4	15.8	30	231	29	219	3.8	23.6
WXBM	14	143	14	134	1.6	10.4	7	76	7	71	1.8	10.6	7	66	7	63	1.9	12.3	14	142	14	134	1.8	11.4
METRO TOTALS			135	833	15.4		METRO TOTALS		66	367	17.1		METRO TOTALS		57	353	15.4		METRO TOTALS		123	720	16.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WCHU		12		11			1	21	1	20	.2	.9	1	21	1	20	.2	1.3	1	16	1	16	.3	2.3
*WDS	1	24	1	24	.2	1.3	1	30	1	29	.2	.9	1	26	1	25	.2	1.3		21		18		
WFW	5	123	5	122	1.2	6.3	8	197	8	194	1.3	7.1	5	165	5	160	1.1	6.3	7	152	5	139	1.4	11.6
TOTAL	6	177	6	126	1.5	7.6	9	202	9	198	1.5	8.0	6	166	6	160	1.3	7.6	7	153	5	139	1.4	11.6
WFSH	3	53	3	52	.7	3.8	3	76	3	74	.5	2.7	3	57	3	54	.6	3.8		37		35		
*WJSB	2	16	2	16	.5	2.5	6	34	6	32	1.0	5.3	6	30	6	27	1.3	7.6	4	23	4	18	1.2	9.3
*WAZ	1	31	1	30	.2	1.3	5	56	5	54	.8	4.4	7	54	7	51	1.5	8.9	8	48	7	42	2.0	16.3
WNE	14	190	14	183	3.4	17.5	17	258	17	250	2.8	15.0	8	161	8	157	1.7	10.1	3	94	3	92	.9	7.0
WJFO	9	153	9	153	2.2	11.3	10	176	10	176	1.6	8.8	6	110	6	110	1.3	7.6	1	26	1	26	.3	2.3
WMEZ	1	19	1	19	.2	1.3	6	50	5	48	.8	4.4	6	62	5	58	1.1	6.3	7	83	6	75	1.7	14.0
WOWW	3	52	3	49	.7	3.8	6	83	6	78	1.0	5.3	5	64	5	60	1.1	6.3	3	40	3	38	.9	7.0
WTRX	27	193	26	186	6.3	32.5	30	224	29	217	4.7	25.7	14	120	13	116	2.8	16.5	3	38	3	33	.9	7.0
WJOM	7	42	7	40	1.7	8.8	13	108	13	102	2.1	11.5	13	110	13	105	2.8	16.5	7	100	7	94	2.0	16.3
METRO TOTALS			80	392	19.5		METRO TOTALS		113	586	18.4		METRO TOTALS		79	452	16.8		METRO TOTALS		43	328	12.4	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WFMD	37	527	37	527	3.8	22.8	12	223	12	223	2.9	16.4	24	286	24	286	5.5	32.9	36	509	36	509	4.3	24.7
WFRE	21	276	21	226	2.2	13.0	13	106	13	106	3.2	17.8	8	105	8	105	1.8	11.0	21	211	21	211	2.5	14.4
*WTHU	2	53	2	53	.2	1.2		27		27			2	26	2	26	.5	2.7	2	53	2	53	.2	1.4
*WTRT	4	59	4	59	.4	2.5	2	30	2	30	.5	2.7	2	29	2	29	.5	2.7	4	59	4	59	.5	2.7
*WZYQ	-1	60	-1	60				28		28				24		24				52		52		
WZYQ FH	16	261	16	261	1.7	9.9	4	75	4	75	1.0	5.5	7	111	7	111	1.6	9.6	11	186	11	186	1.3	7.5
TOTAL	16	289	16	289	1.7	9.9	4	88	4	88	1.0	5.5	7	121	7	121	1.6	9.6	11	209	11	209	1.3	7.5
WASH	4	64	4	64	.4	2.5	3	28	3	28	.7	4.1	1	29	1	29	.2	1.4	4	57	4	57	.5	2.7
WAVA	4	51	4	51	.4	2.5	3	30	3	30	.7	4.1		9		9			3	39	3	39	.4	2.1
W8AL	1	57	1	57	.1	.6		31		31			1	26	1	26	.2	1.4	1	57	1	57	.1	.7
W1YY	13	87	13	87	1.3	8.0	10	62	10	62	2.5	13.7	2	10	2	10	.5	2.7	12	72	12	72	1.4	8.2
WHAL	1	64	1	64	.1	.6	1	37	1	37	.2	1.4		27		27			1	64	1	64	.1	.7
WMZO	2	67	2	67	.2	1.2	1	34	1	34	.2	1.4	1	33	1	33	.2	1.4	2	67	2	67	.2	1.4
*WPGC	-1	9	-1	9										9		9				9		9		
WPGC FH	2	62	2	62	.2	1.2		13		13			2	38	2	38	.5	2.7	2	51	2	51	.2	1.4
TOTAL	2	62	2	62	.2	1.2		13		13			2	38	2	38	.5	2.7	2	51	2	51	.2	1.4
WPOC	5	95	5	95	.5	3.1	3	42	3	42	.7	4.1	2	49	2	49	.5	2.7	5	91	5	91	.6	3.4
WROX	12	212	12	212	1.2	7.4	2	57	2	57	.5	2.7	6	84	6	84	1.4	8.2	8	141	8	141	.9	5.5
*WTRR FH	1	47	1	47	.1	.6	1	18	1	18	.2	1.4		21		21			1	39	1	39	.1	.7
WVCS	5	55	5	55	.5	3.1	3	35	3	35	.7	4.1	2	16	2	16	.5	2.7	5	51	5	51	.6	3.4
WVDC FH	8	125	8	125	.8	4.9	3	62	3	62	.7	4.1	2	25	2	25	.5	2.7	5	87	5	87	.6	3.4
METRO TOTALS			162	955	16.8		METRO TOTALS	73	402	17.9		METRO TOTALS	73	434	16.6		METRO TOTALS	146	836	17.3				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WFRD	7	182	7	182	2.0	11.7	13	280	13	280	2.3	14.1	13	254	13	254	2.9	20.0	29	327	29	327	5.9	33.7
WPRE	4	53	4	53	1.1	6.7	13	127	13	127	2.3	14.1	15	144	15	144	3.3	23.1	17	158	17	158	3.5	19.8
*WTHU		4		4			1	19	1	19	.2	1.1	1	31	1	31	.2	1.5	2	49	2	49	.4	2.3
*WTPI		27		27			31	31	31			2	33	2	33	.4	3.1	4	32	4	32	.8	4.7	
*WZYQ		35		35			42	42	42				29		29				17		17			
WZYQ FM	7	121	7	121	2.0	11.7	11	169	11	169	2.0	12.0	5	92	5	92	1.1	7.7	4	65	4	65	.8	4.7
TOTAL	7	138	7	138	2.0	11.7	11	190	11	190	2.0	12.0	5	105	5	105	1.1	7.7	4	71	4	71	.8	4.7
WASH	1	33	1	33	.3	1.7	4	57	4	57	.7	4.3	4	51	4	51	.9	6.7	3	24	3	24	.6	3.5
WAVA	3	39	3	39	.8	5.0	3	39	3	39	.5	3.3	1	11	1	11	.2	1.5						
WBAL							1	21	1	21	.2	1.1	1	31	1	31	.2	1.5	1	57	1	57	.2	1.2
WIVY	11	68	11	68	3.1	18.3	12	72	12	72	2.2	13.0	1	15	1	15	.2	1.5	1	4	1	4	.2	1.2
WMAL		14		14			31	31	31				33		33			1	50	1	50	.2	1.2	
WMZQ		23		23			2	49	2	49	.4	2.2	2	53	2	53	.4	3.1	2	44	2	44	.4	2.3
*WPGC		9		9			9	9	9				3		3									
WPGC FM	2	41	2	41	.6	3.3	2	51	2	51	.4	2.2		13		13				10		10		
TOTAL	2	41	2	41	.6	3.3	2	51	2	51	.4	2.2		13		13				10		10		
WPOC	2	33	2	33	.6	3.3	3	54	3	54	.5	3.3	3	54	3	54	.7	4.6	3	58	3	58	.6	3.5
WRGX	7	105	7	105	2.0	11.7	7	128	7	128	1.3	7.6	1	50	1	50	.2	1.5	1	36	1	36	.2	1.2
*WTRR FM							10	10	10				10		10				1	39	1	39	.2	1.2
WWCS	3	17	3	17	.8	5.0	3	23	3	23	.5	3.3	3	38	3	38	.7	4.6	2	34	2	34	.4	2.3
WWDC FM	5	74	5	74	1.4	8.3	5	87	5	87	.9	5.4		17		17				13		13		
METRO TOTALS			50	354	16.9		METRO TOTALS	92	555	16.6		METRO TOTALS	65	453	14.3		METRO TOTALS	86	482	17.5				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KDWZ	9	217	7	157	.9	5.5	2	85	2	68	.5	3.6	5	81	4	59	1.1	6.3	7	166	6	127	.8	5.0
KKDQ	5	125	4	99	.5	3.1	3	55	2	51	.5	3.6	2	58	2	36	.6	3.2	5	113	4	87	.6	3.4
KKXK	37	465	23	330	2.8	18.0	17	192	9	147	2.5	16.1	15	207	12	147	3.4	19.0	32	399	21	294	2.9	17.6
KMOX	28	412	26	299	3.2	20.3	13	194	11	146	3.0	19.6	15	199	15	146	4.2	23.8	28	393	26	292	3.6	21.8
*KROX	17	170	15	144	1.8	11.7	6	75	5	62	1.4	8.9	11	80	10	67	2.8	15.9	17	155	15	129	2.1	12.6
*KRRK	8	145	8	133	1.0	6.3	5	72	5	67	1.4	8.9	3	70	3	66	.8	4.8	8	142	8	133	1.1	6.7
*KRRK FM	2	63	2	46	.2	1.6	1	19	1	19	.3	1.8	1	41	1	24	.3	1.6	2	60	2	43	.3	1.7
TOTAL	10	170	10	142	1.2	7.9	6	72	6	67	1.6	10.7	4	92	4	72	1.1	6.4	10	164	10	139	1.4	8.4
KYTH	26	367	17	274	2.1	13.3	7	124	6	106	1.6	10.7	9	118	6	94	1.7	9.5	16	242	12	200	1.7	10.1
KFGD	29	281	6	101	.7	4.7	21	135	4	46	1.1	7.1	7	128	2	49	.6	3.2	28	263	6	95	.8	5.0
WDAY	12	190	5	67	.6	3.9	5	97	4	32	1.1	7.1	7	93	1	35	.3	1.6	12	190	5	67	.7	4.2
METRO TOTALS			128	790	15.6		METRO TOTALS	56	353	15.3		METRO TOTALS	63	341	17.7		METRO TOTALS	119	694	16.5				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KDWZ	7	120	6	91	1.7	11.5	7	147	6	108	1.2	8.2	4	87	3	48	.9	5.3		46		36		
KKQQ	4	82	3	70	.9	5.8	5	99	4	87	.8	5.5	2	44	2	41	.6	3.5	1	31	1	17	.3	1.5
KKL	24	263	16	202	4.6	30.8	28	325	19	239	3.8	26.0	23	198	16	143	4.7	26.1	8	136	5	92	1.3	7.5
KNOX	5	149	4	94	1.1	7.7	15	234	13	155	2.6	17.8	13	167	11	110	3.2	19.3	23	244	22	198	5.9	32.8
*KROX		18		18			3	54	1	44	.2	1.4	9	63	7	53	2.0	12.3	17	137	15	111	4.0	22.4
*KRRK	3	63	3	59	.9	5.8	6	94	6	85	1.2	8.2	5	74	5	65	1.5	8.8	5	79	5	74	1.3	7.5
*KRRK FR	2	23	2	23	.6	3.8	2	33	2	30	.4	2.7	1	20	1	17	.3	1.8		37		20		
TOTAL	5	65	5	62	1.4	9.6	8	99	8	88	1.6	10.9	6	79	6	68	1.7	10.6	5	99	5	77	1.3	7.5
KYTN	10	174	9	151	2.6	17.3	16	224	12	182	2.4	16.4	9	102	5	72	1.5	8.8	5	68	3	49	.8	4.5
KF60	7	62	1	14	.3	1.9	12	109	2	20	.4	2.7	10	95	1	21	.3	1.8	21	201	5	81	1.3	7.5
WDAY		37		15			1	62		19			9	86	4	28	1.2	7.0	12	153	5	52	1.3	7.5
METRO TOTALS			52	335	14.8		METRO TOTALS		73	466	14.8		METRO TOTALS		57	323	16.6		METRO TOTALS		67	359	18.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KEXD	12	261	12	261	1.7	12.9	4	97	4	97	1.4	10.8	6	120	6	120	1.9	14.6	10	217	10	217	1.7	12.8
KQIL	27	269	27	269	3.9	29.0	11	127	11	127	3.8	29.7	12	121	12	121	3.8	29.3	23	248	23	248	3.8	29.5
KOIX	42	393	31	265	4.5	33.3	19	186	14	106	4.9	37.8	16	140	10	100	3.2	24.4	35	326	24	206	4.0	30.8
KREX	5	161	5	154	.7	5.4	1	52	1	52	.3	2.7	3	84	3	77	.9	7.3	4	136	4	129	.7	5.1
*KREX FM	6	175	4	124	.6	4.3	1	71					5	94	4	78	1.3	9.8	6	165	4	117	.7	5.1
*KSTR	4	82	4	82	.6	4.3	2	38	2	38	.7	5.4	2	33	2	33	.6	4.9	4	71	4	71	.7	5.1
METRO TOTALS			93	642	13.4		METRO TOTALS	37	261	12.8			METRO TOTALS	41	296	12.9			METRO TOTALS	78	557	12.9		

MONDAY-FRIDAY

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KEXD	4	88	4	88	1.8	10.8	7	139	7	139	1.9	11.7	7	122	7	122	2.3	15.6	6	129	6	129	1.6	14.6
KQIU	6	76	6	76	2.7	16.2	17	157	17	157	4.7	28.3	17	142	17	142	5.6	37.8	17	172	17	172	4.5	41.5
KQIX	28	208	20	143	9.0	54.1	35	277	24	194	6.6	40.0	20	190	11	120	3.6	24.4	7	118	4	63	1.0	9.8
KREX		19		19			1	46	1	46	.3	1.7	2	66	2	66	.7	4.4	4	117	4	110	1.0	9.8
*KREX FM	2	32	1	26	.4	2.7	3	63	2	52	.6	3.3	3	70	2	59	.7	4.4	4	133	3	91	.8	7.3
*KSTW	2	26	2	26	.9	5.4	4	38	4	38	1.1	6.7	2	70	2	20	.7	4.4	2	45	2	45	.5	4.9
METRO TOTALS			37	220	16.6		METRO TOTALS	60	351	16.6		METRO TOTALS	45	291	14.7		METRO TOTALS	41	337	10.7				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KAAK	6	90	6	84	.9	5.5	2	30	2	27	.7	3.8	3	49	3	49	1.0	6.5	5	79	5	76	.9	5.1
KAPP	7	45	1	41	.2	.9		13		13			2	32	1	28	.3	2.2	2	45	1	41	.2	1.0
KETH	26	321	23	252	3.5	21.1	15	149	12	103	4.3	23.1	9	133	9	122	3.1	19.6	24	282	21	225	3.7	21.4
KMDN	45	538	22	220	3.4	20.2	26	268	13	107	4.6	25.0	17	232	9	101	3.1	19.6	43	500	22	208	3.9	22.4
KNUW	23	234	18	181	2.8	16.5	4	56	3	49	1.1	5.8	11	107	8	77	2.8	17.4	15	163	11	126	1.9	11.2
KOPZ	18	164	18	142	2.8	16.5	9	78	9	70	3.2	17.2	9	80	9	70	3.1	19.6	18	158	18	140	3.2	18.4
KODI	18	333	14	275	2.2	12.8	7	137	6	108	2.1	11.5	9	144	7	119	2.4	15.2	16	281	13	227	2.3	13.3
METRO TOTALS			109	602	16.8		METRO TOTALS	52	256	18.5		METRO TOTALS	46	264	16.1		METRO TOTALS	98	520	17.3				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
KAAZ	5	53	5	53	1.9	9.6	5	66	5	63	1.3	6.8	5	53	5	50	1.6	8.5		26		23					
KARZ		6		6				9		9				6		6			2	39	1	35	.3	2.2			
KFTZ	12	145	11	109	4.1	21.2	22	215	19	173	4.8	25.7	17	172	15	145	4.7	25.4	17	137	10	116	3.3	21.7			
KFOM	12	140	3	40	1.1	5.8	25	272	8	96	2.0	10.8	23	250	10	116	3.1	16.9	31	360	19	168	5.3	41.3			
KNUZ	13	117	9	92	3.4	17.3	15	156	11	123	2.8	14.9	9	110	6	82	1.9	10.2	7	46	2	34	.7	4.3			
KDZ	6	38	6	38	2.3	11.5	11	90	11	78	2.8	14.9	13	104	13	97	4.0	22.0	12	120	12	102	4.0	26.1			
KQZ	13	191	11	147	4.1	21.2	16	254	13	202	3.3	17.6	11	192	9	169	2.8	15.3	3	90	2	80	.7	4.3			
METRO TOTALS			52	250	19.5		METRO TOTALS			74	375	18.5		METRO TOTALS			59	298	18.4		METRO TOTALS			46	270	15.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
MARK	8	144	8	134	.4	2.3	4	62	4	57	.5	2.7	4	75	4	70	.5	2.4	8	137	8	127	.5	2.5
*WAZ	6	140	6	140	.3	1.7	3	71	3	71	.4	2.1	3	64	3	64	.3	1.8	6	135	6	135	.4	1.9
*WAZ FM	12	146	12	146	.6	3.5	6	67	6	67	.7	4.1	6	79	6	79	.7	3.5	12	146	12	146	.7	3.8
TOTAL	18	210	18	210	.9	5.2	9	101	9	101	1.1	6.2	9	104	9	104	1.0	5.3	18	205	18	205	1.1	5.7
*WCBG	11	239	11	236	.6	3.2	5	110	5	110	.6	3.4	6	129	6	126	.7	3.5	11	239	11	236	.7	3.5
*WCHA	19	208	18	194	.9	5.2	12	103	11	91	1.4	7.5	7	100	7	98	.8	4.1	19	203	18	189	1.1	5.7
*WEEO	6	191	6	188	.3	1.7	4	72	4	69	.5	2.7	2	93	2	93	.2	1.2	6	165	6	162	.4	1.9
*WHAG	6	157	6	157	.3	1.7	2	75	2	75	.2	1.4	4	65	4	65	.5	2.4	6	140	6	140	.4	1.9
WIKZ	45	523	41	457	2.1	11.9	15	207	14	185	1.7	9.6	19	202	17	174	1.9	10.0	34	409	31	359	1.8	9.8
*WJEJ	27	443	25	428	1.3	7.2	11	184	9	169	1.1	6.2	16	248	16	248	1.8	9.4	27	432	25	417	1.5	7.9
WKSL	5	117	5	108	.3	1.4	2	37	2	37	.7	1.4	3	74	3	71	.3	1.8	5	111	5	108	.3	1.6
WOCH	65	618	57	509	3.0	16.5	31	237	30	217	3.7	20.5	21	239	15	178	1.7	8.8	52	476	45	395	2.7	14.2
WRCV	11	222	11	217	.6	3.2	5	106	5	106	.6	3.4	5	80	5	75	.6	2.9	10	186	10	181	.6	3.2
WWCS	9	144	4	110	.2	1.2	4	65	1	52	.1	.7	5	69	3	51	.3	1.8	9	134	4	103	.2	1.3
*WWMD	15	227	13	180	.7	3.8	6	89	6	75	.7	4.1	9	133	7	102	.8	4.1	15	222	13	175	.8	4.1
WYII	37	388	32	344	1.7	9.3	14	157	12	137	1.5	8.2	22	196	19	174	2.2	11.2	36	353	31	311	1.8	9.8
WFSM	10	247	2	116	.1	.6	2	97		53			8	123	2	55	.2	1.2	10	220	2	108	.1	.6
WFRE	46	416	34	316	1.8	9.9	20	169	11	124	1.4	7.5	25	234	22	182	2.5	12.9	45	403	33	306	2.0	10.4
WPOC	7	58	7	58	.4	2.0	3	26	3	26	.4	2.1	4	32	4	32	.5	2.4	7	58	7	58	.4	2.2
WROX	3	99	3	99	.2	.9	2	49	2	49	.2	1.4		28		28			2	77	2	77	.1	.6
WWDC FM	6	153	4	112	.2	1.2	3	63	1	48	.1	.7	2	59	2	43	.2	1.2	5	122	3	91	.2	.9
METRO TOTALS			345	1842	18.1		METRO TOTALS	146	771	18.2		METRO TOTALS	170	850	19.3		METRO TOTALS	316	1621	18.8				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WARK	1	39	1	29	.2	.8	2	69	2	59	.2	1.0	3	71	3	66	.3	1.8	7	98	7	98	.7	3.7
*WAYZ	2	56	2	56	.3	1.6	4	98	4	98	.4	2.0	3	83	3	83	.3	1.8	4	79	4	79	.4	2.1
*WAYZ FM TOTAL	2	47	2	47	.3	1.6	10	106	10	106	.9	4.9	10	94	10	94	1.1	6.0	10	99	10	99	1.0	5.3
	4	62	4	62	.6	3.2	14	144	14	144	1.3	6.9	13	129	13	129	1.5	7.8	14	143	14	143	1.4	7.4
*WCBS		66		63			1	103	1	100	.1	.5	2	115	2	112	.2	1.2	11	173	11	173	1.1	5.9
*WCHA	7	37	6	34	.9	4.7	7	56	6	49	.6	2.9	7	61	7	55	.8	4.2	12	166	12	155	1.2	6.4
*WEED	5	110	5	107	.8	3.9	6	144	6	141	.6	2.9	4	91	4	88	.5	2.4	1	55	1	55	.1	.5
*WHAG	2	41	2	41	.3	1.6	5	77	5	77	.5	2.5	5	85	5	85	.6	3.0	4	99	4	99	.4	2.1
WIKZ	28	295	25	252	3.8	19.5	33	363	30	315	2.8	14.7	19	223	18	186	2.0	10.7	6	114	6	107	.6	3.2
*WJEL	5	85	4	80	.6	3.1	10	164	9	159	.9	4.4	12	190	10	182	1.1	6.0	22	347	21	337	2.0	11.2
WKSU	1	29	1	29	.2	.8	1	62	1	59	.1	.5		33		30			4	82	4	79	.4	2.1
WCCH	47	366	41	304	6.3	32.0	51	441	45	366	4.3	22.1	22	292	20	240	2.3	11.9	5	110	4	91	.4	2.1
WFCV	7	110	7	105	1.1	5.5	10	174	10	169	.9	4.9	10	145	10	140	1.1	6.0	3	76	3	76	.3	1.6
WVCS	3	52		32			9	107	4	76	.4	2.0	8	82	4	61	.5	2.4	6	82	4	71	.4	2.1
*WVHO	1	23		14			6	83	4	67	.4	2.0	6	97	4	78	.5	2.4	14	199	13	161	1.3	6.9
WYII	10	90	7	68	1.1	5.5	26	234	22	199	2.1	10.8	30	272	25	235	2.8	14.9	26	263	24	243	2.3	12.8
WFSM	6	135	1	59	.2	.8	10	189	2	93	.2	1.0	8	151	1	71	.1	.6	4	85	1	49	.1	.5
WFRE	4	72	4	54	.6	3.1	19	168	11	118	1.0	5.4	24	198	15	146	1.7	8.9	41	331	29	252	2.8	15.4
WPDC	2	14	2	14	.3	1.6	7	54	7	54	.7	3.4	5	40	5	40	.6	3.0	5	44	5	44	.5	2.7
WROX	1	44	1	44	.2	.8	1	59	1	59	.1	.5		22		22			1	33	1	33	.1	.5
WVOC FM	4	98	3	78	.5	2.3	5	120	3	91	.3	1.5	2	73	1	47	.1	.6	1	24		13		
METRO TOTALS			128	638	19.5		METRO TOTALS	204	1017	19.4		METRO TOTALS	168	861	18.9		METRO TOTALS	188	983	18.3				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WVCU	12	153	10	107	1.3	9.0	4	69	3	53	.9	5.6	8	79	7	54	2.2	11.7	12	148	10	107	1.5	8.8
WVCU FM	17	232	15	198	2.0	12.0	8	136	7	109	2.0	13.0	8	88	7	81	2.2	11.7	16	224	14	190	2.1	12.3
WTKD	36	453	34	422	4.6	27.2	18	212	18	212	5.2	33.3	16	188	14	157	4.3	23.3	34	400	32	369	4.8	28.1
WVBR	16	236	16	229	2.2	12.8	5	99	5	92	1.4	9.3	10	119	10	119	3.1	16.7	15	218	15	211	2.2	13.2
*WKRT	26	322	7	93	.9	5.6	8	118	3	35	.9	5.6	17	181	3	43	.9	5.0	25	299	6	78	.9	5.3
WNOZ	30	377	10	195	1.3	8.0	13	140	3	74	.9	5.6	12	144	3	73	.9	5.0	25	284	6	147	.9	5.3
*WRLX	7	66	6	58	.8	4.8	2	23	2	23	.6	3.7	5	38	4	35	1.2	6.7	7	61	6	58	.9	5.3
METRO TOTALS			125	736	16.8		METRO TOTALS		54	345	15.6		METRO TOTALS		60	320	18.6		METRO TOTALS		114	665	17.0	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WHCU		29		25			3	51	3	47	.6	3.8	4	49	4	45	1.3	7.7	12	119	10	82	3.5	17.5
WHCU FM	7	117	6	98	1.6	10.5	9	150	8	131	1.6	10.3	6	93	5	86	1.7	9.6	9	107	8	92	2.8	14.0
WTKD	17	240	16	223	4.2	28.1	25	325	23	298	4.6	29.5	15	181	14	170	4.7	26.9	17	160	16	146	5.6	28.1
WVBR	15	184	15	177	3.9	26.3	15	201	15	194	3.0	19.2	5	99	5	92	1.7	9.6		34		34		
*WKRT	5	70	1	14	.3	1.8	13	176	4	44	.8	5.1	14	178	5	52	1.7	9.6	20	229	5	64	1.7	8.8
WNOZ	18	189	6	112	1.6	10.5	22	241	6	135	1.2	7.7	9	126	2	61	.7	3.8	7	95		35		
*WRLC	1	10	1	10	.3	1.8	3	25	3	25	.6	3.8	4	36	4	36	1.3	7.7	6	51	5	48	1.7	8.8
METRO TOTALS			57	382	14.8		METRO TOTALS		78	493	15.8		METRO TOTALS		52	297	17.4		METRO TOTALS		57	283	19.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KOND	4	126	2	92	.3	2.2	2	45	1	29	.3	2.4	2	66	1	55	.3	2.3	4	111	2	84	.3	2.4
*KRK	5	69	3	53	.4	3.3	2	20	1	15	.3	2.4	3	49	2	38	.6	4.5	5	69	3	53	.5	3.5
*KFBS	22	409	14	224	1.9	15.4	10	159	6	72	2.0	14.6	10	210	7	133	2.0	15.9	20	369	13	205	2.0	15.3
*KODE	5	132	4	99	.5	4.4	2	38	1	29	.3	2.4	3	94	3	70	.8	6.8	5	132	4	99	.6	4.7
KPCG	2	67	1	49	.1	1.1		13		13			2	54	1	36	.3	2.3	2	67	1	49	.2	1.2
*KQYX	5	132	3	69	.4	3.3	1	42	1	24	.3	2.4	4	85	2	40	.6	4.5	5	127	3	64	.5	3.5
KSYN	40	631	17	266	2.3	18.7	19	243	6	107	2.0	14.6	12	245	7	98	2.0	15.9	31	488	13	205	2.0	15.3
WNBH	17	193	16	158	2.2	17.6	11	88	10	75	3.4	24.4	5	91	5	69	1.4	11.4	16	179	15	144	2.3	17.6
KBLT	10	195	4	72	.5	4.4	6	91	2	36	.7	4.9	4	82	2	29	.6	4.5	10	173	4	65	.6	4.7
KKDW	23	463	5	115	.7	5.5	12	200	1	55	.3	2.4	11	255	4	60	1.1	9.1	23	455	5	115	.8	5.9
KSEK	9	200	1	24	.1	1.1	1	72		7			7	97	1	17	.3	2.3	8	169	1	24	.2	1.2
KMRJ	16	335	8	138	1.1	8.8	7	122	4	55	1.4	9.8	9	150	4	58	1.1	9.1	16	272	8	113	1.2	9.4
KWTO	3	126	1	46	.1	1.1	1	55		27			1	48	1	17	.3	2.3	2	103	1	44	.2	1.2
WNB	5	101	1	43	.1	1.1	4	48	1	23	.3	2.4	1	45		20			5	93	1	43	.2	1.2
METRO TOTALS			91	684	12.4		METRO TOTALS		41	272	13.9		METRO TOTALS		44	330	12.4		METRO TOTALS		85	602	13.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KDRC	2	32	1	16	.4	2.6	2	47	1	31	.3	1.8	1	37	1	37	.3	2.4	2	79	1	68	.2	2.2
*KRCK	1	10		5			3	23	2	18	.5	3.6	3	29	2	24	.6	4.9	4	59	3	48	.7	6.5
*KFSE	15	234	9	112	3.8	23.1	16	293	9	139	2.4	16.7	11	165	6	91	1.9	14.6	5	135	4	93	1.0	8.7
*KODE	1	44	1	37	.4	2.6	4	82	3	66	.8	5.4	4	69	3	53	1.0	7.3	4	88	3	62	.7	6.5
KPCG	1	20	1	11	.4	2.6	1	23	1	14	.3	1.8		25		16			1	47		38		
*KOYX	1	53		27			3	87	2	43	.5	3.6	3	59	3	31	1.0	7.3	4	74	3	37	.7	6.5
KSYN	27	311	10	146	4.2	25.6	29	371	11	164	3.0	19.6	9	192	5	78	1.6	12.2	4	177	3	59	.7	6.5
WRBH	5	83	4	48	1.7	10.3	8	118	7	83	1.9	12.5	8	95	7	68	2.3	17.1	11	96	11	96	2.7	23.9
KBET	3	71		32			9	138	4	54	1.1	7.1	10	160	4	52	1.3	9.8	7	102	4	33	1.0	8.7
KKOW	1	104		25			4	193		48			7	195		48			22	351	5	90	1.2	10.9
KSEK	4	91	1	18	.4	2.6	7	116	1	20	.3	1.8	3	63		7			4	78		6		
KMRJ	8	137	5	72	2.1	12.8	10	184	6	85	1.6	10.7	6	122	3	43	1.0	7.3	8	135	3	41	.7	6.5
KWTO		31		19			1	61		21			1	50		17			2	72	1	25	.2	2.2
WMB	3	65	1	33	.4	2.6	5	84	1	43	.3	1.8	5	61	1	35	.3	2.4	2	28		10		
METRO TOTALS			39	238	16.4		METRO TOTALS	56	359	15.1		METRO TOTALS	41	293	13.3		METRO TOTALS	46	364	11.2				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KIIIZ	60	252	60	252	3.6	20.4	38	131	38	131	4.2	22.2	16	78	16	78	2.6	15.8	54	209	54	209	3.6	19.9
KIXS	48	646	43	570	2.6	14.6	25	351	23	322	2.5	13.5	14	190	13	165	2.1	12.9	39	541	36	487	2.4	13.2
*KMCS	1	76	1	76	.1	.3	1	47	1	47	.1	.6		29		29			1	76	1	76	.1	.4
KODV	37	411	35	389	2.1	11.9	16	224	15	214	1.7	8.8	18	144	18	137	3.0	17.8	34	368	33	351	2.2	12.1
KPLE	22	281	22	275	1.3	7.5	8	123	8	123	.9	4.7	11	133	11	130	1.8	10.9	19	256	19	253	1.3	7.0
KTEM	14	266	13	256	.8	4.4	6	96	6	96	.7	3.5	7	120	6	116	1.0	5.9	13	216	12	212	.8	4.4
*KTDN	17	289	17	289	1.0	5.8	10	167	10	167	1.1	5.8	7	110	7	110	1.1	6.9	17	277	17	277	1.1	6.3
KTDN FM	14	304	12	291	.7	4.1	8	172	7	166	.8	4.1	6	106	5	99	.8	5.0	14	278	12	265	.8	4.4
TOTAL	31	465	29	453	1.7	9.9	18	260	17	254	1.9	9.9	13	172	12	166	2.0	11.9	31	432	29	420	1.9	10.7
KHDD	4	91	4	91	.2	1.4	4	75	4	75	.4	2.3		7		7			4	82	4	82	.3	1.5
KLBJ FM	5	116	5	104	.3	1.7	4	72	4	67	.4	2.3	1	41	1	34	.2	1.0	5	113	5	101	.3	1.8
KLTD	11	110	11	110	.7	3.7	9	64	9	64	1.0	5.3	1	30	1	30	.2	1.0	10	94	10	94	.7	3.7
*KMIL	15	139	2	35	.1	.7	6	61	1	14	.1	.6	9	72	1	21	.2	1.0	15	133	2	35	.1	.7
KRLO	2	57	1	48	.1	.3	2	32	1	26	.1	.6		20		17			2	52	1	43	.1	.4
KTSA	4	82	3	58	.2	1.0	1	18	1	18	.1	.6	1	40	1	32	.2	1.0	2	58	2	50	.1	.7
KVTX FM	16	175	12	141	.7	4.1	6	75	5	58	.6	2.9	10	96	7	79	1.1	6.9	16	171	12	137	.8	4.4
WBAP	23	439	20	378	1.2	6.8	17	268	16	240	1.8	9.4	6	141	4	117	.7	4.0	23	409	20	357	1.3	7.4
METRO TOTALS			294	1558	17.5		METRO TOTALS		171	852	18.9		METRO TOTALS		101	559	16.6		METRO TOTALS		272	1411	18.0	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KIZ	51	181	51	181	5.6	27.4	54	206	54	206	4.7	23.4	14	78	14	78	2.2	13.1	3	28	3	28	.5	3.5
KIYS	35	446	32	399	3.5	17.2	38	508	35	455	3.0	15.2	9	180	7	154	1.1	6.5	4	95	4	88	.7	4.7
*KMS		45		45				47		47				24		24			1	31	1	31	.2	1.2
KOHV	16	228	16	224	1.8	8.6	30	307	29	300	2.5	12.6	20	147	19	140	3.0	17.8	18	140	17	127	2.8	19.8
KPLE	9	142	9	139	1.0	4.8	12	181	12	178	1.0	5.2	11	100	11	100	1.8	10.3	10	114	10	114	1.7	11.6
KTHM	10	123	10	120	1.1	5.4	11	152	11	149	.9	4.8	7	106	6	105	1.0	5.6	5	93	2	92	.3	2.3
*KTON	3	104	3	104	.3	1.6	9	166	9	166	.8	3.9	11	121	11	121	1.8	10.3	14	173	14	173	2.3	16.3
KTON FM	8	158	7	148	.8	3.8	11	208	10	198	.9	4.3	8	137	7	131	1.1	6.5	6	120	5	117	.8	5.8
TOTAL	11	211	10	202	1.1	5.4	20	304	19	295	1.6	8.2	19	216	18	210	2.9	16.8	20	221	19	218	3.1	22.1
KHOD	4	80	4	80	.4	2.2	4	82	4	82	.3	1.7		17		17				2		2		
KLEJ FM	5	89	5	84	.5	2.7	5	93	5	88	.4	2.2	3	52	3	40	.5	2.8		24		17		
KLTD	10	84	10	84	1.1	5.4	10	94	10	94	.9	4.3		19		19				10		10		
*KMIL	3	27					5	40		4			6	45		6			12	111	2	35	.3	2.3
KRLD		6		6				10		10				18		18			2	46	1	37	.2	1.2
KTSA	2	35	2	30	.2	1.1	2	41	2	34	.2	.9	2	37	2	34	.3	1.9		23		20		
KWIX FM	2	42	2	42	.2	1.1	7	101	6	88	.5	2.6	8	104	6	84	1.0	5.6	14	129	10	95	1.7	11.6
WBAP	11	200	11	192	1.2	5.9	16	280	16	261	1.4	6.9	10	171	10	149	1.6	9.3	12	209	9	165	1.5	10.5
METRO TOTALS		186		880		20.4		METRO TOTALS	231	1115	19.9			METRO TOTALS	107	577	17.1			METRO TOTALS	86	531	14.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WIZM	21	477	18	305	2.4	13.6	6	161	5	126	1.6	9.4	12	225	11	136	3.1	15.7	18	386	16	262	2.4	13.0
WIZM FM	60	738	32	333	4.2	24.2	16	234	9	116	2.9	17.0	28	288	17	145	4.7	24.3	44	522	26	261	3.9	21.1
WKTY	57	667	37	370	4.9	28.0	27	327	17	188	5.4	32.1	29	301	20	172	5.6	28.6	56	628	37	360	5.5	30.1
WLCX	4	215	3	176	.4	2.3	1	92	1	81	.3	1.9	3	103	2	90	.6	2.9	4	195	3	171	.4	2.4
WLXP	23	301	19	204	2.5	14.4	13	142	12	93	3.8	22.6	9	121	7	90	1.9	10.0	22	263	19	183	2.8	15.4
WSPL	13	185	8	134	1.0	6.1	4	70	3	66	1.0	5.7	9	97	5	61	1.4	7.1	13	167	8	127	1.2	6.5
KRDC FM	15	272	1	69	.1	.8	7	100	1	29	.3	1.9	4	85		24			11	185	1	53	.1	.8
*WCOW	2	47	2	18	.3	1.5	1	6	1	6	.3	1.9	1	41	1	12	.3	1.4	2	47	2	18	.3	1.6
WCOW FM	18	297	2	44	.3	1.5	6	155	1	27	.3	1.9	11	121	1	15	.3	1.4	17	276	2	42	.3	1.6
TOTAL	20	313	4	59	.5	3.0	7	161	2	33	.6	3.8	12	131	2	24	.6	2.8	19	297	4	57	.6	3.2
METRO TOTALS			132	742	17.3				53	306	16.9				70	352	19.5				123	658	18.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WIZM	10	195	10	134	3.4	17.2	14	275	13	181	3.0	17.1	9	219	7	127	2.3	14.6	8	191	6	128	1.6	9.2
WIZM FM	37	376	25	188	8.5	43.1	42	474	25	229	5.9	32.9	71	290	7	114	2.3	14.6	7	146	1	73	.3	1.5
WKTY	3	119	3	77	1.0	5.2	13	259	8	155	1.9	10.5	18	286	11	148	3.5	22.9	53	509	34	283	9.0	52.3
WLTX	3	78	2	70	.7	3.4	4	132	3	108	.7	3.9	2	115	1	91	.3	2.1	1	117	1	101	.3	1.5
WLXR	10	143	10	98	3.4	17.2	19	229	16	149	3.7	21.1	18	171	15	107	4.8	31.3	12	120	9	85	2.4	13.8
WSP1	3	50	3	42	1.0	5.2	7	100	5	83	1.2	6.6	8	94	3	68	1.0	6.3	18	117	5	85	1.3	7.7
WRDC FM	11	153	1	48	.3	1.7	11	185	1	53	.2	1.3	3	78		16				32		5		
*WCDW	6	76		2				33		4				33		4			2	21	2	16	.5	3.1
WCDW FM	6	87	2	11	.7	3.4	9	134	2	27	.5	2.6	9	121	2	29	.6	4.2	11	189		31		
TOTAL	6	89	2	13	.7	3.4	9	138	2	31	.5	2.6	9	125	2	33	.6	4.2	12	203	2	44	.5	3.1
METRO TOTALS			58	286	19.8		METRO TOTALS	76	413	17.8		METRO TOTALS	48	301	15.5		METRO TOTALS	65	372	17.2				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WASK	47	643	31	466	3.0	23.0	20	275	10	187	2.1	16.4	25	330	19	241	4.3	29.7	45	605	29	428	3.1	23.2
*WASK FH	45	438	20	193	2.0	14.8	19	182	9	78	1.9	14.8	26	238	11	97	2.5	17.2	45	420	20	175	2.2	16.0
*WAZY	9	147	8	141	.8	5.9	1	58	1	58	.2	1.6	8	82	7	76	1.6	10.9	9	140	8	134	.9	6.4
WAZY FH	44	598	25	312	2.5	18.5	17	214	12	138	2.5	19.7	17	236	8	125	1.8	12.5	34	450	20	263	2.2	16.0
WXUS	25	355	18	255	1.8	13.3	12	186	10	148	2.1	16.4	10	103	7	79	1.6	10.9	22	289	17	227	1.8	13.6
WFBO	20	264	4	90	.4	3.0	15	134	2	65	.4	3.3	2	60	2	21	.4	3.1	17	194	4	86	.4	3.2
WGM	2	60	1	29	.1	.7	2	33	1	18	.2	1.6		27		11		2	60	1	29	.1	.8	
WIBC	5	186	1	85	.1	.7	2	85	1	41	.2	1.6	3	101		44		5	186	1	85	.1	.8	
WLFG	7	192	4	106	.4	3.0	1	75	1	43	.2	1.6	6	105	3	55	.7	4.7	7	180	4	98	.4	3.2
WLS	22	572	12	253	1.2	8.9	9	231	9	141	1.9	14.8	9	233	2	92	.4	3.1	18	464	11	233	1.2	8.8
WHAQ	9	183	1	57	.1	.7	5	86	1	27	.2	1.6	4	69		22		9	195	1	49	.1	.8	
METRO TOTALS			135	955	13.2		METRO TOTALS		61	438	12.7		METRO TOTALS		64	424	14.3		METRO TOTALS		125	862	13.5	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WASK	11	222	9	192	1.6	10.7	19	336	15	275	2.1	14.7	16	235	11	165	2.7	21.2	34	303	20	236	5.3	48.8
WASK FM	16	138	11	70	2.0	13.1	25	233	15	125	2.1	14.7	25	251	12	120	2.9	23.1	2	202	9	105	2.4	22.0
*WAZY	5	91	4	85	.7	4.8	8	111	7	105	1.0	6.9	7	72	6	66	1.5	11.5	4	49	4	49	1.1	9.8
WAZY FM	32	363	20	232	3.6	23.8	32	422	20	293	2.8	19.6	13	219	5	101	1.2	9.6	2	87		31		
WXOS	21	259	17	215	3.1	20.2	21	259	17	215	2.4	16.7	6	81	4	62	1.0	7.7	1	30		12		
WFBO	17	188	4	86	.7	4.8	17	194	4	86	.6	3.9		19		3				6				
WGN	1	29		10			1	35		16			2	42	1	20	.2	1.9	1	31	1	19	.3	2.4
WIBC	3	73	1	47	.2	1.2	5	127	1	61	.1	1.0	3	93		27			2	113		38		
WLFG	2	59		30			5	126	3	61	.4	2.9	5	146	3	71	.7	5.8	5	121	4	68	1.1	9.8
WLS	14	345	11	209	2.0	13.1	16	401	11	215	1.6	10.8	7	214	3	78	.7	5.8	4	119		24		
WMAO	3	56	1	16	.2	1.2	7	113	1	36	.1	1.0	7	111	1	36	.2	1.9	6	99		33		
METRO TOTALS			84	919	15.3		METRO TOTALS		102	658	14.5		METRO TOTALS		52	368	12.7		METRO TOTALS		41	343	10.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KADK	6	177	6	145	.4	2.9	3	62	3	44	.5	4.1	1	89	1	75	.2	1.0	4	151	4	119	.3	2.3
KBIU	19	308	13	155	1.0	6.3	9	171	5	80	.9	6.8	8	100	8	75	1.3	8.0	17	271	13	155	1.1	7.5
*KFZM	26	226	26	226	1.9	12.6	3	65	3	65	.5	4.1	12	93	12	93	2.0	12.0	15	158	15	158	1.3	8.7
KLCL	25	339	22	249	1.6	10.7	11	114	11	105	2.0	15.1	9	178	7	108	1.2	7.0	20	292	18	213	1.6	10.4
KLCL FM	17	325	14	233	1.0	6.8	6	112	6	93	1.1	8.2	11	182	8	119	1.3	8.0	17	294	14	212	1.2	8.1
KLOU	17	398	13	277	1.0	6.3	4	119	2	75	.4	2.7	9	196	7	139	1.2	7.0	13	315	9	214	.8	5.2
KTOO	45	498	34	414	2.5	16.5	22	228	16	189	2.9	21.9	20	218	15	173	2.5	15.0	42	446	31	362	2.7	17.9
KYKZ	30	521	14	251	1.0	6.8	9	189	5	96	.9	6.8	16	208	7	98	1.2	7.0	25	397	12	194	1.0	6.9
KAJN FM	30	263	8	109	.6	2.9	11	111	1	51	.2	1.4	14	111	5	39	.8	5.0	25	222	6	90	.5	3.5
KHYS	14	187	13	138	1.0	6.3	6	55	5	39	.9	6.8	5	88	5	55	.8	5.0	11	143	10	94	.9	5.8
KIDC	12	215	12	193	.9	5.8	5	67	5	67	.9	6.8	5	117	5	95	.8	5.0	10	184	10	162	.9	5.8
KLVI	8	191	4	116	.3	1.9	3	78		43			5	101	4	61	.7	4.0	8	179	4	104	.3	2.3
KPAC	3	89	2	62	.1	1.0		34		24			3	55	2	38	.3	2.0	3	89	2	62	.2	1.2
KOXY	6	77	3	59	.2	1.5	3	42	2	32	.4	2.7	3	35	1	27	.2	1.0	6	77	3	59	.3	1.7
KZOM	5	162	2	66	.1	1.0	4	116	1	35	.2	1.4	1	26	1	26	.2	1.0	5	142	2	61	.2	1.2
METRO TOTALS			206	1276	15.3		METRO TOTALS		73	503	13.3		METRO TOTALS		100	585	16.7		METRO TOTALS		173	1088	15.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KARK	2	70	2	56	.4	2.4	4	126	4	94	.5	3.1	4	100	4	87	.6	4.2	2	81	2	63	.3	2.2
KBTU	16	214	12	133	2.4	14.3	16	241	12	141	1.5	9.4	7	109	7	50	1.1	7.3	1	57	1	22	.2	1.1
*KEZH	7	74	7	74	1.4	8.3	13	121	13	127	1.7	10.2	10	92	10	92	1.5	10.4	8	84	8	84	1.2	9.0
KLCL	5	111	5	71	1.0	6.0	16	216	14	145	1.8	11.0	14	193	12	136	1.9	12.5	15	181	13	142	2.0	14.6
KLCL FM	1	55	1	42	.2	1.2	6	121	6	99	.8	4.7	8	131	8	109	1.2	8.3	14	239	13	170	2.0	14.6
KLEU	6	172	5	132	1.0	6.0	7	219	6	166	.8	4.7	7	200	6	144	.9	6.3	7	143	4	82	.6	4.5
KTOD	16	189	15	170	3.0	17.9	24	313	22	268	2.8	17.3	23	292	16	230	2.5	16.7	26	257	16	192	2.5	18.0
KYKZ	20	302	11	145	2.2	13.1	24	364	11	169	1.4	8.7	10	144	6	93	.9	6.3	5	95	1	49	.2	1.1
KAJN FM	6	74	1	29	.2	1.2	21	162	4	61	.5	3.1	23	164	4	48	.4	4.2	19	148	5	61	.8	5.6
KHYS	8	112	7	63	1.4	8.3	9	129	8	80	1.0	6.3	5	90	4	48	.6	4.2	3	31	3	31	.5	3.4
KTOD	6	135	6	122	1.2	7.1	10	171	10	158	1.3	7.9	5	83	5	70	.8	5.2	4	49	4	40	.6	4.5
KLVI	4	72	2	30	.4	2.4	7	133	3	58	.4	2.4	6	122	2	61	.3	2.1	4	107	2	74	.3	2.2
KPAD							1	13		4			1	19		10			3	89	2	62	.3	2.2
KOXY	1	9	1	9	.2	1.2	3	44	3	44	.4	2.4	3	50	3	50	.5	3.1	5	68	2	50	.3	2.2
KZOH	5	138	2	57	.4	2.4	5	138	2	57	.3	1.6	1	29	1	29	.2	1.0		4		4		
METRO TOTALS			84	497	16.9		METRO TOTALS		127	765	16.2		METRO TOTALS		96	623	14.2		METRO TOTALS		89	591	13.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KCCO	5	114	5	112	.6	4.0	3	43	3	41	.7	4.7	2	55	2	55	.6	4.3	5	98	5	96	.6	4.5
KLAW	57	523	52	459	5.8	41.6	31	284	29	247	6.6	45.3	22	194	19	167	5.5	40.4	53	478	48	414	6.1	43.2
KRLG	12	245	12	231	1.3	9.6	5	128	5	128	1.1	7.8	6	87	6	84	1.7	12.8	11	215	11	212	1.4	9.9
KSWD	27	386	27	364	3.0	21.6	9	132	9	129	2.0	14.1	11	170	11	162	3.2	23.4	20	302	20	291	2.5	18.0
KBID	1	56	1	47	.1	.8	1	26	1	26	.2	1.6		76		17			1	52	1	43	.1	.9
KKOV	3	62	2	48	.2	1.6	2	31	2	28	.5	3.1		8		8			2	39	2	36	.3	1.8
KLUR	4	91	3	51	.3	2.4	4	45	3	26	.7	4.7		35		25			4	80	3	51	.4	2.7
KDMA	10	194	4	123	.4	3.2	5	92	2	60	.5	3.1	5	93	2	54	.6	4.3	10	185	4	114	.5	3.6
KQTZ	6	130	6	130	.7	4.8	2	56	2	56	.5	3.1	2	44	2	44	.6	4.3	4	100	4	100	.5	3.6
WBAP	12	132	7	56	.8	5.6	9	70	6	31	1.4	9.4	3	48	1	22	.3	2.1	12	118	7	53	.9	6.3
METRO TOTALS			125	850	14.0		METRO TOTALS		64	412	14.5		METRO TOTALS		47	334	13.6		METRO TOTALS		111	746	14.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
**KOD		20		20			2	49	2	49	.3	2.2	2	59	2	59	.5	4.3	5	78	5	76	1.7	13.5
KLAW	35	329	32	291	6.6	43.2	44	403	40	356	6.4	43.5	22	191	19	160	5.2	41.3	18	149	16	123	5.3	43.2
KRIG	9	170	9	167	1.9	12.2	10	198	10	195	1.6	10.9	7	94	7	94	1.9	15.2	2	45	2	45	.7	5.4
KSWO	12	164	12	164	2.5	16.2	16	235	16	235	2.6	17.4	11	179	11	179	3.0	23.9	8	138	8	127	2.7	21.6
WBID	1	34	1	28	.2	1.4	1	42	1	36	.2	1.1	1	25	1	25	.3	2.2		18		15		
WKOV	2	38	2	35	.4	2.7	2	38	2	35	.3	2.2		10		7				1		1		
WLUR	4	43	3	29	.6	4.1	4	53	3	39	.5	3.3		27		23				37		22		
WOMA	5	109	3	85	.6	4.1	6	169	4	107	.6	4.3	4	113	1	50	.3	2.2	5	76	1	29	.3	2.7
WOTZ	4	83	4	83	.8	5.4	4	98	4	98	.6	4.3		33		33				17		17		
WBAP	8	51	5	25	1.0	6.8	10	72	6	37	1.0	6.5	4	53	2	28	.5	4.3	4	67	2	28	.7	5.4
METRO TOTALS			74	471	15.3		METRO TOTALS		92	605	14.7		METRO TOTALS		46	351	12.6		METRO TOTALS		37	275	12.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KEES	2	94	2	74	.2	1.3	1	44	1	38	.2	1.5	1	41	1	27	.2	1.4	2	85	2	65	.2	1.5
*KFRO	8	205	8	188	.6	5.1	2	88	2	88	.4	3.1	6	89	6	79	1.0	8.3	8	177	8	167	.7	5.8
*KKTX	18	285	14	214	1.1	8.9	4	84	3	61	.6	4.6	4	90	2	76	.3	2.8	8	174	5	137	.5	3.6
*KKYP	2	75	2	75	.2	1.3	1	30	1	30	.2	1.5	1	45	1	45	.2	1.4	2	75	2	75	.2	1.5
*KLUE	5	164	2	97	.2	1.3	1	48		23			2	89	1	61	.2	1.4	3	137	1	84	.1	.7
KMHT	9	180	8	170	.6	5.1	2	79	2	79	.4	3.1	7	94	6	84	1.0	8.3	9	173	8	163	.7	5.8
KMHT FM	9	139	7	120	.6	4.4	3	61	1	54	.2	1.5	6	74	6	62	1.0	8.3	9	135	7	116	.6	5.1
*KOCA	1	64	1	54	.1	.6		17		17			1	39	1	29	.2	1.4	1	56	1	46	.1	.7
KYKX	91	865	35	387	2.8	22.2	37	399	20	193	3.9	30.8	45	374	12	157	2.0	16.7	82	773	32	350	2.9	23.4
KEEL	4	187	2	80	.2	1.3	1	83	1	35	.2	1.5	2	60	1	27	.2	1.4	3	143	2	62	.2	1.5
KNUE	26	296	11	145	.9	7.0	11	155	7	85	1.4	10.8	15	123	4	56	.7	5.6	26	278	11	141	1.0	8.0
KRMD	3	53	-1	16			1	20		5			2	33		11			3	93		16		
KRMD FM	16	179	3	86	.2	1.9	4	88	2	53	.4	3.1	10	79	1	30	.2	1.4	14	167	3	83	.3	2.2
TOTAL	19	216	3	98	.2	1.9	5	101	2	58	.4	3.1	12	103	1	37	.2	1.4	17	204	3	95	.3	2.2
KROK	7	101	2	51	.2	1.3	2	42	1	22	.2	1.5	2	33		12			4	75	1	34	.1	.7
KTYL FM	19	217	12	136	1.0	7.6	7	69	4	46	.8	6.2	6	72	5	57	.9	6.9	13	141	9	103	.8	6.6
KWKH	12	371	5	142	.4	3.2	8	186	4	77	.8	6.2	4	167	1	57	.2	1.4	12	393	5	134	.5	3.6
*KZEY	21	130	19	107	1.5	12.0	8	32	8	23	1.6	12.3	10	68	9	61	1.5	12.5	18	100	17	84	1.6	12.4
METRO TOTALS			158	1190	12.7			METRO TOTALS	65	469	12.8			METRO TOTALS	72	935	12.3			METRO TOTALS	137	1004	12.5	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KEES		21		14				43		36				26		26			2	64	2	51	.3	3.1
*KFRO	6	102	6	92	1.5	8.3	7	129	7	119	1.1	7.0	6	93	6	83	1.1	7.3	2	75	2	75	.3	3.1
*KKTZ	6	126	4	103	1.0	5.6	7	153	4	116	.6	4.0	3	63	1	44	.2	1.2	2	48	1	34	.1	1.5
*KKYR	1	22	1	22	.2	1.4	1	22	1	22	.2	1.0	1	25	1	25	.2	1.2	1	53	1	53	.1	1.5
*KLUK		48		34				60		46				36		36			3	89	1	50	.1	1.5
KRHT	3	44	3	44	.7	4.2	4	56	4	56	.6	4.0	5	65	5	65	.9	6.1	6	129	5	119	.7	7.7
KRHT FM	1	27	1	22	.2	1.4	4	60	2	48	.3	2.0	5	68	3	56	.5	3.7	8	108	6	94	.9	9.2
*KQCA		14		9				23		18				32		22			1	42	1	37	.1	1.5
KYXX	45	423	19	178	4.6	26.4	60	577	29	279	4.4	29.0	52	431	26	220	4.7	31.7	37	350	13	172	1.9	20.0
KEEL	2	91	2	38	.5	2.8	3	111	2	44	.3	2.0	3	82	2	38	.4	2.4	1	52		24		
KNWE	3	42	3	42	.7	4.2	9	119	6	81	.9	6.0	14	150	7	88	1.3	8.5	23	236	8	99	1.2	12.3
KRND								6					2	17		4			3	53		16		
KRND FM	1	67		36			10	115	2	57	.3	2.0	10	83	2	43	.4	2.4	13	100	3	47	.4	4.6
TOTAL	1	67		36			10	115	2	57	.3	2.0	12	94	2	47	.4	2.4	16	137	3	59	.4	4.6
KRQK	4	66	1	25	.2	1.4	4	69	1	28	.2	1.0	1	33		21				9		9		
KTYL FM	10	122	8	94	1.9	11.1	12	133	8	99	1.2	8.0	6	59	3	42	.5	3.7	3	19	1	9	.1	1.5
KWHH	1	81		30			4	188	2	56	.3	2.0	5	167	3	51	.5	3.7	11	272	5	104	.7	7.7
*KZLY	13	81	13	72	3.2	18.1	16	88	16	79	2.4	16.0	13	53	13	53	2.3	15.9	5	19	4	12	.6	6.2
METRO TOTALS			72	406	17.5		METRO TOTALS	100	630	15.2		METRO TOTALS	82	526	14.8		METRO TOTALS	65	598	9.5				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KCJB	60	538	28	257	6.1	38.4	25	229	16	121	7.8	44.4	30	243	12	117	6.0	40.0	55	472	28	238	6.9	42.4
KCJB FM	13	138	5	79	1.1	6.8	4	55	2	31	1.0	5.6	9	77	3	42	1.5	10.0	13	132	5	73	1.2	7.6
*KHRT	17	115	5	49	1.1	6.8	5	40	2	16	1.0	5.6	7	72	3	30	1.5	10.0	12	112	5	46	1.2	7.6
KIZZ	24	281	23	223	5.0	31.5	9	112	9	97	4.4	25.0	9	110	8	83	4.0	26.7	18	222	17	180	4.2	25.8
KKOA	5	215	2	137	.4	2.7	1	77		55			3	104	2	70	1.0	6.7	4	181	2	125	.5	3.0
*KTYN	10	142	8	118	1.7	11.0	7	64	6	54	2.9	16.7	1	56	1	46	.5	3.3	8	120	7	100	1.7	10.6
KFYR	19	358	2	81	.4	2.7	8	147	1	31	.5	2.8	7	139	1	33	.5	3.3	15	286	2	64	.5	3.0
METRO TOTALS			73	450	15.9		METRO TOTALS	36	203	17.5		METRO TOTALS	30	194	15.1		METRO TOTALS	66	397	16.3				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KCJB	17	137	10	82	4.8	26.3	34	282	17	150	5.7	34.7	31	278	14	144	6.6	46.7	38	335	18	156	9.2	64.3
KCJB FM	2	36	2	24	1.0	5.3	5	72	4	48	1.4	8.2	6	70	4	47	1.9	13.3	11	96	3	49	1.5	10.7
*KMYT	1	20		3			1	47		14			2	54		20			11	92	5	43	2.6	17.9
RIZZ	16	179	15	154	7.2	39.5	18	211	17	174	5.7	34.7	9	120	9	97	4.2	30.0	2	43	2	26	1.0	7.1
KKOA	2	104	2	83	1.0	5.3	4	149	2	105	.7	4.1	3	107	1	68	.5	3.3	2	77		42		
*KTYN	8	98	7	84	3.3	18.4	8	115	7	95	2.4	14.3	2	56	1	41	.5	3.3		22		16		
KFYR	7	141	2	54	1.0	5.3	12	200	2	55	.7	4.1	9	144	1	21	.5	3.3	8	145		10		
METRO TOTALS			38	209	18.2		METRO TOTALS		49	295	16.6		METRO TOTALS		30	212	14.1		METRO TOTALS		28	188	14.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUMG PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KLIC	13	250	13	225	1.2	9.2	2	86	2	86	.5	4.0	7	127	7	115	1.4	10.0	9	213	9	201	.9	7.5
KPLB	7	196	7	196	.6	4.9	4	89	4	89	.9	8.0	2	77	2	77	.4	2.9	6	166	6	166	.6	5.0
KMAN	4	115	2	62	.2	1.4		19		19			4	96	2	43	.4	2.9	4	115	2	62	.2	1.7
KNDE	40	641	15	296	1.4	10.6	16	228	9	137	2.0	18.0	24	383	6	129	1.2	8.6	40	611	15	266	1.6	12.5
KNDE FM	110	1286	29	372	2.6	20.4	38	471	9	135	2.0	18.0	35	528	12	155	2.3	17.1	73	999	21	290	2.2	17.5
*KUZM	4	94	4	94	.4	2.8	2	49	2	49	.5	4.0	7	39	2	39	.4	2.9	4	88	4	88	.4	3.3
KWEZ	31	359	12	174	1.1	8.5	19	164	5	85	1.1	10.0	12	195	7	89	1.4	10.0	31	359	12	174	1.3	10.0
KYEA	56	346	45	307	4.1	31.7	12	86	12	86	2.7	24.0	38	187	25	148	4.9	35.7	48	273	37	234	3.9	30.8
KTPY FM	9	141	3	89	.3	2.1	2	54	1	31	.2	2.0	3	70	2	37	.4	2.9	5	124	3	68	.3	2.5
KXKZ	47	606	4	89	.4	2.8	17	300	3	93	.7	6.0	28	268	1	27	.7	1.4	45	568	4	80	.4	3.3
METRO TOTALS		142	966	12.9			METRO TOTALS	90	380	11.3			METRO TOTALS	70	464	13.7			METRO TOTALS	120	824	12.6		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KLIC	3	45	3	45	.7	4.6	5	112	5	100	.8	5.7	5	109	5	97	1.0	8.1	6	168	6	156	1.1	10.9
KMLB	5	90	5	90	1.2	7.7	5	120	5	120	.8	5.7		62	5	62			1	76	1	76	.2	1.8
KNAN		26		9				46		29			2	50	1	38	.2	1.6	4	89	2	53	.4	3.6
KNBF	8	209	5	90	1.2	7.7	19	344	11	169	1.7	12.5	27	360	12	174	2.4	19.4	32	402	10	176	1.9	18.2
KNDE FM	48	576	16	180	3.8	24.6	61	710	19	242	3.0	21.6	37	354	8	158	1.6	12.9	25	423	5	110	.9	9.1
*KUN	2	44	2	44	.5	3.1	2	58	2	58	.3	2.3	1	30	1	30	.2	1.6	2	44	2	44	.4	3.6
KWEZ	3	62	2	18	.5	3.1	16	177	7	92	1.1	8.0	18	216	8	108	1.6	12.9	28	297	10	156	1.9	18.2
KYEA	35	185	25	155	6.0	38.5	41	227	30	188	4.7	34.1	19	112	18	103	3.6	29.0	13	88	12	79	2.3	21.8
KTRY FM	4	75	3	52	.7	4.6	5	103	3	58	.5	3.4	3	70	2	37	.4	3.2	1	49		16		
KXKZ	28	268	2	35	.5	3.1	33	396	2	55	.3	2.3	32	385	3	54	.6	4.8	17	300	2	45	.4	3.6
METRO TOTALS			65	375	15.5		METRO TOTALS		88	575	13.9		METRO TOTALS		62	467	12.4		METRO TOTALS		55	449	10.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WDHA	22	504	22	504	.4	4.1	11	185	11	185	.8	4.6	8	700	8	700	.5	3.3	19	385	19	385	.6	3.9
*WNTR	31	409	31	409	.9	5.8	17	188	17	188	1.2	7.1	14	221	14	221	.9	5.4	31	409	31	409	1.0	6.4
WPAN	4	106	4	106	.1	.7	2	52	2	52	.1	.8		41		41			2	93	2	93	.1	.4
WABC	25	778	25	778	.7	4.7	7	260	7	260	.5	2.9	10	361	10	361	.6	4.1	17	621	17	621	.6	3.5
WCBS	29	546	29	546	.9	5.4	22	393	22	393	1.6	9.2	7	153	7	153	.5	2.9	29	546	29	546	1.0	6.0
WCBS FM	13	297	13	297	.4	2.4	9	137	9	137	.6	3.8	4	128	4	128	.3	1.6	13	265	13	265	.4	2.7
WHN	9	278	9	228	.3	1.7	6	101	6	101	.4	2.5	3	116	3	116	.2	1.2	9	217	9	217	.3	1.9
WTNS	13	293	13	293	.4	2.4	10	192	10	192	.7	4.2	3	93	3	93	.2	1.2	13	285	13	285	.4	2.7
WKHK	7	157	7	157	.2	1.3	3	76	3	76	.2	1.3	4	70	4	70	.3	1.6	7	146	7	146	.2	1.5
WKTU	7	191	7	191	.2	1.3	3	68	3	68	.2	1.3	3	82	3	82	.2	1.2	6	150	6	150	.2	1.2
WMCA	7	142	7	142	.2	1.3	4	59	4	59	.3	1.7	2	59	2	59	.1	.8	6	118	6	118	.2	1.2
WNBC	40	741	40	741	1.2	7.5	20	263	20	263	1.4	8.4	13	305	13	305	.8	5.3	33	568	33	568	1.1	6.8
WNCN	7	131	7	131	.2	1.3	4	74	4	74	.3	1.7	3	57	3	57	.2	1.2	7	131	7	131	.2	1.5
WNEW	14	225	14	225	.4	2.6	8	162	8	162	.6	3.3	6	47	6	47	.4	2.5	14	209	14	209	.5	2.9
WNEW FM	18	339	18	339	.5	3.4	13	170	13	170	.9	5.4	3	102	3	102	.2	1.2	16	272	16	272	.5	3.3
WDR	60	823	60	823	1.8	11.2	22	402	22	402	1.6	9.2	38	386	38	386	2.5	15.6	60	788	60	788	2.0	12.4
WPAT	10	257	10	257	.3	1.9	5	122	5	122	.4	2.1	5	135	5	135	.3	2.1	10	257	10	257	.3	2.1
WPAT FM	28	357	28	357	.8	5.2	12	152	12	152	.9	5.0	16	205	16	205	1.0	6.6	28	357	28	357	.9	5.8
WPIX	28	591	28	591	.8	5.2	10	172	10	172	.7	4.2	9	211	9	211	.6	3.7	19	383	19	383	.6	3.9
WPLJ	37	636	37	636	1.1	6.9	10	193	10	193	.7	4.2	11	206	11	206	.7	4.5	21	399	21	399	.7	4.4
WQXR	1	47	1	47		.2	1	30	1	30	.1	.4		17		17			1	47	1	47		.2
WQXR FM	3	99	3	99	.1	.6	2	60	2	60	.1	.8	1	39	1	39	.1	.4	3	99	3	99	.1	.6
TOTAL	4	128	4	128	.1	.8	3	81	3	81	.2	1.2	1	47	1	47	.1	.4	4	128	4	128	.1	.8
WRFM	16	260	16	260	.5	3.0	4	75	4	75	.3	1.7	12	172	12	172	.8	4.9	16	247	16	247	.5	3.3
WVNJ FM	25	403	25	403	.7	4.7	7	193	7	193	.5	2.9	18	210	18	210	1.2	7.4	25	403	25	403	.8	5.2
WYNY	23	446	23	446	.7	4.3	10	208	10	208	.7	4.2	12	203	12	203	.8	4.9	22	411	22	411	.7	4.6
METRO TOTALS			536	3313	15.8		METRO TOTALS	239	1373	17.0		METRO TOTALS	243	1504	15.7		METRO TOTALS	482	2877	16.3				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
JDMA	19	322	19	322	1.6	10.4	19	347	19	347	.9	5.9	11	222	11	222	.6	4.0		63		63		
WMTR	2	66	2	66	.2	1.1	20	170	20	170	1.0	6.3	20	167	20	167	1.1	7.2	29	343	29	343	1.7	9.7
WRAN	2	66	2	66	.2	1.1	2	74	2	74	.1	.6	2	62	2	62	.1	.7		27		27		
WABC	7	307	7	307	.6	3.8	14	522	14	522	.7	4.4	13	429	13	429	.7	4.7	10	314	10	314	.6	3.3
WCBS	4	130	4	130	.3	2.2	12	275	12	275	.6	3.8	16	313	16	313	.9	5.8	25	416	25	416	1.4	8.4
WCBS FM	5	114	5	114	.4	2.7	13	226	13	226	.6	4.1	13	223	13	223	.7	4.7	8	151	8	151	.5	2.7
WHN	1	56	1	56	.1	.5	4	155	4	155	.2	1.3	5	171	5	171	.3	1.8	8	161	8	161	.5	2.7
WTNS	1	36	1	36	.1	.5	4	151	4	151	.2	1.3	4	190	4	190	.2	1.4	12	249	12	249	.7	4.0
WKHK	4	77	4	77	.3	2.2	7	114	7	114	.3	2.2	6	121	6	121	.3	2.2	3	69	3	69	.2	1.0
WKTU	6	115	6	115	.5	3.3	6	135	6	135	.3	1.9	4	89	4	89	.2	1.4		35		35		
WMCA		26		26			1	43	1	43		.3	1	41	1	41	.1	.4	6	92	6	92	.3	2.0
WNBC	19	316	19	316	1.6	10.4	29	501	29	501	1.4	9.1	22	395	22	395	1.2	7.9	14	252	14	252	.8	4.7
WNCN		36		36			4	112	4	112	.2	1.3	7	131	7	131	.4	2.5	7	95	7	95	.4	2.3
WNEW	1	40	1	40	.1	.5	9	114	9	114	.4	2.8	13	163	13	163	.7	4.7	13	169	13	169	.7	4.3
WNEW FM	16	242	16	242	1.3	8.7	16	262	16	262	.8	5.0	7	143	7	143	.4	2.5		30		30		
WOR	4	99	4	99	.3	2.2	21	322	21	322	1.0	6.6	28	400	28	400	1.6	10.1	56	689	56	689	3.2	18.7
WPAT							1	81	1	81		.3	3	120	3	120	.2	1.1	10	257	10	257	.6	3.3
WPAT FM	4	69	4	69	.3	2.2	9	171	9	171	.4	2.8	12	210	12	210	.7	4.3	24	288	24	288	1.4	8.0
WPTX	18	312	18	312	1.5	9.8	19	383	19	383	.9	5.9	9	190	9	190	.5	3.2	1	71	1	71	.1	.3
WPLJ	21	361	21	361	1.7	11.5	21	399	21	399	1.0	6.6	4	183	4	183	.2	1.4		38		38		
WQXR							1	34	1	34		.3	1	34	1	34	.1	.4	1	47	1	47	.1	.3
WQXR FM		36		36			3	99	3	99	.1	.9	3	99	3	99	.2	1.1	3	63	3	63	.2	1.0
TOTAL		36		36			4	115	4	115	.2	1.2	4	115	4	115	.2	1.5	4	92	4	92	.2	1.3
WRFM	1	12	1	12	.1	.5	9	114	9	114	.4	2.8	8	131	8	131	.4	2.9	15	235	15	235	.9	5.0
WYNY FM	11	151	11	151	.9	6.0	16	220	16	220	.8	5.0	12	238	12	238	.7	4.3	14	252	14	252	.8	4.7
WYNY	12	275	12	275	1.0	6.6	22	354	22	354	1.1	6.9	22	358	22	358	1.2	7.9	10	136	10	136	.6	3.3
METRO TOTALS			183	1170	15.1		METRO TOTALS		320	1945	15.9		METRO TOTALS		278	1752	15.5		METRO TOTALS		299	1707	17.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
WCNF	5	95	5	85	.3	2.4	2	44	2	39	.3	2.2	3	51	3	46	.5	3.1	5	95	5	85	.4	2.6			
WKBZ	29	568	23	515	1.6	10.9	15	281	11	246	1.9	12.0	13	235	11	217	1.7	11.2	28	516	22	463	1.8	11.6			
*WKJR	6	135	3	101	.2	1.4	4	51	2	41	.3	2.2	2	74	1	50	.2	1.0	6	125	3	91	.2	1.6			
WKJR FM	3	141	1	97	.1	.5		45		30			3	77	1	48	.2	1.0	3	122	1	78	.1	.5			
*WMUS	9	265	7	217	.5	3.3	4	86	3	76	.5	3.3	5	146	4	121	.6	4.1	9	232	7	197	.6	3.7			
WMUS FM	42	514	30	396	2.1	14.2	16	197	14	161	2.4	15.2	25	271	15	195	2.3	15.3	41	468	29	356	2.3	15.3			
WQOW	47	537	38	395	2.6	18.0	22	216	17	150	2.9	18.5	23	297	19	226	2.9	19.4	45	513	36	376	2.9	18.9			
WTRU	13	364	11	324	.8	5.2	8	144	7	122	1.2	7.6	4	186	3	173	.5	3.1	12	330	10	295	.8	5.3			
WBBM	7	143	1	66	.1	.5	4	84	1	34	.2	1.1	3	59		32			7	143	1	66	.1	.5			
WGN	4	94	2	61	.1	.9	2	51	1	25	.2	1.1	2	43	1	36	.2	1.0	4	94	2	61	.2	1.1			
WGRD-FM	37	751	19	339	1.3	9.0	9	211	4	96	.7	4.3	13	302	8	142	1.2	8.2	22	513	12	238	1.0	6.3			
*WJFM	31	413	10	147	.7	4.7	11	174	3	66	.5	3.3	18	190	6	67	.9	6.1	29	364	9	133	.7	4.7			
WLAV	60	661	24	283	1.7	11.4	40	255	14	104	2.4	15.2	10	212	6	96	.9	6.1	50	467	20	200	1.6	10.5			
WLS	7	223	4	108	.3	1.9	3	78	1	30	.2	1.1	2	94	1	48	.2	1.0	5	172	2	78	.2	1.1			
WMAQ	7	212	2	97	.1	.9	3	82	1	35	.2	1.1	2	114	1	52	.2	1.0	5	196	2	87	.2	1.1			
WOOD-FM	27	416	3	125	.2	1.4	10	178	1	37	.2	1.1	17	213	2	78	.3	2.0	27	391	3	115	.2	1.6			
METRO TOTALS			211	1407	14.5		METRO TOTALS			92	571	15.6		METRO TOTALS			98	633	15.1		METRO TOTALS			190	1204	15.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WCMF		34		34			5	84	5	74	.6	4.3	5	70	5	60	.7	5.1	5	61	5	51	.7	4.2
WKEZ	2	97	2	97	.4	2.8	12	260	9	231	1.1	7.7	14	263	11	234	1.6	11.2	26	419	20	366	2.7	16.9
*WKJR		15		15			2	54		39			2	61		46			6	110	3	76	.4	2.5
WKJR FM	1	18		11			3	65	1	39	.1	.9	2	52	1	33	.1	1.0	2	104	1	67	.1	.8
*WMUS	3	76	2	60	.4	2.8	6	175	4	140	.5	3.4	7	176	5	141	.7	5.1	6	196	5	137	.7	4.2
WMUS FM	13	193	13	167	2.6	18.1	24	331	19	243	2.4	16.2	26	308	21	236	3.1	21.4	28	275	16	189	2.2	13.6
WQMD	2	94	2	76	.4	2.8	17	248	14	194	1.8	12.0	24	295	20	227	3.0	20.4	43	419	34	300	4.6	28.8
WTRJ	8	175	6	151	1.2	8.3	9	242	7	207	.9	6.0	5	170	4	148	.6	4.1	4	155	4	144	.5	3.4
WBBM	1	26		20			2	53		29			3	77		38			6	117	1	46	.1	.8
WGN	1	20					2	43		15			1	27		19			3	74	2	61	.3	1.7
WGRD-FM	17	399	10	172	2.0	13.9	21	498	11	230	1.4	9.4	13	280	6	144	.9	6.1	5	114	2	66	.3	1.7
*WJFM	26	301	8	104	1.6	11.1	29	349	9	125	1.1	7.7	20	208	7	84	1.0	7.1	3	63	1	29	.1	.8
WLAY	50	427	20	172	4.0	27.8	50	453	20	194	2.5	17.1	11	150	4	73	.6	4.1		40		28		
WLS	5	154	2	72	.4	2.8	5	169	2	75	.3	1.7	1	56		8				18		6		
WMA*	1	68		15			3	132	1	50	.1	.9	3	123	1	48	.1	1.0	4	128	2	72	.3	1.7
WOOD-FM	8	123		20			17	225	1	42	.1	.9	18	245	1	56	.1	1.0	19	268	3	95	.4	2.5
METRO TOTALS			72	491	14.5		METRO TOTALS		117	783	14.8		METRO TOTALS		98	658	14.7		METRO TOTALS		118	713	15.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WALE	14	284	14	284	.4	1.9	6	135	6	135	.4	2.0	8	149	8	149	.4	2.2	14	284	14	284	.4	2.1
WARA	16	287	16	287	.4	2.2	4	102	4	102	.2	1.4	12	168	12	168	.6	3.2	16	270	16	270	.5	2.4
WRSH	48	486	48	482	1.2	6.7	21	218	21	216	1.3	7.7	27	255	27	253	1.4	7.3	48	473	48	469	1.4	7.2
WVYS	44	602	44	590	1.1	6.1	18	241	18	234	1.1	6.1	25	302	25	298	1.3	6.8	43	543	43	532	1.2	6.5
WNBH	16	317	15	315	.4	2.1	6	141	6	141	.4	2.0	9	158	8	156	.4	2.2	15	299	14	297	.4	2.1
WPEP	25	213	25	213	.6	3.5	9	89	9	89	.6	2.1	16	113	16	113	.8	4.3	25	202	25	202	.7	3.8
WSAR	24	401	24	401	.6	3.3	14	212	14	212	.9	4.8	10	178	10	178	.5	2.7	24	390	24	390	.7	3.6
WSNE	19	370	19	317	.5	2.6	9	144	9	144	.6	3.1	10	139	10	136	.5	2.7	19	283	19	280	.5	2.9
WAAF	24	349	24	349	.6	3.3	11	116	11	116	.7	3.8	5	106	5	106	.3	1.4	16	222	16	222	.5	2.4
WBCN	8	97	8	91	.2	1.1	6	58	6	55	.4	2.0	2	27	2	25	.1	.5	8	85	8	80	.2	1.2
WBDU	5	82	5	75	.1	.7	1	27	1	23	.1	.3	3	32	3	30	.7	.8	4	59	4	53	.1	.6
WBZ	26	495	26	491	.7	3.6	10	243	10	239	.6	3.4	14	218	14	218	.7	3.8	24	461	24	457	.7	3.6
WCIB	4	126	3	109	.1	.4		37		32			4	84	3	72	.2	.8	4	121	3	104	.1	.5
WCOZ	47	649	47	641	1.2	6.5	21	253	21	250	1.2	7.2	13	190	13	186	.7	3.5	34	443	34	436	1.0	5.1
WCRB	3	102	3	96	.1	.4	1	60	1	56	.1	.3	2	42	2	40	.1	.5	3	102	3	96	.1	.5
WEAN	11	305	11	305	.3	1.5	7	194	7	194	.4	2.4	4	111	4	111	.2	1.1	11	305	11	305	.3	1.7
WEET	4	169	4	161	.1	.6		81		77			4	88	4	84	.2	1.1	4	169	4	161	.1	.6
WEET FM	14	242	14	241	.4	1.9	3	110	3	110	.2	1.0	11	127	11	126	.6	3.0	14	237	14	236	.4	2.1
WGNG	11	211	11	211	.3	1.5	8	91	8	91	.5	2.7	3	93	3	93	.2	.8	11	184	11	184	.3	1.7
WHDH	23	312	23	305	.6	3.2	9	119	9	115	.6	3.1	14	169	14	166	.7	3.8	23	288	23	281	.7	3.5
WHIN	14	153	14	153	.4	1.9	3	59	3	59	.2	1.0	11	89	11	89	.6	3.0	14	148	14	148	.4	2.1
WHJJ	25	504	25	504	.6	3.5	15	241	15	241	.9	5.1	9	233	9	233	.5	2.4	24	474	24	474	.7	3.6
WHJY	27	331	27	328	.7	3.8	14	126	14	126	.9	4.8	13	193	13	191	.7	3.5	27	319	27	317	.8	4.1
WHUE	11	172	11	168	.3	1.5	7	116	7	112	.4	2.4	4	56	4	56	.2	1.1	11	172	11	168	.3	1.7
WITS	2	124	2	117	.1	.3	1	90	1	86	.1	.2	1	34	1	31	.1	.3	2	124	2	117	.1	.3
WJIB	15	193	15	193	.4	2.1	8	84	8	84	.5	2.7	7	104	7	104	.4	1.9	15	188	15	188	.4	2.3
WLVU	25	346	25	341	.6	3.5	13	153	13	150	.8	4.4	12	193	12	191	.6	3.2	25	346	25	341	.7	3.8
WLVU FM	51	608	51	599	1.3	7.1	19	281	19	274	1.2	6.5	32	309	32	307	1.7	8.6	51	590	51	581	1.5	7.7
WPJB	40	795	40	784	1.0	5.6	10	213	10	210	.6	3.4	15	307	15	303	.8	4.1	25	520	25	513	.7	3.8
WPLM	-1	5	-1	5																				
WPLM FM	3	156	3	140	.1	.4	1	79	1	66	.1	.3	2	71	2	68	.1	.5	3	150	3	134	.1	.5
TOTAL	3	161	3	145	.1	.4	1	79	1	66	.1	.3	2	71	2	68	.1	.5	3	150	3	134	.1	.5
WPPD	40	736	40	725	1.0	5.6	10	217	10	212	.6	3.4	27	377	27	377	1.4	7.3	37	594	37	589	1.1	5.6
WPRO FM	36	792	35	786	.9	4.9	11	236	11	234	.7	3.8	17	380	17	378	.9	4.6	28	616	28	612	.8	4.2
WPRR	5	216	5	216	.1	.7	4	109	4	109	.2	1.4	1	83	1	83	.1	.3	5	192	5	192	.1	.8
WVBF	2	96	2	86	.1	.3		44		41			2	42	2	40	.1	.5	2	86	2	81	.1	.3
WVKS FM	9	175	9	173	.2	1.3	3	56	3	56	.2	1.0	4	68	4	66	.2	1.1	7	124	7	122	.2	1.1
METRO TOTALS			718	3789	16.0		METRO TOTALS	293	1521	16.2		METRO TOTALS	370	1813	19.5		METRO TOTALS	663	3334	18.9				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WALE		21		21			3	68	3	68	.1	.8	3	72	3	72	.2	1.0	14	263	14	263	.6	3.3
*WARA	2	38	2	38	.2	.9	7	86	7	86	.3	1.9	9	116	9	116	.5	2.9	14	232	14	232	.6	3.3
WESM	2	54	2	54	.2	.9	13	160	13	160	.6	3.5	16	209	16	209	.9	5.1	46	419	46	415	2.1	10.7
WHYS	28	321	28	316	2.1	11.9	36	444	36	439	1.7	9.7	29	341	29	336	1.6	9.3	15	222	15	216	.7	3.5
WRBH	4	119	4	119	.3	1.7	11	213	10	211	.5	2.7	9	177	8	175	.4	2.6	11	180	10	178	.5	2.3
*WFEP	2	18	2	18	.2	.9	2	30	2	30	.1	.5	8	77	8	77	.4	2.6	23	184	23	184	1.0	5.4
WJAR	2	81	2	81	.2	.9	4	118	4	118	.2	1.1	4	108	4	108	.2	1.3	22	309	22	309	1.0	5.1
WSNE	11	189	11	186	.8	4.7	15	254	15	251	.7	4.0	13	196	13	193	.7	4.2	8	94	8	94	.4	1.9
WAAF	16	222	16	222	1.2	6.8	16	222	16	222	.8	4.3	7	29	2	29	.1	.6						
WBCN	8	85	8	80	.6	3.4	8	85	8	80	.4	2.1	5	34	5	29	.3	1.6						
*WBRU	4	57	4	53	.3	1.7	4	57	4	53	.2	1.1	1	20	1	18	.1	.3		2				
WBZ	3	79	3	75	.2	1.3	9	223	9	219	.4	2.4	8	229	8	229	.4	2.6	21	382	21	382	1.0	4.9
WCIB	2	48	2	38	.2	.9	3	86	2	73	.1	.5	3	80	2	67	.1	.6	2	73	1	66		.2
WCOZ	34	431	34	426	2.6	14.5	34	433	34	426	1.6	9.1	7	138	7	131	.4	2.3		12		10		
*WCRB		30		26			1	66	1	62		.3	1	64	1	62	.1	.3	3	72	3	70	.1	.7
WEAN		29		29			1	64	1	64		.3	1	86	1	86	.1	.3	11	276	11	276	.5	2.6
WEEI	1	30	1	26	.1	.4	1	84	1	80		.3	2	105	2	103	.1	.6	3	139	3	135	.1	.7
WEEI FM	7	184	7	184	.5	3.0	12	193	12	193	.6	3.2	9	143	9	142	.5	2.9	7	53	7	52	.3	1.6
WGNG	6	101	6	101	.5	2.6	11	163	11	163	.5	2.9	10	163	10	163	.6	3.2	5	83	5	83	.2	1.2
WHDH	2	62	2	58	.2	.9	12	150	12	146	.6	3.2	12	150	12	149	.7	3.9	21	226	21	223	1.0	4.9
*WHDM	2	38	2	38	.2	.9	8	94	8	94	.4	2.1	12	129	12	129	.7	3.9	12	110	12	110	.5	2.8
WHJ	5	126	5	126	.4	2.1	9	216	9	216	.4	2.4	9	232	9	232	.5	2.9	19	348	19	348	.9	4.4
WHY		10		10			7	94	7	94	.3	1.9	11	148	11	146	.6	3.5	27	309	27	307	1.2	6.3
WHUE	3	48	3	44	.2	1.3	5	66	5	62	.2	1.3	9	88	9	88	.5	2.9	8	124	8	124	.4	1.9
WITS		25		21				70		66				58		58			2	99	2	96	.1	.5
WJLB		33		33			3	89	3	89	.1	.8	6	118	5	118	.3	1.9	15	155	15	155	.7	3.5
*WLW	1	49	1	49	.1	.4	6	111	6	110	.3	1.6	9	149	9	148	.5	2.9	24	297	24	292	1.1	5.6
WLW FM	8	82	8	82	.6	3.4	23	213	23	213	1.1	6.2	27	273	27	273	1.5	8.7	43	508	43	499	1.9	10.0
WPJB	19	351	19	348	1.5	8.1	22	464	22	457	1.0	5.9	16	291	16	284	.9	5.1	6	169	6	165	.3	1.4
WPHM		20		16			1	46	1	42		.3	2	59	2	58	.1	.6	3	130	3	118	.1	.7
WPHM FM		20		16			1	46	1	42		.3	2	59	2	58	.1	.6	3	130	3	118	.1	.7
TOTAL																			3	130	3	118	.1	.7
WPRD	16	259	16	255	1.2	6.8	31	439	31	434	1.5	8.3	25	386	25	381	1.4	8.0	21	335	21	333	1.0	4.9
WPRD FM	24	423	24	423	1.8	10.2	27	548	27	544	1.3	7.2	14	358	14	354	.8	4.5	4	193	4	189	.2	.9
WROR	5	142	5	142	.4	2.1	5	142	5	142	.2	1.3	3	97	3	97	.2	1.0		50		50		
WVBF	2	55	2	55	.2	.9	2	77	2	72	.1	.5	2	61	2	56	.1	.6		31		26		
WXMS FM	7	92	7	92	.5	3.0	7	112	7	110	.3	1.9		41		39				32		30		
METRO TOTALS			235	1256	18.0		METRO TOTALS	373	2020	17.7		METRO TOTALS	311	1742	17.2		METRO TOTALS	428	2078	19.4				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
KBAT	40	491	33	379	2.1	12.6	21	202	18	163	2.8	16.2	14	223	13	160	1.8	11.6	37	425	31	323	2.3	13.9			
KCRS	35	775	15	362	.9	5.7	17	285	7	150	1.1	6.3	14	332	6	153	.9	5.4	31	617	13	303	1.0	5.8			
*KJPC	4	108	3	95	.2	1.1		39		39			3	64	2	51	.3	1.8	3	103	2	90	.1	.9			
KKKK	6	113	6	113	.4	2.3	3	60	3	60	.5	2.7	3	47	3	47	.4	2.7	6	107	6	107	.4	2.7			
*KMND	2	35	2	35	.1	.8	2	17	2	17	.3	1.8		13		13			2	30	2	30	.1	.9			
KNFM	19	193	19	193	1.2	7.3	11	98	11	98	1.7	9.9	8	95	8	95	1.1	7.1	19	193	19	193	1.4	8.5			
*KCYL	7	108	7	108	.4	2.7	4	65	4	65	.6	3.6	3	43	3	43	.4	2.7	7	108	7	108	.5	3.1			
KOZA	9	209	9	203	.6	3.4	1	50	1	50	.2	.9	3	93	3	93	.4	2.7	4	143	4	143	.3	1.8			
KQTP	26	390	21	279	1.3	8.0	12	178	10	135	1.5	9.0	10	141	10	114	1.4	8.9	22	319	20	249	1.5	9.0			
KRIG	31	453	30	409	1.9	11.5	4	111	4	102	.6	3.6	12	170	12	148	1.7	10.7	16	281	16	250	1.2	7.2			
KUFO	10	157	9	115	.6	3.4	8	105	7	70	1.1	6.3	2	41	2	34	.3	1.8	10	146	9	104	.7	4.0			
*KWFL	10	117	7	68	.4	2.7	1	31	1	31	.2	.9	7	44	6	32	.9	5.4	8	75	7	63	.5	3.1			
KWHJ	30	390	27	301	1.7	10.3	14	193	12	132	1.8	10.8	15	186	14	158	2.0	12.5	29	379	26	290	1.9	11.7			
KYXX	49	490	43	406	2.7	16.5	17	216	14	179	2.1	12.6	25	207	22	160	3.1	19.6	42	423	36	339	2.7	16.1			
*KBSN	7	66	5	54	.3	1.9	3	36	3	36	.5	2.7	4	30	2	18	.3	1.8	7	66	5	54	.4	2.2			
METRO TOTALS			261	1492	16.3		METRO TOTALS			111	618	17.0		METRO TOTALS			112	644	15.9		METRO TOTALS			223	1262	16.4	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KBAT	21	240	17	166	3.0	15.2	33	369	29	284	3.0	16.2	31	351	26	254	3.0	17.6	16	185	14	157	1.8	12.6
KCRS	21	355	9	153	1.6	8.0	31	544	13	261	1.3	7.3	20	404	10	224	1.2	6.8	10	262	4	150	.5	3.6
*KJBC	1	37	1	37	.2	.9	1	53	1	53	.1	.4	1	57		49			2	66	1	53	.1	.9
KKKK	2	41	2	41	.4	1.8	4	82	4	82	.4	2.2	4	92	4	92	.5	2.7	4	66	4	66	.5	3.6
*KPND	2	20	2	20	.4	1.8	2	26	2	26	.2	1.1	2	26	2	26	.2	1.4		10		10		
KNFM		33		33			4	82	4	82	.4	2.2	6	100	6	100	.7	4.1	19	160	19	160	2.4	17.1
*KOYL	2	19	2	19	.4	1.8	5	56	5	56	.5	2.8	5	61	5	61	.6	3.4	5	89	5	89	.6	4.5
KOZA	3	111	3	111	.5	2.7	4	129	4	129	.4	2.2	2	75	2	75	.2	1.4	1	32	1	32	.1	.9
KQTP	20	229	18	169	3.2	16.1	21	288	19	218	1.9	10.6	11	198	10	153	1.2	6.8	2	91	2	80	.3	1.8
KRIS	11	155	11	155	1.9	9.8	14	213	14	213	1.4	7.8	9	126	9	126	1.1	6.1	5	126	5	95	.6	4.5
KUF0	9	134	8	92	1.4	7.1	10	146	9	104	.9	5.0	6	75	6	65	.7	4.1	1	12	1	12	.1	.9
*KWEL	8	54	7	42	1.2	6.3	8	75	7	63	.7	3.9	1	35	1	35	.1	.7		21		21		
KWHJ	4	70	4	70	.7	3.6	15	176	14	169	1.4	7.8	21	227	19	191	2.2	12.8	25	309	22	220	2.8	19.8
KYXI	25	210	20	159	3.5	17.9	36	367	31	291	3.2	17.3	33	317	27	233	3.2	18.2	17	213	16	180	2.0	14.4
*KBSM	2	20	2	20	.4	1.8	5	48	5	48	.5	2.8	5	48	5	48	.6	3.4	5	46	3	34	.4	2.7
METRO TOTALS			112	558	19.7		METRO TOTALS		179	931	18.3		METRO TOTALS		148	804	17.3		METRO TOTALS		111	704	14.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KANN	3	36	3	36	.3	1.9	1	20	1	20	.2	1.4	2	16	2	16	.4	2.7	3	36	3	36	.3	2.1
KDAB	19	320	8	154	.7	5.0	10	135	2	58	.4	2.9	7	122	5	66	1.0	6.8	17	257	7	124	.7	4.9
KJON	20	389	14	304	1.2	8.8	8	110	4	77	.9	5.8	6	154	6	130	1.2	8.1	14	264	10	207	1.0	7.0
KLD	8	251	4	191	.4	2.5	5	131	2	90	.4	2.9	3	92	2	80	.4	2.7	8	223	4	170	.4	2.8
KOPD	4	67	4	56	.4	2.5	3	33	3	33	.6	4.3	1	34	1	23	.2	1.4	4	67	4	56	.4	2.8
*KSVN	11	104	7	59	.6	4.4	8	52	5	27	1.1	7.2	3	45	2	32	.4	2.7	11	97	7	59	.7	4.9
KZAN	18	183	7	101	.6	4.4	4	89	2	58	.4	2.9	14	74	5	36	1.0	6.8	18	163	7	94	.7	4.9
KALL	4	157	2	59	.2	1.3	3	105	1	36	.2	1.4	1	52	1	23	.2	1.4	4	157	2	59	.2	1.4
KALL FM	3	144	1	52	.1	.6	2	85	1	29	.2	1.4	1	42		13			3	127	1	42	.1	.7
KAYK	5	131	1	41	.1	.6	2	48		11			2	32					4	80		11		
KCPX	34	506	10	230	.9	6.3	8	162	3	68	.6	4.3	12	186	4	93	.8	5.4	20	348	7	161	.7	4.9
KCPX FM	15	250	4	155	.4	2.5	9	123	1	65	.2	1.4	5	63	2	34	.4	2.7	14	186	3	99	.3	2.1
KISN	17	334	6	146	.5	3.8	6	153	2	66	.4	2.9	9	137	2	50	.4	2.7	15	290	4	116	.4	2.8
KLUB	37	425	12	193	1.1	7.5	19	178	6	77	1.3	8.7	17	215	6	106	1.2	8.1	36	393	12	183	1.2	8.4
KRGO	24	263	9	171	.8	5.6	14	114	5	60	1.1	7.2	9	102	4	48	.8	5.4	23	216	9	108	.9	6.3
KRSP	8	238	2	80	.2	1.3	4	103	1	40	.2	1.4	2	77	1	24	.2	1.4	6	180	2	64	.2	1.4
KRSP FM	17	290	9	164	.8	5.6	9	89	4	65	.9	5.8	3	75	2	34	.4	2.7	12	164	6	99	.6	4.2
KSFI	22	428	11	213	1.0	6.9	9	166	5	95	1.1	7.2	13	218	6	114	1.2	8.1	22	384	11	209	1.1	7.7
KSL	48	739	21	354	1.9	13.1	20	323	8	148	1.7	11.6	25	339	12	177	2.4	16.2	45	662	20	325	2.1	14.0
KSDP	5	141	2	65	.2	1.3	4	91	2	33	.4	2.9	1	40		30			5	131	2	63	.2	1.4
KSDP FM	22	331	17	194	1.5	10.6	11	171	8	93	1.7	11.6	10	114	8	69	1.5	10.8	21	285	16	162	1.7	11.2
KSXX	3	72	3	51	.3	1.9	2	45	2	24	.4	2.9	1	27	1	27	.2	1.4	3	72	3	51	.3	2.1
METRO TOTALS			150	1091	14.2		METRO TOTALS	69	454	14.7		METRO TOTALS	74	479	14.8		METRO TOTALS	143	933	14.8				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KAMN		6		6			14		14				14		14				3	30	3	30	.6	3.8
KDAB	15	221	5	97	1.1	7.9	17	247	7	114	1.1	7.1	6	144	4	66	.8	4.9	2	36	2	27	.4	2.5
KJON	11	160	7	118	1.6	11.1	14	239	10	182	1.5	10.2	9	167	7	133	1.4	8.6	3	104	3	89	.6	3.8
KLD	4	110	2	92	.5	3.2	7	169	4	130	.6	4.1	7	138	4	99	.8	4.9	4	113	2	78	.4	2.5
KQPD	2	25	2	14	.5	3.2	2	37	2	26	.3	2.0	1	40	1	29	.2	1.2	2	42	2	42	.4	2.5
*KSWN	4	14	4	14	.9	5.3	7	62	5	31	.8	5.1	9	73	5	35	1.0	6.2	7	83	3	45	.6	3.8
KZAM	3	95	2	46	.5	3.2	15	129	5	63	.8	5.1	16	138	5	69	1.0	6.2	15	68	5	48	.9	6.3
KALL	4	107	2	30	.5	3.2	4	130	2	39	.3	2.0	3	98	2	38	.4	2.5		50		29		
KALL FM	3	105	1	29	.2	1.6	3	127	1	42	.2	1.0	2	103	1	26	.2	1.2		22		13		
KAYK	4	66		11			4	80		11			2	52						14				
KCPK	15	277	5	124	1.1	7.9	18	323	6	149	.9	6.1	10	157	3	77	.6	3.7	5	71	2	37	.4	2.5
KCPK FM	12	144	3	69	.7	4.8	14	165	3	78	.5	3.1	3	73		33			2	42		30		
KISN	9	189	4	85	.9	6.3	15	252	4	107	.6	4.1	10	167	2	68	.4	2.5	6	101		31		
KLUB		32		23			8	153	2	58	.3	2.0	12	197	3	63	.5	3.7	36	361	12	160	2.3	15.0
KRGD	3	71	2	42	.5	3.2	18	164	8	89	1.2	8.2	22	173	9	85	1.8	11.1	20	145	7	66	1.3	8.8
KRSP	6	153	2	55	.5	3.2	6	162	2	59	.3	2.0	2	79	1	32	.2	1.2		27		9		
KRSP FM	12	149	6	90	1.4	9.5	12	159	6	94	.9	6.1	3	55	3	30	.5	3.7		15		9		
KSFE	5	97	2	58	.5	3.2	11	222	4	111	.6	4.1	13	248	4	108	.8	4.9	17	287	9	151	1.7	11.3
KSL	17	271	6	111	1.4	9.5	33	444	14	192	2.1	14.3	37	417	13	168	2.5	16.0	28	391	14	214	2.6	17.5
KSDP	2	56	1	32	.2	1.6	5	111	2	46	.3	2.0	4	88	1	34	.2	1.2	3	75	1	31	.2	1.3
KSDP FM	7	133	6	63	1.4	9.5	14	237	9	117	1.4	9.2	16	208	11	117	2.2	13.6	14	152	10	99	1.9	12.5
KSXX		9						20		6				35		14			3	63	3	51	.6	3.8
METRO TOTALS			53	421	14.3		METRO TOTALS		98	637	14.8		METRO TOTALS		81	502	15.9		METRO TOTALS		80	512	15.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WBKR	71	743	21	239	3.0	23.3	37	348	11	104	3.9	25.6	31	335	10	123	3.1	25.0	68	683	21	227	3.5	25.3
WDRI	13	349	11	253	1.6	12.2	5	132	4	89	1.4	9.3	7	176	6	123	1.9	15.0	12	308	10	212	1.7	12.0
WSTO	21	321	11	204	1.6	12.2	12	150	5	97	1.8	11.6	9	161	6	97	1.9	15.0	21	311	11	194	1.8	13.3
WVJS	30	555	19	390	2.7	21.1	14	216	9	143	3.2	20.9	12	267	8	190	2.5	20.0	26	483	17	333	2.8	20.5
WGBF	25	388	1	65	.1	1.1	10	127		22			11	173	1	29	.3	2.5	21	300	1	51	.2	1.2
WKY FM	19	324	3	37	.4	3.3	7	141	2	20	.7	4.7	12	177	1	17	.3	2.5	19	318	3	37	.5	3.6
WKDO	63	785	13	190	1.9	14.4	29	286	5	62	1.8	11.6	20	308	4	74	1.2	10.0	49	594	9	136	1.5	10.8
METRO TOTALS			90	657	12.9		METRO TOTALS		43	262	15.4		METRO TOTALS		40	309	12.4		METRO TOTALS		83	571	13.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
WBR	30	286	6	83	2.4	14.0	54	504	14	150	3.5	23.3	55	502	12	139	3.6	27.9	38	397	15	144	4.3	37.5			
WOMI	6	146	6	111	2.4	14.0	7	186	7	147	1.7	11.7	3	136	3	115	.9	7.0	6	162	4	101	1.2	10.0			
WSTO	12	154	7	118	2.7	16.3	18	221	9	157	2.2	15.0	13	172	7	118	2.1	16.3	9	157	4	76	1.2	10.0			
WVJS	10	197	8	158	3.1	18.6	16	322	11	232	2.7	18.3	13	260	10	194	3.0	23.3	16	286	9	175	2.6	22.5			
WGDF	14	164	1	44	.4	2.3	19	216	1	47	.2	1.7	13	143		26			7	136		7					
WIRY FM	2	48		8			6	136		16			9	138	1	16	.3	2.3	17	270	3	29	.9	7.5			
WKDQ	40	420	7	107	2.7	16.3	49	526	9	128	2.2	15.0	26	325	4	66	1.2	9.3	9	174	2	29	.6	5.0			
METRO TOTALS			43	255	16.9		METRO TOTALS			60	396	14.9		METRO TOTALS			43	330	12.8		METRO TOTALS			40	316	11.5	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KCHV	12	163	12	163	1.1	6.4	5	79	5	79	1.1	6.0	7	80	7	80	1.4	8.2	12	159	12	159	1.3	7.1
KCMJ	5	95	5	95	.5	2.7	3	48	3	48	.7	3.6	2	47	2	47	.4	2.4	5	95	5	95	.5	3.0
KCMS	7	71	7	71	.7	2.7	3	33	3	33	.7	3.6	4	38	4	38	.8	4.7	7	71	7	71	.7	4.1
KDFS	21	312	21	312	2.0	11.2	6	107	8	107	1.8	9.5	8	124	8	124	1.6	9.4	16	231	16	231	1.7	9.5
KDFS FM	27	252	27	252	2.5	14.4	6	100	6	100	1.3	7.1	21	152	21	152	4.2	24.7	27	252	27	252	2.8	16.0
*KGUY	5	123	5	123	.5	2.7	2	62	2	62	.4	2.4	3	61	3	61	.5	3.5	5	123	5	123	.5	3.0
KPSI	4	95	4	95	.4	2.1	3	44	3	44	.7	3.6		39		39			3	83	3	83	.3	1.8
KPSI FM	28	328	28	328	2.6	14.9	14	139	14	139	3.1	16.7	8	110	8	110	1.6	9.4	22	249	22	249	2.3	13.0
KPCD	19	193	19	193	1.8	10.1	11	84	11	84	2.4	13.1	7	95	7	95	1.4	8.2	18	179	18	179	1.9	10.7
*KXYY	5	76	5	76	.5	2.7	4	39	4	39	.9	4.8	1	37	1	37	.2	1.2	5	76	5	76	.5	3.0
*KXYY FM	15	143	15	143	1.4	8.0	7	66	7	66	1.6	8.3	8	77	8	77	1.6	9.4	15	143	15	143	1.6	8.9
TOTAL	20	170	20	170	1.9	10.7	11	77	11	77	2.4	13.1	9	93	9	93	1.8	10.6	20	170	20	170	2.1	11.9
KRTG	4	34	4	34	.4	2.1	1	6	1	6	.2	1.2	3	24	3	24	.6	2.5	4	30	4	30	.4	2.4
KFTJ	1	49	1	49	.1	.5	1	15	1	15	.2	1.2		26		26			1	41	1	41	.1	.6
KNX	2	42	2	42	.2	1.1	2	25	2	25	.4	2.4		17		17			2	42	2	42	.2	1.2
METRO TOTALS		188	1005	17.5			METRO TOTALS	84	415	18.7			METRO TOTALS	85	469	16.9			METRO TOTALS	149	884	17.8		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+											
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.						
KCHV	2	27	2	27	.7	3.2	4	78	4	78	.8	4.5	6	94	6	94	1.4	7.3	10	132	10	132	1.5	9.3						
KCMJ		13		13				78		78			2	33	2	33	.5	2.4	5	82	5	82	.8	4.7						
KCMR	2	11	2	11	.7	3.2	3	28	3	28	.6	3.4	5	31	5	31	1.1	6.1	5	60	5	60	.8	4.7						
KDES	11	128	11	128	3.7	17.7	15	190	15	190	3.1	16.9	10	133	10	133	2.3	12.2	5	103	5	103	.8	4.7						
KDES FM	7	64	7	64	2.4	11.2	11	92	11	92	2.2	12.4	12	105	12	105	2.7	14.6	20	188	20	188	3.0	18.7						
**KJY								4		4				17		17			5	123	5	123	.8	4.7						
**PSI	1	25	1	25	.2	1.4	1	33	1	33	.2	1.1	1	35	1	35	.2	1.2	2	58	2	58	.3	1.9						
KPSI FM	18	181	18	181	6.1	29.0	20	219	20	219	4.1	22.5	14	146	14	146	3.2	17.1	4	58	4	58	.6	3.7						
KRCO	8	79	8	79	2.7	12.9	13	126	13	126	2.6	14.6	11	94	11	94	2.5	13.4	10	100	10	100	1.5	9.3						
**KWKY	1	3	1	3	.3	1.5	1	7	1	7	.2	1.1	2	19	2	19	.5	2.4	4	73	4	73	.6	3.7						
**KWKY FM		2		2			2	21	2	21	.4	2.2	4	42	4	42	.9	4.9	15	140	15	140	2.3	14.0						
TOTAL	1	3	1	3	.2	1.5	3	21	3	21	.6	3.3	6	42	5	42	1.4	7.3	19	167	19	167	2.9	17.7						
KRIG	1	10	1	10	.3	1.6	1	14	1	14	.2	1.1	2	19	2	19	.5	2.4	3	20	3	20	.5	2.8						
KFI	1	17	1	17	.3	1.6	1	35	1	35	.2	1.1	1	27	1	27	.2	1.2		24		24								
KNE								4		4				6		6			2	42	2	42	.3	1.9						
METRO TOTALS		62		287		21.0		METRO TOTALS		84		458		18.1		METRO TOTALS		82		406		18.7		METRO TOTALS		107		597		16.3

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WDLP	9	297	8	210	1.0	6.0	2	97	1	66	.3	1.9	4	112	4	96	1.1	6.2	6	209	5	162	.7	4.2
WGNE	21	185	18	148	2.3	13.5	12	89	11	70	3.3	20.4	9	95	7	78	1.9	10.8	21	184	18	148	2.6	15.1
WPAP	106	819	38	281	4.8	28.6	54	344	12	122	3.6	22.2	50	407	26	151	7.2	40.0	104	751	38	273	5.5	31.9
*WPCF	4	48	4	48	.5	3.0	2	20	2	20	.6	3.7	2	24	2	24	.6	3.1	4	44	4	44	.6	3.4
WPFH	63	759	39	312	4.9	29.3	28	250	19	114	5.8	35.2	16	288	10	120	2.8	15.4	44	538	29	234	4.2	24.4
WWWO	12	228	11	194	1.4	8.3	3	84	2	60	.6	3.7	8	113	8	103	2.2	12.3	11	197	10	163	1.5	8.4
METRO TOTALS			133	715	16.8		METRO TOTALS		54	300	16.4		METRO TOTALS		65	324	18.1		METRO TOTALS		119	624	17.3	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WDTP	4	140	3	96	1.0	5.6	6	172	5	128	1.1	6.0	4	117	3	84	.8	4.8	2	69	2	66	.5	3.1
WGNE	3	27	3	27	1.0	5.6	7	58	7	58	1.5	8.4	10	85	9	77	2.3	14.3	18	157	15	121	3.8	23.1
WPXP	34	285	9	89	3.0	16.7	77	552	23	193	4.9	27.7	70	489	23	184	6.0	36.5	70	466	29	184	7.4	44.6
*WPCF		4		4				20		20				22		22			4	40	4	40	1.0	6.2
WPEM	37	416	25	193	8.4	46.3	42	483	29	223	6.2	34.9	17	243	14	124	3.6	22.2	7	122	4	41	1.0	6.2
WWMO	6	93	5	77	1.7	9.3	10	139	9	123	1.9	10.8	9	130	8	114	2.1	12.7	5	104	5	86	1.3	7.7
METRO TOTALS			54	279	18.1		METRO TOTALS		83	430	17.8		METRO TOTALS		63	363	16.4		METRO TOTALS		65	345	16.6	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WADC	18	215	14	141	1.1	7.5	7	88	5	54	.9	7.6	11	116	9	76	1.4	8.8	18	204	14	130	1.2	8.3
*MBPJ	10	213	8	159	.6	4.3	2	97	1	64	.2	1.5	8	99	7	82	1.1	6.9	10	196	6	146	.7	4.8
WIBZ	12	201	8	131	.6	4.3	5	67	4	36	.7	6.1	4	84	1	52	.2	1.0	9	151	5	88	.4	3.0
WKYG	38	569	37	504	2.8	19.8	13	266	12	227	2.2	18.2	24	265	24	239	3.9	23.5	37	531	36	466	3.1	21.4
*WMDA	10	116	10	116	.8	5.3	4	59	4	59	.7	6.1	6	57	6	57	1.0	5.9	10	116	10	116	.8	6.0
*WMDA FM	2	81	2	71	.2	1.1	2	48	2	43	.4	3.0		30		25			2	78	2	68	.2	1.2
*WPAR	10	261	7	228	.5	3.7	3	108	2	90	.4	3.0	7	125	5	110	.8	4.9	10	233	7	200	.6	4.2
WOAW	17	231	13	173	1.0	7.0	6	100	5	83	.9	7.6	10	123	7	82	1.1	6.9	16	223	12	165	1.0	7.1
WXIL	115	1174	65	581	4.9	34.8	39	401	19	171	3.4	28.8	50	506	32	276	5.2	31.4	89	907	51	447	4.3	30.4
METRO TOTALS			187	1206	14.0		METRO TOTALS	66	479	11.8		METRO TOTALS	102	575	16.4		METRO TOTALS	168	1054	14.3				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
*WADC	5	91	3	50	.6	3.5	11	148	7	88	.9	6.3	12	147	8	87	1.3	9.2	13	113	11	80	1.6	13.3			
*WBRJ	6	82	4	32	.8	4.7	6	105	4	55	.5	3.6	8	112	6	79	.9	6.9	4	114	4	114	.6	4.8			
WIBZ	6	92	5	62	1.0	5.9	8	125	5	71	.7	4.5	6	86	2	40	.3	2.3	3	59		26					
WKYS	16	209	16	185	3.3	18.8	26	380	25	331	3.3	22.3	25	329	24	293	3.8	27.6	21	322	20	281	2.9	24.1			
*WVDA		16		16				20		20				29		29			10	100	10	100	1.4	12.0			
*WVDA FM		6		6			1	31	1	31	.1	.9	1	43	1	38	.2	1.1	2	72	2	62	.3	2.4			
*WPAR	6	117	6	117	1.2	7.1	6	163	6	163	.8	5.4	4	118	4	118	.6	4.6	4	116	1	83	.1	1.2			
WQAV	2	45	2	32	.4	2.4	6	109	4	78	.5	3.6	7	127	5	96	.8	5.7	14	178	10	133	1.4	12.0			
WVTL	66	608	39	304	8.1	45.9	78	777	47	410	6.3	42.0	45	461	26	256	4.1	29.9	23	299	12	143	1.7	14.5			
METRO TOTALS			85	455	17.7		METRO TOTALS			112	669	15.0		METRO TOTALS			87	584	13.7		METRO TOTALS			83	599	11.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WEAV	10	284	8	218	1.2	7.8	5	123	3	96	1.1	7.3	5	134	5	99	1.8	9.4	10	257	8	195	1.4	8.5
*WGFB	27	484	11	193	1.7	10.7	5	147	2	58	.7	4.9	13	167	6	74	2.2	11.3	18	314	8	132	1.4	8.5
WIRY	26	320	26	298	4.0	25.2	8	123	8	114	2.9	19.5	17	165	17	154	6.1	32.1	25	288	25	288	4.5	26.6
*WKDR	56	457	16	158	2.5	15.5	28	208	7	75	2.5	17.1	27	206	8	75	2.9	15.1	55	414	15	150	2.7	16.0
CHOM	31	391	9	94	1.4	8.7	16	155	6	44	2.1	14.6	6	114	1	19	.4	1.9	22	269	7	63	1.3	7.4
WEZF	41	489	16	147	2.5	15.5	15	192	8	75	2.9	19.5	26	272	8	61	2.9	15.1	41	464	16	136	2.9	17.0
WLFE	33	328	9	136	1.4	8.7	17	157	5	62	1.8	12.2	15	192	4	65	1.4	7.5	32	309	9	127	1.6	9.6
WOCR	46	660	4	113	.6	3.9	16	204		34			17	264	2	46	.7	3.8	33	468	2	80	.4	2.1
WTPL	1	27	1	27	.2	1.0	1	14	1	14	.4	2.4		11		11			1	25	1	25	.2	1.1
METRO TOTALS			103	620	16.0		METRO TOTALS		41	267	14.6		METRO TOTALS		53	269	19.1		METRO TOTALS		94	536	16.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WEAV	4	108	4	98	1.5	8.7	5	143	5	133	1.3	8.1	5	107	4	98	1.4	9.1	6	149	4	97	1.4	8.3
*WVFB	15	240	7	99	2.6	19.2	17	301	7	127	1.8	11.3	5	131	2	66	.7	4.5	3	74	1	33	.4	2.1
WERY	9	131	9	114	3.3	19.6	13	184	13	165	3.3	21.0	11	131	11	121	3.8	29.0	16	157	16	154	5.6	33.3
*WDR	13	151	5	61	1.8	10.9	27	273	8	109	2.0	12.9	38	265	8	97	2.7	18.2	42	263	10	89	3.5	20.8
WOM	22	248	7	56	2.6	19.2	22	265	7	61	1.8	11.3	10	131	2	26	.7	4.9		21		7		
WVZF	8	121	5	45	1.8	10.9	23	264	9	82	2.3	14.5	22	251	8	73	2.7	18.2	33	343	11	91	3.9	22.9
WVFE	10	130	5	69	1.8	10.9	20	239	9	105	2.3	14.5	26	228	7	80	2.4	15.9	22	179	4	58	1.4	8.3
WOCR	28	346	2	59	.7	4.3	33	438	2	78	.5	3.2	13	217	1	37	.3	2.3	5	122		21		
WVPL	1	24	1	24	.4	2.2	1	25	1	25	.3	1.6		14		14				1		1		
METRO TOTALS		46	264	16.8			METRO TOTALS		62	383	15.7		METRO TOTALS		44	282	15.1		METRO TOTALS		48	272	16.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +												
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA										
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.							
*WBNR	15	331	10	151	.5	7.9	3	113	2	60	.2	1.3	12	218	8	91	.9	4.8	15	331	10	151	.6	3.2							
*WEOK	34	375	28	328	1.4	8.2	17	158	13	131	1.5	8.7	17	197	15	177	1.5	9.1	34	355	28	308	1.6	8.9							
WJJB	31	534	19	423	.9	5.6	11	221	7	141	.8	4.7	9	193	7	173	.8	4.2	20	414	14	314	.8	4.5							
WKTP	22	504	21	490	1.0	6.2	7	237	6	223	.7	4.0	13	226	13	226	1.4	7.9	20	463	19	449	1.1	6.1							
WPDH	50	661	35	437	1.7	10.3	20	291	15	175	1.7	10.1	24	248	15	163	1.5	9.1	44	539	30	338	1.7	9.6							
WSPK	37	672	21	358	1.0	6.2	15	270	7	148	.8	4.7	18	295	12	153	1.3	7.3	33	565	19	301	1.1	6.1							
*WWVI	5	145	5	131	.2	1.5	2	57	2	57	.2	1.3	3	84	3	70	.3	1.8	5	141	5	127	.3	1.6							

WABC	58	1286	18	514	.9	5.3	21	589	10	242	1.1	6.7	33	571	7	201	.8	4.2	54	1160	17	443	.9	5.4							
WBPM	44	569	9	224	.4	2.6	13	211	2	78	.2	1.3	23	228	5	83	.5	3.0	36	439	7	161	.4	2.2							
WCBS	21	765	11	264	.5	3.2	12	348	7	162	.8	4.7	9	413	4	98	.4	2.4	21	761	11	260	.6	3.5							
WDST	4	160	3	47	.1	.9	3	93	3	40	.3	2.0		44		7		3	137	3	47	.2	1.0								
*WELV	5	101	-1	-1			2	61					3	40				5	101												
WDRS	11	174	3	38	.1	.9	5	79	2	27	.2	1.3	5	73	1	11	.1	.6	10	152	3	38	.2	1.0							
TOTAL	16	249	3	38	.1	.9	7	128	2	27	.2	1.3	8	99	1	11	.1	.6	15	227	3	38	.2	1.0							
WFMN	12	260	3	49	.1	.9	2	66	1	21	.1	.7	7	101	2	24	.2	1.2	9	167	3	45	.2	1.0							
*WGHQ	23	373	3	66	.1	.9	5	184	1	27	.1	.7	18	179	2	29	.2	1.2	23	363	3	56	.2	1.0							
*WGNV	19	479	3	69	.1	.9	8	188	2	13	.2	1.3	11	273	1	52	.1	.6	19	461	3	65	.2	1.0							
WHN	48	673	8	154	.4	2.3	34	398	5	79	.6	3.4	10	230	3	71	.3	1.8	44	628	8	150	.4	2.5							
WHUD	90	961	48	485	2.3	14.1	40	465	22	225	2.5	14.8	50	469	26	233	2.8	15.8	90	934	48	458	2.7	15.3							
WKTU	13	141	5	68	.2	1.5	5	44	2	26	.2	1.3	7	93	2	38	.2	1.2	12	137	4	64	.2	1.3							
WNBC	67	1484	27	568	1.3	7.9	26	617	14	256	1.6	9.4	23	590	7	218	.8	4.2	49	1207	21	474	1.2	6.7							
WNEW	9	358	5	106	.2	1.5	5	212	4	57	.5	2.7	4	146	1	49	.1	.6	9	358	5	106	.3	1.6							
WOR	15	169	4	82	.2	1.2	6	48	1	26	.1	.7	9	121	3	56	.3	1.8	15	169	4	82	.2	1.3							
WPLJ	20	311	4	83	.2	1.2	14	112	1	26	.1	.7	3	45	3	36	.3	1.8	17	157	4	62	.2	1.3							
WQXR	3	33	1	15		.3		6		6			3	27	1	9	.1	.6	3	33	1	15	.1	.3							
WQXR FM	7	84	5	65	.2	1.5	5	41	3	22	.3	2.0	2	33	2	33	.2	1.2	7	74	5	55	.3	1.6							
TOTAL	10	109	6	72	.3	1.8	5	44	3	25	.3	2.0	5	55	3	37	.3	1.8	10	99	6	62	.3	1.9							
WRKI	21	210	6	123	.3	1.8	11	74	4	52	.5	2.7	3	35	1	25	.1	.6	14	109	5	77	.3	1.6							
WYNY	12	275	3	79	.1	.9	9	161	1	27	.1	.7	3	96	2	34	.2	1.2	12	257	3	61	.2	1.0							
METRO TOTALS		341		1982		16.7		METRO TOTALS		149		848		17.0		METRO TOTALS		165		897		17.8		METRO TOTALS		314		1745		17.4	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WBNE		5R		29			2	125	1	71	.1	.5	3	100	2	75	.2	1.2	15	273	10	122	1.0	5.9
*WEOG	6	73	6	73	.8	4.2	16	205	13	171	1.1	6.2	20	214	14	167	1.4	8.5	28	282	22	235	2.1	12.9
WJJB	15	280	12	244	1.6	8.3	19	369	14	299	1.2	6.6	12	267	7	185	.7	4.3	5	134	2	70	.2	1.2
WKIP	6	170	6	170	.8	4.2	12	283	11	269	.9	5.2	13	275	12	261	1.2	7.3	14	293	13	279	1.3	7.6
WPDR	41	426	28	292	3.7	19.4	43	471	30	318	2.5	14.2	21	225	13	130	1.3	7.9	3	113	2	46	.2	1.2
WSPR	18	291	14	197	1.8	9.7	28	444	17	271	1.4	8.1	23	339	11	176	1.1	6.7	15	274	5	104	.5	2.9
*WVVI	1	41	1	41	.1	.7	1	48	1	48	.1	.5	1	71	1	71	.1	.5	4	100	4	86	.4	2.4
WABC	40	698	15	282	2.0	10.4	50	984	16	368	1.3	7.6	37	718	9	264	.9	5.5	14	462	2	161	.2	1.2
WBPM	23	294	5	132	.7	3.5	34	363	7	153	.6	3.3	29	262	4	79	.4	2.4	13	145	2	29	.2	1.2
WCBS	7	265	2	76	.3	1.4	10	353	5	137	.4	2.4	10	377	6	150	.6	3.7	14	496	9	184	.9	5.3
WDSY	1	62	1	28	.1	.7	3	72	3	38	.3	1.4	3	72	3	38	.3	1.9	2	75	2	19	.2	1.2
*WELV	1	36					1	46					4	87					4	65				
WDRM							1	17	1	17	.1	.5	2	31	1	19	.1	.6	10	152	3	38	.3	1.8
TOTAL	1	36					2	63	1	17	.1	.5	6	106	1	19	.1	.6	14	191	3	38	.3	1.8
WFMM	1	58	1	9	.1	.7	1	94	1	33	.1	.5	2	83	1	35	.1	.6	8	109	2	36	.2	1.2
*WGHG	4	94		22			5	106		24			5	130		26			19	269	3	34	.3	1.8
*WGNV	4	132	2	16	.3	1.4	9	197	2	27	.2	.9	7	160		24			15	329	1	49	.1	.6
WHN	17	159	2	41	.3	1.4	34	481	5	99	.4	2.4	27	468	5	95	.5	3.0	27	469	6	109	.6	3.5
WHUD	13	213	9	103	1.2	6.3	36	462	23	247	1.9	10.9	48	522	29	275	2.9	17.7	77	721	39	355	3.8	22.9
WKTL	12	124	4	64	.5	2.8	12	137	4	64	.3	1.9	5	60	2	29	.2	1.2		13				
WNBC	36	788	14	294	1.8	9.7	48	1126	21	430	1.8	10.0	29	796	15	352	1.5	9.1	13	419	7	180	.7	4.1
WNEV	1	54		4			4	145	2	42	.2	.9	5	189	2	53	.2	1.2	8	304	5	102	.5	2.9
WOR	1	25	1	25	.1	.7	2	43	2	43	.2	.9	3	52	3	52	.3	1.8	14	144	3	57	.3	1.8
WPLJ	16	127	3	53	.4	2.1	17	145	4	62	.3	1.9	6	57	2	13	.7	1.2	1	30	1	9	.1	.6
WOXR													2		2				3	33	1	15	.1	.6
WOXR FM	1	19	1	19	.1	.7	4	43	2	24	.2	.9	5	50	3	31	.3	1.8	6	55	4	36	.4	2.4
TOTAL	1	19	1	19	.1	.7	4	43	2	24	.2	.9	5	50	3	31	.3	1.8	9	80	5	43	.5	3.0
WRKE	12	90	5	68	.7	3.5	14	107	5	75	.4	2.4	3	31	1	21	.1	.5	2	19				
WVNY	5	115	3	48	.4	2.1	11	212	3	54	.3	1.4	11	205	3	47	.3	1.8	7	142		13		
METRO TOTALS			144	755	18.8		METRO TOTALS	211	1170	17.7		METRO TOTALS	164	983	16.4		METRO TOTALS	170	990	16.4				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KAYK	26	402	24	357	1.6	10.9	6	132	6	117	.9	6.8	12	163	11	148	1.6	10.0	18	295	17	265	1.3	8.6
KDOT	27	564	26	525	1.7	11.8	8	222	7	204	1.1	8.0	15	251	15	238	2.2	13.6	23	473	22	442	1.6	11.1
KEYY	10	298	10	298	.6	4.5	1	94	1	94	.2	1.1	6	137	6	137	.9	5.5	7	231	7	231	.5	3.5
KFTN	2	138	2	138	.1	.9		74		74			2	59	2	59	.3	1.8	2	133	2	133	.1	1.0
*KONI	3	71	3	67	.2	1.4	1	39	1	37	.2	1.1	2	32	2	30	.3	1.8	3	71	3	67	.2	1.5
KALL FM	1	62	1	62	.1	.5	1	29	1	29	.2	1.1		33		33			1	62	1	62	.1	.5
KCPX	2	130	2	113	.1	.9		44		43			1	51	1	41	.1	.9	1	95	1	84	.1	.5
KCPX FM	19	233	19	231	1.2	8.6	12	119	12	119	1.8	13.6	5	73	5	73	.7	4.5	17	192	17	192	1.3	8.6
KDAB	6	96	6	94	.4	2.7	3	34	3	34	.5	3.4	3	43	3	41	.4	2.7	6	77	6	75	.4	3.0
KTSN	12	151	12	141	.8	5.5	7	58	7	57	1.1	8.0	5	84	5	75	.7	4.5	12	142	12	132	.9	6.1
KLUR	11	204	10	172	.6	4.5	5	88	5	75	.8	5.7	6	116	5	97	.7	4.5	11	204	10	172	.7	5.1
KRGD	5	52	5	48	.3	2.3	3	24	3	21	.5	3.4	2	28	2	27	.3	1.8	5	52	5	48	.4	2.5
KPSP	2	102	2	95	.1	.9		38		34			2	55	2	52	.3	1.8	2	93	2	86	.1	1.0
KPSP FM	2	88	2	82	.1	.9		20		20			1	41	1	39	.1	.9	1	61	1	59	.1	.5
KSFI	29	394	27	356	1.7	12.3	9	172	9	155	1.4	10.2	19	198	17	183	2.4	15.5	28	370	26	338	1.9	13.1
KSL	33	628	31	556	2.0	14.1	15	301	14	269	2.1	15.9	17	284	16	249	2.3	14.5	32	585	30	518	2.2	15.2
KSOP	5	55	5	55	.3	2.3	3	28	3	28	.5	3.4	2	21	2	21	.3	1.8	5	49	5	49	.4	2.5
KSOP FM	12	178	10	149	.6	4.5	4	59	4	53	.6	4.5	7	81	5	64	.7	4.5	11	140	9	117	.7	4.5
KSXX	6	90	6	85	.4	2.7	1	52	1	49	.2	1.1	5	33	5	31	.7	4.5	6	85	6	80	.4	3.0
KZAN	3	93	3	86	.2	1.4	2	36	2	31	.3	2.3	1	43	1	41	.1	.9	3	79	3	72	.2	1.5
METRO TOTALS			270	1434	14.2		METRO TOTALS		88	609	13.4		METRO TOTALS		110	640	15.9		METRO TOTALS		198	1249	14.6	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KMYK	16	267	17	240	2.2	13.7	18	285	17	255	1.7	10.7	5	94	5	73	.8	5.9		28		25		
KDOT	23	400	22	378	2.8	17.7	23	432	22	403	2.1	13.8	7	202	6	171	1.0	7.1		73		64		
KFYV	7	191	7	191	.9	5.6	7	207	7	207	.7	4.4		80		80				40		40		
KFTN		84		84			1	103	1	103	.1	.6	1	59	1	59	.2	1.2	2	49	2	49	.4	2.7
*KONI	1	24	1	24	.1	.8	2	46	2	45	.2	1.3	2	39	2	36	.3	2.4	2	47	2	43	.4	2.7
KALL FM	1	59	1	59	.1	.8	1	62	1	62	.1	.6		18		18				3		3		
WCPC	1	72	1	65	.1	.8	1	88	1	81	.1	.6	1	55	1	53	.2	1.2		23		19		
WCPC FM	17	184	17	184	2.2	13.7	17	186	17	186	1.7	10.7	2	35	2	35	.3	2.4		8		8		
WDAB	6	66	6	66	.8	4.8	6	72	6	70	.6	3.8	3	35	3	33	.5	3.5		11		9		
KISN	11	118	11	109	1.4	8.9	12	134	12	124	1.2	7.5	3	54	3	53	.5	3.5	1	24	1	23	.2	1.4
KLUB		28		28			2	69	2	69	.2	1.3	4	88	4	82	.7	4.7	11	176	10	144	1.8	13.5
KRFD	1	33	1	29	.1	.8	4	44	4	40	.4	2.5	3	22	3	18	.5	3.5	4	19	4	19	.7	5.4
KRFP	2	85	2	79	.3	1.6	2	90	2	83	.2	1.3		33		26				8		7		
KRFP FM	1	56	1	56	.1	.8	1	58	1	56	.1	.6		10		8				5		3		
KSYI	11	159	11	157	1.4	8.9	16	235	16	230	1.6	10.1	13	174	12	166	2.0	14.1	17	211	15	181	2.7	20.3
KSL	13	240	13	232	1.6	10.5	23	379	22	359	2.1	13.8	20	313	19	285	3.1	22.4	19	345	17	286	3.0	23.0
KSOP	1	19	1	19	.1	.8	5	46	5	46	.5	3.1	5	37	5	37	.8	5.9	4	30	4	30	.7	5.4
KSOP FM	6	69	4	56	.5	3.2	11	122	9	103	.9	5.7	10	65	9	75	1.5	10.6	5	71	5	61	.9	6.8
KSJY		15		15			1	38	1	37	.1	.6	1	40	1	37	.2	1.2	6	70	6	65	1.1	8.1
KZAN	2	99	2	54	.3	1.6	3	69	3	64	.3	1.9	1	24	1	19	.2	1.2	1	20	1	18	.2	1.4
METRO TOTALS			124	737	15.7		METRO TOTALS		159	960	15.5		METRO TOTALS	85	569	13.8		METRO TOTALS	74	512	13.1			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KBHB	14	124	3	38	.4	2.5	5	60		16			8	54	3	19	1.0	5.9	13	114	3	35	.5	2.8
KRCS	4	85	2	33	.3	1.7	1	36	1	20	.3	1.8	3	45	1	13	.3	2.0	4	81	2	33	.3	1.9
KGGG	33	341	27	269	3.8	22.3	13	115	12	100	3.8	21.4	9	119	7	93	2.3	13.7	22	234	19	193	3.0	17.8
*KIMM	30	287	21	186	2.9	17.4	15	149	12	90	3.8	21.4	15	121	9	79	3.0	17.6	30	270	21	169	3.4	19.6
KKHJ	15	135	15	135	2.1	12.4	7	54	7	54	2.2	12.5	8	71	8	71	2.6	15.7	15	125	15	125	2.4	14.0
*KKLS	50	432	22	215	3.1	18.2	23	168	10	92	3.1	17.9	14	145	6	67	2.0	11.8	37	313	16	159	2.6	15.0
*KOTA	21	321	18	263	2.5	14.9	7	140	6	118	1.9	10.7	14	157	12	123	3.9	23.5	21	297	18	241	2.9	16.8
KTDQ	7	143	7	143	1.0	5.8	4	65	4	65	1.3	7.1	3	66	3	66	1.0	5.9	7	131	7	131	1.1	6.5
METRO TOTALS			121	677	16.9		METRO TOTALS		56	291	17.5		METRO TOTALS		51	293	16.7		METRO TOTALS		107	584	17.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KBH8	1	16		4			2	31		5			4	35	1	9	.3	1.8	12	98	3	31	.9	5.7
KRCS		20		9			2	46		10			2	45		10			4	61	2	24	.6	3.8
KGGG	19	185	16	155	5.3	29.6	22	222	19	189	4.2	24.4	12	121	11	105	3.2	19.3	3	49	3	38	.9	5.7
*KIMM	12	111	10	70	3.3	18.5	23	195	15	118	3.3	19.2	18	160	11	101	3.2	19.3	18	159	11	99	3.4	20.8
KKHJ	5	49	5	49	1.7	9.3	12	95	12	95	2.7	15.4	13	99	13	99	3.8	22.8	10	76	10	76	3.1	18.9
*KKLS	34	247	14	130	4.7	25.9	37	278	16	143	3.6	20.5	14	147	6	68	1.8	10.5	3	66	2	29	.6	3.8
*KDTA	1	58	1	54	.3	1.9	6	126	5	116	1.1	6.4	7	135	6	124	1.8	10.5	20	239	17	187	5.2	32.1
KTCO	4	69	4	69	1.3	7.4	7	94	7	94	1.6	9.0	6	68	6	68	1.8	10.5	3	62	3	62	.9	5.7
METRO TOTALS			54	264	17.9		METRO TOTALS	78	418	17.3		METRO TOTALS	57	319	16.8		METRO TOTALS	53	300	16.4				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KAVA	9	96	9	96	.9	5.9	3	40	3	40	.7	4.7	6	56	6	56	1.4	8.8	9	96	9	96	1.1	6.8
*KCLM	34	278	30	222	3.1	10.7	18	124	18	97	4.4	28.1	16	130	11	101	2.5	16.2	33	254	29	198	3.4	22.0
KOPS	21	287	21	287	2.7	13.8	8	134	8	134	2.0	12.5	13	177	13	177	3.0	19.1	21	261	21	261	2.5	15.9
KRDG	17	342	16	323	1.6	10.5	4	122	4	121	1.0	6.3	10	134	9	123	2.1	13.2	14	256	13	244	1.5	9.8
KSYG	25	378	24	347	2.5	15.8	9	156	9	142	2.2	14.1	16	133	9	116	2.1	13.2	19	289	18	258	2.1	13.6
**KVIP	2	63	2	62	.2	1.3	1	18	1	18	.2	1.5	1	40	1	39	.2	1.5	2	58	2	57	.2	1.5
KVIP FM	7	66	7	63	.7	4.6	2	15	2	15	.5	3.1	5	46	5	43	1.2	7.4	7	61	7	58	.8	5.3
KFMF	8	100	8	90	.8	5.3	5	39	5	27	1.2	7.8	2	45	2	38	.5	2.9	7	84	7	65	.8	5.3
KFDG	2	38	2	38	.2	1.3	1	17	1	17	.2	1.6	1	21	1	21	.2	1.5	2	38	2	38	.2	1.5
KGO	9	128	4	89	.4	2.5	2	43	1	32	.2	1.6	5	60	1	32	.2	1.5	7	103	2	64	.2	1.5
KPAY FM	4	104	2	42	.2	1.3	1	45	1	18	.2	1.6	3	52	1	24	.2	1.5	4	97	2	42	.2	1.5
KSNR	13	291	8	164	.8	5.3	7	119	5	60	1.2	7.8	3	95	1	47	.2	1.5	10	214	6	177	.7	4.5
K7AP	7	58	7	46	.7	4.6	1	19	1	14	.2	1.6	2	16	2	16	.5	2.9	3	35	3	30	.4	2.3
METRO TOTALS			152	933	15.7		METRO TOTALS	64	379	15.6		METRO TOTALS	68	474	15.7		METRO TOTALS	132	803	15.7				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KAVA	5	50	4	50	1.5	8.8	7	63	7	63	1.3	8.0	7	53	7	53	1.5	8.8	4	46	4	46	.8	5.3
*KCLM	11	58	9	31	2.5	14.0	10	151	16	109	3.0	18.2	21	173	18	178	3.9	22.5	22	196	21	167	4.1	23.0
KCMS	1	25	1	25	.3	1.9	7	108	7	108	1.3	8.0	9	140	9	140	1.9	11.3	20	236	20	236	3.9	26.7
KFDG	10	138	10	138	3.1	17.5	13	187	13	197	2.5	14.8	11	159	10	148	2.1	12.5	4	118	3	106	.6	4.0
KSYD	13	175	13	170	4.0	22.8	18	254	18	245	3.4	20.5	14	178	13	163	2.8	16.3	6	114	5	88	1.0	6.7
*KVTP		16		16			1	35	1	35	.2	1.1	1	31	1	31	.2	1.3	2	42	2	41	.4	2.7
KVTP FM	1	21	1	21	.2	1.8	4	35	4	33	.8	4.5	5	40	5	37	1.1	6.3	6	40	6	37	1.2	8.0
KFMF	7	64	7	53	2.2	12.3	7	75	7	56	1.3	8.0	6	50	6	42	1.3	7.5		20		12		
KFDG		4		4				13		13				9		9			2	34	2	34	.4	2.7
KGO		8						33		21				47		26			7	95	2	64	.4	2.7
KPA FM		26		5				45		17				51		19			4	71	2	36	.4	2.7
KSN	9	155	6	98	1.9	10.5	10	197	6	114	1.1	6.8	7	117	4	52	.9	5.0	2	59		29		
KZAB	2	32	2	27	.6	3.5	2	35	3	30	.6	3.4	2	11	2	11	.4	2.5	1	3	1	3	.2	1.3
METRO TOTALS			57	318	17.6		METRO TOTALS		88	515	16.6		METRO TOTALS		80	453	17.2		METRO TOTALS		75	485	14.5	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KNXR	15	207	12	137	1.6	10.3	5	81	3	52	1.0	5.8	10	115	9	82	2.5	15.5	15	196	12	134	1.8	10.9
*KOLM	14	141	12	111	1.6	10.3	8	67	6	46	2.0	11.5	6	71	6	62	1.7	10.3	14	138	12	108	1.8	10.9
KRCH	18	313	12	207	1.6	10.3	9	105	6	69	2.0	11.5	6	119	5	99	1.4	8.6	15	224	11	168	1.7	10.0
KPDC	11	259	10	205	1.3	8.6	4	101	3	76	1.0	5.8	7	129	7	109	1.9	12.1	11	230	10	185	1.5	9.1
KRDC FM	76	807	10	172	1.3	8.6	28	259	5	68	1.7	9.6	22	294	3	70	.8	5.2	50	553	8	138	1.2	7.3
KWEB	21	427	14	298	1.9	12.1	9	193	5	112	1.7	9.6	10	180	8	149	2.2	13.8	19	373	13	261	2.0	11.8
KWWK	7	202	7	192	.9	6.0	1	58	1	58	.3	1.9	4	110	4	100	1.1	6.9	5	168	5	158	.8	4.5
KAUS FM	29	452	9	119	1.2	7.8	16	178	5	56	1.7	9.6	13	221	4	57	1.1	6.9	29	399	9	113	1.4	8.2
KORS FM	3	78	3	66	.4	2.6	3	43	3	31	1.0	5.8		15		15			3	58	3	46	.5	2.7
WCCO	24	373	11	114	1.5	9.5	10	164	6	62	2.0	11.5	13	184	5	44	1.4	8.6	23	348	11	106	1.7	10.0
WDGY	5	127	2	35	.3	1.7	2	41	1	17	.3	1.9	3	62	1	18	.3	1.7	5	103	2	35	.3	1.8
METRO TOTALS			116	728	15.5		METRO TOTALS		52	294	17.3		METRO TOTALS		58	350	16.1		METRO TOTALS		110	644	16.6	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KNX		15		15			6	108	4	64	.8	4.7	7	121	5	77	1.3	7.9	15	181	12	119	3.6	25.5
*KBL	8	59	7	41	2.1	11.1	11	95	10	77	2.1	11.8	8	89	7	71	1.8	11.1	6	79	5	67	1.5	10.6
KRCM	14	180	10	135	3.0	15.9	15	212	11	156	2.3	12.9	6	103	6	92	1.6	9.5	1	44	1	33	.3	2.1
KPOC	4	62	4	62	1.2	6.3	7	148	6	103	1.3	7.1	6	151	5	106	1.3	7.9	7	168	6	123	1.8	12.8
KROO FM	43	381	7	105	2.1	11.1	46	448	8	119	1.7	9.4	14	198	5	53	1.3	7.9	7	172	1	33	.3	2.1
KVEB	13	209	10	153	3.0	15.9	16	290	12	199	2.5	14.1	13	203	9	146	2.4	14.3	6	164	3	108	.9	6.4
KVWW	5	140	5	130	1.5	7.9	5	156	5	146	1.1	5.9	3	102	3	102	.8	4.8		28		28		
KJUS FM	9	160	4	53	1.2	6.3	20	300	9	90	1.9	10.6	17	247	8	82	2.1	12.7	20	239	5	60	1.5	10.6
KQRS FM	3	47	3	35	.9	4.8	3	56	3	44	.6	3.5	1	22	1	22	.3	1.6		11		11		
WCCC	5	74	3	14	.9	4.8	7	183	5	48	1.1	5.9	7	179	5	51	1.3	7.9	18	274	8	92	2.4	17.0
WDGY	3	53	2	20	.6	3.2	4	68	2	24	.4	2.4	3	61	1	17	.3	1.6	2	50		15		
METRO TOTALS			63	325	19.1		METRO TOTALS		85	458	18.0		METRO TOTALS		63	367	16.6		METRO TOTALS		47	319	14.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KASH	37	317	23	155	1.7	9.9	22	170	12	74	2.1	11.3	14	111	11	67	2.0	10.5	36	281	23	141	2.0	10.9
KCLD	10	257	8	244	.6	3.4	6	110	6	110	1.1	5.7	4	120	2	107	.4	1.9	10	230	8	217	.7	3.8
KCLD FM	55	622	35	419	2.7	15.0	14	213	9	140	1.6	8.5	24	228	15	158	2.7	14.3	38	441	24	298	2.1	11.4
WHMH	3	131	3	131	.2	1.3	1	63	1	63	.2	.9	2	51	2	51	.4	1.9	3	114	3	114	.3	1.4
WJON	32	432	31	382	2.3	13.3	14	174	14	154	2.5	13.2	17	218	16	191	2.8	15.2	31	392	30	345	2.7	14.2
*WVAL	6	114	4	88	.3	1.7	2	39	2	39	.4	1.9	4	75	2	49	.4	1.9	6	114	4	88	.4	1.9
WWJD	43	541	23	273	1.7	9.9	25	239	13	123	2.3	12.3	15	220	10	113	1.8	9.5	40	459	23	236	2.0	10.9
KDWB	15	382	5	181	.4	2.1	4	119	2	56	.4	1.9	3	98	2	67	.4	1.9	7	217	4	123	.4	1.9
KDWB FM	5	144	1	62	.1	.4	2	46	1	33	.2	.9	1	41		17			3	87	1	50	.1	.5
KFEY FM	10	123	3	60	.2	1.3	5	64	2	29	.4	1.9	5	45	1	23	.2	1.0	10	109	3	52	.3	1.4
KQPS	-1	16	-1	16				4		4				12		12				16		16		
KQRS FM	14	246	10	169	.8	4.3	8	97	7	84	1.2	6.6	3	75	3	57	.5	2.9	11	172	10	141	.9	4.7
TOTAL	14	246	10	169	.8	4.3	8	97	7	84	1.2	6.6	3	75	3	57	.5	2.9	11	172	10	141	.9	4.7
KSTP	2	136	1	52	.1	.4		52		30			1	67		17			1	119		47		
KSTP FM	23	308	15	184	1.1	6.4	7	108	4	63	.7	3.8	8	97	7	74	1.2	6.7	15	205	11	137	1.0	5.2
WAYL FM	12	139	8	82	.6	3.4	4	52	2	35	.4	1.9	4	80	6	47	1.1	5.7	12	132	8	82	.7	3.8
WCCD	79	1009	26	407	2.0	11.2	32	459	12	197	2.1	11.3	45	474	14	176	2.5	13.3	77	933	26	373	2.3	12.3
WCCD FM	5	147	2	91	.2	.9	1	38		31			4	62	2	45	.4	1.9	5	100	2	76	.2	.9
WDCY	16	263	2	67	.2	.9	10	140	2	39	.4	1.9	5	94		25			15	234	2	64	.2	.9
WLDL	2	160	1	80	.1	.4	1	55	1	33	.2	.9		39		25			1	94	1	58	.1	.5
METRO TOTALS			233	1271	17.7		METRO TOTALS	106	544	18.7		METRO TOTALS	105	538	18.7		METRO TOTALS	211	1082	18.7				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KASH	1	25	1	12	.2	1.1	6	98	3	42	.4	2.3	12	128	6	59	1.1	5.9	35	256	22	129	3.7	17.9
KCLD	5	170	5	164	.9	5.7	10	217	8	204	1.0	6.0	6	115	4	108	.7	4.0	5	60	3	53	.5	2.4
KCLD FM	33	353	19	214	3.5	21.6	35	416	21	273	2.7	15.8	11	208	9	163	1.6	8.9	5	88	5	84	.8	4.1
WHM	3	103	3	103	.6	3.4	3	111	3	111	.4	2.3	3	89	3	89	.5	3.0		11		11		
WJOM	8	148	8	121	1.5	9.1	16	247	15	200	1.9	11.3	15	186	14	151	2.6	13.9	23	244	22	224	3.7	17.9
*WVAL	1	28		15			3	52	2	33	.3	1.5	3	47	2	28	.4	2.0	5	86	4	73	.7	3.3
WWJD	12	184	7	104	1.3	8.0	31	359	17	176	2.2	12.8	31	317	19	172	3.5	18.8	28	275	16	132	2.7	13.0
KDWB	7	200	4	116	.7	4.5	7	211	4	123	.5	3.0	2	80	1	53	.2	1.0		17		7		
KDWB FM	3	87	1	50	.2	1.1	3	87	1	50	.1	.8	1	30		6								
KEEY FM	1	13	1	13	.2	1.1	5	54	3	21	.4	2.3	4	51	2	19	.4	2.0	9	96	2	39	.3	1.6
KORS		16		16				16		16														
KORS FM	11	159	10	134	1.8	11.4	11	172	10	141	1.3	7.5	1	53	1	35	.2	1.0		13		7		
TOTAL	11	159	10	134	1.8	11.4	11	172	10	141	1.3	7.5	1	53	1	35	.2	1.0		13		7		
KSTP		70		38				83		47						23			1	49		9		
KSTP FM	12	159	9	106	1.7	10.2	15	197	11	129	1.4	8.3	7	102	5	71	.9	5.0	3	46	2	31	.3	1.6
WAYL FM	2	21	2	21	.4	2.3	5	51	3	33	.4	2.3	8	94	4	44	.7	4.0	10	111	6	61	1.0	4.9
WCCO	13	283	5	119	.9	5.7	26	504	9	211	1.2	6.8	30	462	10	192	1.8	9.9	64	650	21	254	3.6	17.1
WCCO FM	4	55	2	43	.4	2.3	5	82	2	63	.3	1.5	4	65	1	46	.2	1.0	1	45		33		
WDGY	3	89		19			14	167	2	46	.3	1.5	14	169	2	46	.4	2.0	12	145	2	45	.3	1.6
WLDL	1	59	1	45	.2	1.1	1	87	1	51	.1	.8		41		19				35		13		
METRO TOTALS			88	529	16.3		METRO TOTALS		133	749	17.3		METRO TOTALS		101	536	18.5		METRO TOTALS		123	553	20.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KRZY	2	139	2	139	.1	.7		44		44			2	84	2	84	.2	1.4	2	128	2	128	.1	.8
*KCCS	10	125	10	125	.5	3.5	2	39	2	39	.2	1.7	2	86	8	86	.8	5.6	10	125	10	125	.5	3.8
*KGAY	14	187	14	187	.7	4.9	8	73	8	73	.9	6.7	6	98	6	98	.6	4.2	14	171	14	171	.8	5.3
KSKD	18	366	18	366	.9	6.3	9	150	9	150	1.0	7.6	7	126	7	126	.7	4.9	16	276	16	276	.9	5.1
KSLM	9	238	9	238	.4	3.1	4	108	4	108	.5	3.4	5	114	5	114	.5	3.5	9	222	9	222	.5	3.4
*KWTP	3	52	3	52	.1	1.0	2	36	2	36	.2	1.7	1	10	1	10	.1	.7	3	46	3	46	.2	1.1
KEY	14	336	14	336	.7	4.9	7	160	7	160	.8	5.9	7	151	7	151	.7	4.9	14	311	14	311	.8	5.3
KGDN	48	367	48	367	2.3	16.8	14	146	14	146	1.6	11.8	22	95	22	95	2.3	15.3	36	241	36	241	2.0	13.7
KGW	14	407	14	407	.7	4.9	6	154	6	154	.7	5.0	6	181	6	181	.6	4.2	12	335	12	335	.7	4.6
KINK	12	132	12	132	.6	4.2	6	77	6	77	.7	5.0	6	45	6	45	.6	4.2	12	122	12	122	.7	4.6
*KKEY	7	61	7	61	.3	2.4	2	26	2	26	.2	1.7	5	35	5	35	.5	3.5	7	61	7	61	.4	2.7
KLLB	10	216	10	216	.5	3.5	5	79	5	79	.6	4.2	5	118	5	118	.5	3.5	10	197	10	197	.5	3.8
KMJK	9	211	9	211	.4	3.1	2	39	2	39	.2	1.7	2	54	2	54	.2	1.4	4	93	4	93	.2	1.5
KOFM	4	94	4	94	.2	1.4	3	59	3	59	.3	2.5	1	30	1	30	.1	.7	4	89	4	89	.2	1.5
*KPKT	-1	26	-1	26				13		13			1	13		13				26		26		
KPKT FM	3	68	3	68	.1	1.3	2	41	2	41	.2	1.7	1	27	1	27	.1	.7	3	68	3	68	.2	1.1
TOTAL	3	73	3	73	.1	1.0	2	46	2	46	.2	1.7	1	27	1	27	.1	.7	3	73	3	73	.2	1.1
KUPL	6	71	6	71	.3	2.1	3	26	3	26	.3	2.5	3	39	3	39	.3	2.1	6	65	6	65	.3	2.3
KUPL FM	32	292	32	292	1.5	11.2	14	134	14	134	1.6	11.8	18	158	18	158	1.9	12.5	32	292	32	292	1.7	12.2
KWJJ	4	123	4	123	.2	1.4	1	52	1	52	.1	.8	3	71	3	71	.3	2.1	4	123	4	123	.2	1.5
KJIB	4	88	4	88	.2	1.4	1	48	1	48	.1	.8	3	40	3	40	.3	2.1	4	88	4	88	.2	1.5
KXL	9	208	9	208	.4	3.1	5	102	5	102	.6	4.2	4	106	4	106	.4	2.8	9	208	9	208	.5	3.4
KXL FM	11	138	11	138	.5	3.8	3	44	3	44	.3	2.5	8	94	8	94	.8	5.6	11	138	11	138	.6	4.2
KYTE	15	208	15	208	.7	5.2	6	93	6	93	.7	5.0	8	90	8	90	.8	5.6	14	183	14	183	.8	5.3
KYXI	2	74	2	74	.1	.7	1	44	1	44	.1	.8	1	25	1	25	.1	.7	2	69	2	69	.1	.8
METRO TOTALS			286	1835	13.7			METRO TOTALS	119	774	13.7		METRO TOTALS	144	839	14.9		METRO TOTALS	263	1613	14.3			

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
HBZY	2	105	2	105	.3	1.9	2	128	2	128	.2	1.2	2	66	2	66	.9	6.6	2	23	2	23	.5	3.8
*KCCS	4	48	4	48	.5	3.8	4	75	4	75	.7	4.8	4	86	4	86	.9	6.6	4	77	4	77	.5	3.8
*KDAY	3	44	3	44	.4	2.8	3	90	3	90	.5	3.6	7	98	7	98	.8	5.8	11	127	11	127	1.0	7.0
KSD	7	183	7	183	1.0	6.6	13	252	13	252	1.1	7.7	11	149	11	149	1.2	9.1	9	93	9	93	.8	5.7
KSLR	2	95	2	95	.3	1.9	7	150	7	150	.6	4.2	8	162	8	162	.9	6.6	7	127	7	127	.6	4.5
*KWLP	1	22	1	22	.1	.9	3	41	3	41	.3	1.8	3	41	3	41	.3	2.5	2	24	2	24	.2	1.3
KEL	2	88	2	88	.3	1.9	6	167	6	167	.5	3.6	6	166	6	166	.6	5.0	12	223	12	223	1.1	7.4
KGIN	35	216	35	216	4.8	33.0	36	234	36	234	3.2	21.4	1	44	1	44	.1	.8	1	25	1	25	.1	.6
KGV	4	165	4	165	.5	3.8	7	254	7	254	.6	4.2	5	160	5	160	.5	4.1	8	170	8	170	.7	5.1
KINK	10	91	10	91	1.4	9.4	12	122	12	122	1.1	7.1	7	91	7	91	.8	5.8	2	31	2	31	.2	1.3
*KMEY																			7	61	7	61	.6	4.5
KLIB	7	148	7	148	1.0	6.6	10	191	10	191	.9	6.0	10	124	10	124	1.1	8.3	3	49	3	49	.3	1.9
KMLK	4	74	4	74	.5	3.8	4	93	4	93	.4	2.4	1	49	1	49	.1	.8		19		19		
KOPR	4	42	4	42	.5	3.8	4	65	4	65	.4	2.4	4	73	4	73	.4	3.3		47		47		
*KPMT		15		15				20		20				20		20				11		11		
KPMT FM	1	42	1	42	.1	.9	2	56	2	56	.2	1.2	2	56	2	56	.2	1.7	2	26	2	26	.2	1.3
TOTAL	1	42	1	42	.1	.9	2	61	2	61	.2	1.2	2	61	2	61	.2	1.7	2	31	2	31	.2	1.3
KUPL								12		12				12		12				6		6		3.8
KUPL FM	2	52	2	52	.3	1.9	12	128	12	128	1.1	7.1	14	134	14	134	1.5	11.6	30	240	30	240	2.7	19.1
KVJJ	3	56	3	56	.4	2.8	3	91	3	91	.3	1.8	3	86	3	86	.3	2.5	1	67	1	67	.1	.6
KJWB	1	23	1	23	.1	.9	3	58	3	58	.3	1.8	4	69	4	69	.4	3.3	3	65	3	65	.3	1.9
KXL	1	34	1	34	.1	.9	4	94	4	94	.4	2.4	4	105	4	105	.4	3.3	8	174	8	174	.7	5.1
KXL FM	1	5	1	5	.1	.9	1	17	1	17	.1	.6	1	34	1	36	.1	.8	10	133	10	133	.9	6.4
KYTE	4	89	4	89	.5	3.8	11	141	11	141	1.0	6.5	11	102	11	102	1.2	9.1	10	94	10	94	.9	6.4
KYXI		11		11				25		25				25		25			2	58	2	58	.2	1.3
METRO TOTALS			106	681	14.4		METRO TOTALS	168	1056	14.9		METRO TOTALS	121	827	13.1		METRO TOTALS	157	932	14.3				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KBIL	14	237	12	204	1.7	12.1	4	85	3	74	1.0	7.3	8	114	7	98	2.1	15.6	12	199	10	172	1.6	11.6
KGKL	23	341	22	267	3.1	22.2	11	135	11	112	3.7	26.8	7	145	7	112	2.1	15.6	18	280	18	224	2.9	20.9
KIXY	12	184	9	169	1.3	9.1	2	52	2	52	.7	4.9	4	75	2	63	.6	4.4	6	127	4	115	.6	4.7
*KPFP	8	102	4	84	.6	4.0	6	54	2	38	.7	4.9	2	43	2	41	.6	4.4	8	97	4	79	.6	4.7
*KQSA	5	105	5	105	.7	5.1	2	43	2	43	.7	4.9	3	52	3	52	.9	6.7	5	95	5	95	.8	5.8
*KSJT	4	40	4	40	.6	4.0	3	12	3	12	1.0	7.3	1	21	1	21	.3	2.2	4	33	4	33	.6	4.7
KTED	17	207	17	199	2.4	17.2	7	96	7	96	2.4	17.1	9	97	9	89	2.8	20.0	16	193	16	185	2.6	18.6
KWLW	12	152	9	127	1.3	9.1	4	52	3	49	1.0	7.3	7	77	5	61	1.5	11.1	11	129	8	110	1.3	9.3
KZFW	6	57	6	49	.9	6.1	3	26	3	26	1.0	7.3	3	29	3	21	.9	6.7	6	55	6	47	1.0	7.0
METRO TOTALS			99	613	14.1		METRO TOTALS		41	259	13.9		METRO TOTALS		45	275	13.8		METRO TOTALS		86	534	13.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KRIL	9	121	7	104	2.7	16.7	12	166	10	146	2.6	16.7	10	122	9	110	3.0	19.6	3	78	3	68	.8	6.8
KOKL	10	125	10	113	3.9	23.8	14	173	14	151	3.6	23.3	10	121	10	103	3.3	21.7	8	155	8	111	2.2	18.2
KIXY	4	75	3	67	1.2	7.1	6	112	4	100	1.0	6.7	3	73	2	69	.7	4.3	2	52	1	48	.3	2.3
*KPEP	2	31	2	31	.8	4.8	5	54	2	44	.5	3.3	6	52	2	38	.7	4.3	6	66	2	48	.6	4.5
*KOSA		36		36			1	50	1	50	.3	1.7	1	42	1	42	.3	2.2	5	59	5	59	1.4	11.4
*KSJT	3	17	3	17	1.2	7.1	3	25	3	25	.8	5.0	2	18	2	18	.7	4.3	1	16	1	16	.3	2.3
KTED	2	71	2	63	.8	4.8	6	106	6	98	1.5	10.0	9	81	9	81	3.0	19.6	14	122	14	122	3.9	31.8
KMLW	5	62	5	54	1.9	11.9	10	106	7	87	1.8	11.7	7	80	4	69	1.3	8.7	6	67	3	56	.8	6.8
KZEW	6	55	6	47	2.3	14.3	6	55	6	47	1.5	10.0	2	21	2	21	.7	4.3						
METRO TOTALS			42	247	16.3		METRO TOTALS		60	363	15.3		METRO TOTALS		46	276	15.2		METRO TOTALS		44	287	12.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KOB	8	153	8	153	.6	4.1	3	75	3	75	.5	3.4	5	78	5	78	.7	5.4	8	153	8	153	.6	4.5
KOB FM	12	199	12	199	.8	6.2	4	86	4	86	.7	4.6	8	109	8	109	1.2	8.7	12	195	12	195	.9	6.7
KIST	19	269	19	269	1.3	9.7	6	86	6	86	1.0	6.9	10	137	10	137	1.5	10.9	16	223	16	223	1.2	8.9
KRUZ	23	276	23	276	1.6	11.8	10	131	10	131	1.7	11.5	12	138	12	138	1.7	13.0	22	269	22	269	1.7	12.3
*KTMS	20	284	20	284	1.4	10.3	10	145	10	145	1.7	11.5	10	124	10	124	1.5	10.9	20	269	20	269	1.6	11.2
*KTMS FM	17	322	17	322	1.2	8.7	6	133	6	133	1.0	6.9	10	168	10	168	1.5	10.9	16	301	16	301	1.2	8.9
KTYO	14	207	14	207	1.0	7.2	10	108	10	108	1.7	11.5	4	94	4	94	.6	4.3	14	202	14	202	1.1	7.8
KACY	2	108	2	108	.1	1.0	1	32	1	32	.2	1.1	1	45	1	45	.1	1.1	2	77	2	77	.2	1.1
KACY FM	1	49	1	49	.1	.5	1	18	1	18	.2	1.1		31		31			1	49	1	49	.1	.6
KBBQ	4	46	4	46	.3	2.1	3	27	3	27	.5	3.4	1	15	1	15	.1	1.1	4	42	4	42	.3	2.2
KBBY	2	60	2	60	.1	1.0		13		13			1	35	1	35	.1	1.1	1	48	1	48	.1	.6
KFAC FM	3	53	3	53	.2	1.5	2	26	2	26	.3	2.3	1	27	1	27	.1	1.1	3	53	3	53	.2	1.7
KFI	5	132	5	132	.4	2.6		28		28			3	69	3	69	.4	3.3	3	97	3	97	.2	1.7
KLOS	10	135	10	135	.7	5.1	4	75	4	75	.7	4.6	2	35	2	35	.3	2.2	6	110	6	110	.5	3.4
KMET	5	91	5	91	.4	2.6	3	54	3	54	.5	3.4		10		10			3	64	3	64	.2	1.7
KMPC	1	45	1	45	.1	.5	1	26	1	26	.2	1.1		19		19			1	45	1	45	.1	.6
KNX	15	309	15	309	1.1	7.7	6	148	6	148	1.0	6.9	9	157	9	157	1.3	9.8	15	305	15	305	1.2	8.4
KNX FM	3	93	3	93	.2	1.5	2	43	2	43	.3	2.3	1	43	1	43	.1	1.1	3	86	3	86	.2	1.7
KDGO	1	55	1	55	.1	.5	1	22	1	22	.2	1.1		26		26			1	48	1	48	.1	.6
KRTH	3	45	3	45	.2	1.5	1	22	1	22	.2	1.1	2	18	2	18	.3	2.2	3	40	3	40	.2	1.7
XTRA	7	139	7	139	.5	3.6	2	37	2	37	.3	2.3	3	56	3	56	.4	3.3	5	93	5	93	.4	2.8
METRO TOTALS			195	1305	13.8		METRO TOTALS	87	556	14.6		METRO TOTALS	92	632	13.4		METRO TOTALS	179	1188	14.0				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KDB		17		17			2	53	2	53	.2	1.8	4	73	4	73	.7	4.9	8	136	8	136	1.1	7.8
KDB FM	2	38	2	38	.4	2.6	5	89	5	89	.6	4.5	8	104	8	104	1.4	9.8	10	157	10	157	1.4	9.8
KIST	9	114	9	114	1.6	11.7	10	167	10	167	1.2	9.1	7	127	7	127	1.2	8.5	7	109	7	109	1.0	6.9
KRUZ	1	27	1	27	.2	1.3	5	100	5	100	.6	4.5	7	118	7	118	1.2	8.5	21	242	21	242	2.9	20.6
*KTM	2	54	2	54	.4	2.6	8	120	8	120	1.0	7.3	11	116	11	116	1.9	13.4	18	215	18	215	2.5	17.6
*KTM FM	14	244	14	244	2.5	18.2	16	269	16	269	2.0	14.5	5	113	5	113	.9	6.1	2	57	2	57	.3	2.0
KTY	14	182	14	182	2.5	18.2	14	192	14	192	1.7	12.7	6	98	6	98	1.0	7.3		20		20		
KACY	2	57	2	57	.4	2.6	2	75	2	75	.2	1.8	1	44	1	44	.2	1.2		20		20		
KACY FM		10		10				21		21			1	24	1	24	.2	1.2	1	39	1	39	.1	1.0
KBBQ	1	8	1	8	.2	1.3	3	29	3	29	.4	2.7	4	32	4	32	.7	4.9	3	34	3	34	.4	2.9
KBBY	1	46	1	46	.2	1.3	1	48	1	48	.1	.9		14		14				2		2		
KFAC FM	1	19	1	19	.2	1.3	1	28	1	28	.1	.9	1	22	1	22	.2	1.2	2	34	2	34	.3	2.0
KFI	2	61	2	61	.4	2.6	3	82	3	82	.4	2.7	1	47	1	47	.2	1.2	1	36	1	36	.1	1.0
KLOS	4	99	4	99	.7	5.2	6	103	6	103	.7	5.5	2	28	2	28	.3	2.4	2	11	2	11	.3	2.0
KMET	3	64	3	64	.5	3.9	3	64	3	64	.4	2.7	1	16	1	16	.2	1.2						
KMPC		9		9				16		16				11		11			1	36	1	36	.1	1.0
KNX	1	29	1	29	.2	1.3	3	106	3	106	.4	2.7	2	108	2	108	.3	2.4	14	276	14	276	1.9	13.7
KNX FM	2	44	2	44	.4	2.6	3	69	3	69	.4	2.7	3	53	3	53	.5	3.7	1	42	1	42	.1	1.0
KOGD	1	17	1	17	.2	1.3	1	22	1	22	.1	.9		7		7				31		31		
KPTH	3	31	3	31	.5	3.9	3	40	3	40	.4	2.7	1	29	1	29	.2	1.2		9		9		
XTRA	3	62	3	62	.5	3.9	5	93	5	93	.6	4.5	2	43	2	43	.3	2.4	2	31	2	31	.3	2.0
METRO TOTALS			77	521	13.9		METRO TOTALS	110	762	13.7		METRO TOTALS	82	557	14.0		METRO TOTALS	102	667	14.0				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KAFE	6	88	6	88	1.0	5.3	4	40	4	40	1.6	10.0	2	45	2	45	.7	4.4	6	85	6	85	1.1	7.1
KAFE FM	1	78	1	78	.2	1.1		39		39			1	32	1	32	.4	2.2	1	71	1	71	.2	1.2
KSNM	4	67	4	67	.7	4.2	2	29	2	29	.8	5.0	2	34	2	34	.7	4.4	4	63	4	63	.8	4.7
KTRC	11	143	11	143	1.8	11.6	4	56	4	56	1.6	10.0	7	80	7	80	2.5	15.5	11	136	11	136	2.1	12.9
*KV5F	6	178	6	178	1.0	6.3	1	56	1	56	.4	2.5	3	82	3	82	1.1	6.7	4	138	4	138	.8	4.7
*KDCE	6	93	6	93	1.0	6.3	2	37	2	37	.8	5.0	4	56	4	56	1.4	8.9	6	93	6	93	1.1	7.1
*KBSQ	-1	17	-1	17				8		8				8		8				16		16		
TOTAL	6	99	6	99	1.0	6.3	2	41	2	41	.8	5.0	4	57	4	57	1.4	8.9	6	98	6	98	1.1	7.1
KFMG	12	168	12	168	2.0	12.6	6	58	6	58	2.4	15.0	3	62	3	62	1.1	6.7	9	120	9	120	1.7	10.6
*KHFN	1	54	1	54	.2	1.1		26		26			1	27	1	27	.4	2.2	1	53	1	53	.2	1.2
KKJY	12	109	12	109	2.0	12.6	5	45	5	45	2.0	12.5	7	59	7	59	2.5	15.5	12	104	12	104	2.3	14.1
KOB	4	117	4	117	.7	4.2	2	55	2	55	.8	5.0	2	49	2	49	.7	4.4	4	104	4	104	.8	4.7
KOB FM	3	93	3	83	.5	3.2	2	42	2	42	.8	5.0	1	33	1	33	.4	2.2	3	75	3	75	.6	3.5
KRKE	1	31	1	31	.2	1.1		15		15			1	13	1	13	.4	2.2	1	28	1	28	.2	1.2
KRST	4	114	4	114	.7	4.2	2	47	2	47	.8	5.0	2	60	2	60	.7	4.4	4	107	4	107	.8	4.7
KWXL	13	131	13	131	2.1	13.7	6	47	6	47	2.4	15.0	3	40	3	40	1.1	6.7	9	87	9	87	1.7	10.6
KZZX	5	119	5	119	.8	5.3	1	37	1	37	.4	2.5	3	48	3	48	1.1	6.7	4	85	4	85	.8	4.7
METRO TOTALS			95	574	15.5		METRO TOTALS	40	235	15.9			METRO TOTALS	45	258	16.2			METRO TOTALS	85	493	16.1		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KAFB		23		23			5	54	5	54	1.4	7.7	5	59	5	59	1.8	11.6	6	62	6	62	2.0	16.2
KAFB FM	1	33	1	33	.5	2.1	1	55	1	55	.3	1.5		43		43				38		38		
KSNM	4	52	4	52	1.8	8.3	4	58	4	58	1.2	6.2	2	36	2	36	.7	4.7		11		11		
KTRO	4	36	4	36	1.8	8.3	5	67	5	67	1.4	7.7	3	63	3	63	1.1	7.0	7	100	7	100	2.3	18.9
*KVSE	3	72	3	72	1.4	6.3	4	105	4	105	1.2	6.2	3	94	3	94	1.1	7.0	1	66	1	66	.3	2.7

*KDCB	1	13	1	13	.5	2.1	2	43	2	43	.6	3.1	2	54	2	54	.7	4.7	5	80	5	80	1.6	13.5
*KBSS		1		1				5		5				7		7				15		15		
TOTAL	1	13	1	13	.5	2.1	2	46	2	46	.6	3.1	2	57	2	57	.7	4.7	5	85	5	85	1.6	13.5
KFMG	9	98	9	98	4.1	18.8	9	117	9	117	2.6	13.8	2	59	2	59	.7	4.7		22		22		
*KHFM		18		18				37		37				37		37			1	35	1	35	.3	2.7
KKJY	1	8	1	8	.5	2.1	4	34	4	34	1.2	6.2	6	50	6	50	2.1	14.0	11	96	11	96	3.6	29.7
KOB	2	36	2	36	.9	4.2	4	55	4	65	1.2	6.2	4	70	4	70	1.4	9.3	2	68	2	68	.7	5.4
KOB FM	3	37	3	37	1.4	6.3	3	54	3	54	.9	4.6	2	47	2	47	.7	4.7		38		38		
KRKE		12		12			1	21	1	21	.3	1.5	1	21	1	21	.4	2.3	1	16	1	16	.3	2.7
KRSI	2	63	2	63	.9	4.2	4	94	4	94	1.2	6.2	3	68	3	68	1.1	7.0	2	44	2	44	.7	5.4
KWXL	9	80	9	80	4.1	18.8	9	86	9	86	2.6	13.8	2	25	2	25	.7	4.7		7		7		
KZZX	4	62	4	62	1.8	8.3	4	74	4	74	1.2	6.2	3	64	3	64	1.1	7.0		23		23		
METRO TOTALS			48	209	21.6		METRO TOTALS		65	324	18.8		METRO TOTALS		43	267	15.1		METRO TOTALS		37	284	12.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KPLS	9	151	9	151	.4	2.1	4	47	4	47	.4	2.2	4	83	4	83	.3	1.9	8	130	8	130	.4	2.0
KPED	26	330	26	339	1.0	6.1	11	135	11	135	1.1	5.9	10	114	10	114	.9	4.9	21	249	21	249	1.0	5.4
KSRO	12	321	12	321	.5	2.8	2	116	2	116	.2	1.1	9	198	9	198	.8	4.4	11	314	11	314	.5	2.8
*KQTE	1	58	1	58		.7		22		22			1	36	1	36	.1	.5	1	58	1	58		.3
KVPE	12	139	12	139	.5	2.8	7	56	7	56	.7	3.8	4	69	4	69	.3	1.9	11	125	11	125	.5	2.8
TOTAL	13	189	13	189	.5	3.0	7	78	7	78	.7	3.8	5	97	5	97	.4	2.4	12	175	12	175	.5	3.1
*KTOR	2	69	2	69	.1	.5	1	22	1	22	.1	.5	1	40	1	40	.1	.5	2	62	2	62	.1	.5
KZST	28	340	28	340	1.1	6.5	11	141	11	141	1.1	5.9	17	192	17	192	1.5	8.3	28	333	28	333	1.3	7.2
KABL	24	402	24	402	1.0	5.6	9	183	9	183	.9	4.9	15	219	15	219	1.3	7.3	24	402	24	402	1.1	6.1
KABL FM	11	170	11	170	.4	2.6	3	64	3	64	.3	1.6	8	99	8	99	.7	3.9	11	163	11	163	.5	2.8
KCBS	27	463	27	463	1.1	6.3	15	277	15	277	1.4	8.1	12	186	12	186	1.0	5.8	27	463	27	463	1.2	6.9
KCBS FM	2	128	2	128	.1	.5	1	68	1	68	.1	.5	1	60	1	60	.1	.5	2	128	2	128	.1	.5
KFOG	6	99	6	99	.2	1.4	2	40	2	40	.2	1.1	4	59	4	59	.3	1.9	6	99	6	99	.3	1.5
KFRC	38	636	38	636	1.5	8.9	10	182	10	182	1.0	5.4	12	256	12	256	1.0	5.8	22	438	22	438	1.0	5.6
KGD	39	446	39	446	1.6	9.1	14	184	14	184	1.4	7.6	25	262	25	262	2.2	12.1	39	446	39	446	1.8	10.0
*KIBE	3	26	3	26	.1	.7		12		12			3	14	3	14	.3	1.5	3	26	3	26	.1	.8
KDFC	1	39	1	39		.2		18		18			1	21	1	21	.1	.5	1	39	1	39		.3
TOTAL	4	48	4	48	.2	.9		18		18			4	30	4	30	.3	2.0	4	48	4	48	.2	1.1
KIOT	7	101	7	101	.3	1.6	2	10	2	10	.2	1.1	4	56	4	56	.3	1.9	6	66	6	66	.3	1.5
KMEL	17	226	17	226	.7	4.0	11	102	11	102	1.1	5.9	3	69	3	69	.3	1.5	14	171	14	171	.6	3.6
KMPX	8	61	8	61	.3	1.9	4	25	4	25	.4	2.2	4	36	4	36	.3	1.9	8	61	8	61	.4	2.0
KNBR	28	404	28	404	1.1	6.5	16	202	16	202	1.5	8.6	12	181	12	181	1.0	5.8	28	383	28	383	1.3	7.2
KNEW	36	430	36	430	1.5	8.4	19	188	19	188	1.8	10.3	16	194	16	194	1.4	7.8	35	382	35	382	1.6	9.0
KOIT	9	109	9	109	.4	2.1	5	60	5	60	.5	2.7	4	42	4	42	.3	1.9	9	102	9	102	.4	2.3
KSAN	7	88	7	88	.3	1.6	4	42	4	42	.4	2.2	3	39	3	39	.3	1.5	7	81	7	81	.3	1.8
KSFD	14	249	14	249	.6	3.3	8	159	8	159	.8	4.3	6	90	6	90	.5	2.9	14	249	14	249	.6	3.6
KYA FM	14	179	14	179	.6	3.3	5	67	5	67	.5	2.7	6	57	6	57	.5	2.9	11	124	11	124	.5	2.8
KYUU	7	80	7	80	.3	1.6	6	37	6	37	.6	3.2	1	31	1	31	.1	.5	7	68	7	68	.3	1.8
METRO TOTALS			428	2359	17.3				METRO TOTALS	185	978	17.9			METRO TOTALS	206	1114	17.8		METRO TOTALS	391	2092	17.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KPIS	3	38	3	38	.4	2.0	5	67	5	67	.4	2.2	6	52	6	52	.6	3.3	5	92	5	92	.4	2.1
KRHO	15	200	15	200	1.8	9.9	20	245	20	245	1.6	8.9	12	134	12	134	1.1	6.6	6	49	6	49	.4	2.5
KSMO	6	132	6	132	.7	3.9	8	217	8	217	.6	3.6	6	175	6	175	.6	3.3	5	182	5	182	.4	2.1
*KQTE		4		4				20		20				24		24			1	54	1	54	.1	.4
KVME	10	98	10	98	1.2	6.6	11	117	11	117	.9	4.9	4	79	4	79	.4	2.2	1	27	1	27	.1	.4
TOTAL	10	102	10	102	1.2	6.6	11	137	11	137	.9	4.9	4	99	4	99	.4	2.2	2	73	2	73	.1	.8
*KTQB	1	22	1	22	.1	.7	2	47	2	47	.2	.9	2	38	2	38	.2	1.1	1	40	1	40	.1	.4
KZST	6	64	6	64	.7	3.9	10	144	10	144	.8	4.4	11	137	11	137	1.0	6.0	22	269	22	269	1.6	9.2
KABL	3	42	3	42	.4	2.0	6	104	6	104	.5	2.7	10	146	10	146	.9	5.5	21	360	21	360	1.5	8.8
KABL FM		5		5			3	39	3	39	.2	1.3	5	73	5	73	.5	2.7	11	158	11	158	.8	4.6
KCBS	1	56	1	56	.1	.7	3	122	3	122	.2	1.3	5	157	5	157	.5	2.7	26	407	26	407	1.9	10.9
KCBS FM	2	77	2	77	.2	1.3	2	86	2	86	.2	.9	2	59	2	59	.2	1.1		51		51		
KFOG								10		10			3	27	3	27	.3	1.6	6	99	6	99	.4	2.5
KFWC	19	313	19	313	2.3	12.5	22	396	22	396	1.7	9.8	11	250	11	250	1.0	6.0	3	125	3	125	.2	1.3
KGO	5	61	5	61	.6	3.3	12	143	12	143	.9	5.3	14	172	14	172	1.3	7.7	34	385	34	385	2.5	14.2
*KIME							3	20	3	20	.2	1.3	3	20	3	20	.3	1.6	3	26	3	26	.2	1.3
KDFC	1	4	1	4	.1	.7	1	23	1	23	.1	.4	1	23	1	23	.1	.5		35		35		
TOTAL	1	4	1	4	.1	.7	4	32	4	32	.3	1.7	4	32	4	32	.4	2.1	3	44	3	44	.2	1.3
KIDI	4	35	4	35	.5	2.6	5	57	5	57	.4	2.2	5	39	5	39	.5	2.7	2	31	2	31	.1	.8
KMEL	12	142	12	142	1.5	7.9	14	166	14	166	1.1	6.2	5	79	5	79	.5	2.7	2	29	2	29	.1	.8
KMPX	2	11	2	11	.2	1.3	3	25	3	25	.2	1.3	3	39	3	39	.3	1.6	6	50	6	50	.4	2.5
KNEP	12	164	12	164	1.5	7.9	18	253	18	253	1.4	8.0	15	187	15	187	1.4	8.2	16	219	16	219	1.2	6.7
KNEW	18	168	18	168	2.2	11.8	26	281	26	281	2.0	11.6	18	250	18	250	1.7	9.8	17	214	17	214	1.2	7.1
KOIT		9		9			1	19	1	19	.1	.4	3	36	3	36	.3	1.6	9	93	9	93	.7	3.8
KSAN	7	52	7	52	.9	4.6	7	81	7	81	.5	3.1	4	64	4	64	.4	2.2		29		29		
KSFO	1	54	1	54	.1	.7	4	121	4	121	.3	1.8	5	125	5	125	.5	2.7	13	195	13	195	.9	5.4
KYA FM	6	90	6	90	.7	3.9	8	115	8	115	.6	3.6	6	47	6	47	.6	3.3	5	34	5	34	.4	2.1
KYUU	4	42	4	42	.5	2.6	7	68	7	68	.5	3.1	7	68	7	68	.6	3.8	3	26	3	26	.2	1.3
METRO TOTALS			152	793	18.5		METRO TOTALS	225	1234	17.6		METRO TOTALS	183	1030	16.9		METRO TOTALS	239	1299	17.4				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. (00)	CUMÉ PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
*KBCH	39	473	12	240	1.3	9.2	21	209	8	106	2.1	14.8	18	245	4	122	.9	6.3	39	454	12	228	1.5	10.3			
KHNS	18	521	8	228	.8	6.2	11	220	4	94	1.0	7.4	5	183	3	90	.7	4.8	16	403	7	184	.8	6.0			
KSCJ	32	529	21	291	2.2	16.2	15	258	8	129	2.1	14.8	17	235	13	155	2.9	20.6	32	493	21	284	2.5	17.9			
KSEZ	56	745	38	386	4.0	29.2	17	225	11	110	2.9	20.4	18	247	16	157	3.6	25.4	35	472	27	267	3.3	23.1			
KTFC	4	48	1	30	.1	.8	1	17		11			3	31	1	19	.2	1.6	4	48	1	30	.1	.9			
KWSL	25	395	21	281	2.2	16.2	10	121	10	164	2.6	18.5	11	154	10	135	2.3	15.9	21	275	20	239	2.4	17.1			
KFAB	6	158	1	53	.1	.8	4	64	1	22	.3	1.9	2	89		26			6	153	1	48	.1	.9			
*KWHT	14	122	4	49	.4	3.1	8	63	1	23	.3	1.9	6	57	3	24	.7	4.8	14	120	4	47	.5	3.4			
*KZZL	17	255	10	162	1.0	7.7	5	101	3	67	.8	5.6	12	145	7	86	1.6	11.1	17	246	10	153	1.2	8.5			
WNAX	25	393	2	62	.2	1.5	16	206	2	42	.5	3.7	9	165		20			25	371	2	62	.2	1.7			
WOW	17	517	5	183	.5	3.8	8	214	2	87	.5	3.7	7	191	3	84	.7	4.8	15	405	5	171	.6	4.3			
METRO TOTALS			130	882	13.6		METRO TOTALS			54	347	14.1		METRO TOTALS			63	407	14.3		METRO TOTALS			117	754	14.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. RTG.	AVG. SHR.
*KBCN	11	125	4	85	1.2	7.0	26	267	10	159	2.0	12.5	30	291	9	141	2.2	17.0	28	329	8	143	1.6	13.3
KHNS	10	206	4	88	1.2	7.0	12	283	6	143	1.2	7.5	6	170	4	115	1.0	7.5	6	197	3	96	.6	5.0
KSCJ	2	63	2	49	.6	3.5	10	181	4	109	.8	5.0	11	183	5	111	1.2	9.4	30	430	19	235	3.8	31.7
KSEZ	28	309	20	184	6.2	35.1	34	422	26	244	5.2	32.5	13	243	17	142	2.9	22.6	7	163	7	83	1.4	11.7
KTFC		4		4				10		10				10		10			4	44	1	26	.2	1.7
KWSL	15	199	14	179	4.4	24.6	17	226	16	196	3.2	20.0	9	125	9	108	2.2	17.0	6	76	6	60	1.2	10.0
KFAB		34		13			3	57	1	27	.2	1.3	5	70	1	30	.2	1.9	6	119	1	35	.2	1.7
*KWHY	9	48	4	16	1.2	7.0	9	62	4	30	.8	5.0	8	65	1	23	.2	1.9	5	72		31		
*KZZL	1	76	1	36	.3	1.8	5	90	4	83	.8	5.0	6	106	5	83	1.2	9.4	16	210	9	117	1.8	15.0
WNAX	2	72		8			7	129		17			13	171	2	29	.5	3.8	23	299	2	54	.4	3.3
WOW	11	253	5	123	1.6	8.8	12	318	5	145	1.0	6.3	5	175	2	89	.5	3.8	4	152		48		
METRO TOTALS			57	309	17.8		METRO TOTALS		80	476	15.9		METRO TOTALS		53	378	12.8		METRO TOTALS		60	445	11.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WCVS	32	582	22	489	1.4	8.6	12	225	7	182	1.2	6.5	13	246	12	213	1.6	9.6	25	471	19	395	1.4	8.2
WDBP	47	654	40	519	2.6	15.7	18	213	14	170	2.3	13.1	14	271	13	215	1.7	10.4	32	484	27	385	2.0	11.6
WFMB	35	438	30	369	2.0	11.8	15	169	12	129	2.0	11.2	19	248	17	219	2.3	13.6	34	417	29	348	2.1	12.5
WMAY	36	455	29	321	1.9	11.4	18	211	13	124	2.1	12.1	17	215	15	168	2.0	12.0	35	426	28	292	2.1	12.1
WNNS	21	286	19	261	1.2	7.5	11	114	10	103	1.7	9.3	9	139	8	125	1.1	6.4	20	253	18	228	1.3	7.8
WTAX	40	521	40	506	2.6	15.7	17	224	17	214	2.8	15.9	23	259	23	254	3.1	18.4	40	483	40	468	3.0	17.2
*WVEN	29	313	23	250	1.5	9.0	11	111	9	103	1.5	8.4	18	184	14	136	1.9	11.2	29	295	23	239	1.7	9.9
KMOX	31	455	12	199	.8	4.7	14	234	6	108	1.0	5.6	17	195	6	74	.8	4.8	31	429	12	182	.9	5.2
KSHE	4	100	1	66	.1	.4	1	52	1	38	.2	.9	3	26		15			4	78	1	53	.1	.4
*WDZ	2	73	1	51	.1	.4	1	21		18			1	38	1	22	.1	.8	2	59	1	40	.1	.4
WDZO	10	131	1	44	.1	.4	3	43	1	17	.2	.9	5	73		27			8	116	1	44	.1	.4
WGN	4	98	1	69	.1	.4	2	51	1	39	.2	.9	2	35		18			4	86	1	57	.1	.4
*WLDS	22	293	2	49	.1	.8	8	134		19			14	152	2	23	.3	1.6	22	286	2	42	.1	.9
WLS	17	249	10	159	.7	3.9	3	67	3	46	.5	2.8	7	130	5	58	.7	4.0	10	197	8	114	.6	3.4
WSDY FM	10	116	3	49	.2	1.2	4	21	2	8	.3	1.9	1	34		8			5	55	2	16	.1	.9
METRO TOTALS			255	1463	16.6		METRO TOTALS	107	578	17.7		METRO TOTALS	125	711	16.7		METRO TOTALS	232	1289	17.1				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WCVS	11	231	8	186	1.6	8.4	16	338	13	275	1.6	9.5	14	265	11	220	1.6	8.9	14	240	11	209	1.3	8.0
WDBR	29	372	24	296	4.8	25.3	31	436	26	354	3.2	19.0	19	294	19	251	2.7	15.4	3	112	3	89	.4	2.2
WFMB	12	158	10	118	2.0	10.5	19	299	16	248	2.0	11.7	18	266	15	229	2.2	12.2	22	259	19	230	2.2	13.9
WMAY	9	117	6	63	1.2	6.3	20	242	16	156	2.0	11.7	20	273	16	152	2.3	13.0	26	309	22	229	2.6	16.1
WNNS	17	181	15	142	3.0	15.8	20	219	18	200	2.2	13.1	17	174	15	149	2.2	12.2	3	72	3	66	.4	2.2
WTAX	3	82	3	82	.6	3.2	9	185	9	185	1.1	6.6	14	221	14	221	2.0	11.4	37	401	37	386	4.4	27.0
*WVEM	5	56	5	48	1.0	5.3	12	126	9	105	1.1	6.6	12	162	9	134	1.3	7.3	24	239	18	191	2.1	13.1
KMOX	3	84	1	19	.2	1.1	10	178	5	64	.6	3.6	10	163	6	84	.9	4.9	28	345	11	163	1.3	8.0
KSHE	4	78	1	53	.2	1.1	4	78	1	53	.1	.7	1	24	1	24	.1	.8						
*WQZ							1	31	1	25	.1	.7	1	38	1	32	.1	.8	2	59	1	40	.1	.7
WQZQ	1	29		14			4	73	1	29	.1	.7	6	81	1	32	.1	.8	7	87	1	30	.1	.7
WGN		5		5				27		18				31		22			4	81	1	52	.1	.7
*WLDS	2	31		13			8	83		17			7	115		20			20	255	2	29	.2	1.5
WLS	10	144	8	74	1.6	8.4	10	169	8	96	1.0	5.8	7	117	6	67	.9	4.9		53		40		
WSDY FM	4	35	2	5	.4	2.1	5	47	2	8	.2	1.5	7	26		3			1	20		11		
METRO TOTALS			95	491	18.8		METRO TOTALS		137	781	17.0		METRO TOTALS		123	676	17.7		METRO TOTALS		137	798	16.1	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. (00)	CUM PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	
*WANV	3	157	3	123	.4	2.5	2	67	2	48	.6	4.7	1	58	1	46	.3	1.4	3	125	3	94	.4	2.7	
*WAYB	4	126	4	114	.5	3.4		58		50			4	55	4	51	1.1	5.7	4	113	4	101	.6	3.5	
*WKD	40	357	16	307	4.6	30.3	16	141	15	127	4.7	34.9	24	193	21	161	5.8	30.0	40	334	36	288	5.3	31.9	
*WMLF	1	67	1	67	.1	.8	1	22	1	22	.3	2.3		35		35			1	57	1	67	.1	.9	
WJGM	17	213	17	208	2.2	14.3	5	74	5	69	1.6	11.6	7	100	7	100	1.9	10.0	17	174	12	169	1.8	10.6	
*WTON	22	339	22	319	2.8	18.5	5	134	5	125	1.6	11.6	17	169	17	162	4.7	24.3	22	303	22	287	3.2	19.5	

WJSY	1	67	1	67	.1	.8		23		23			1	28	1	28	.3	1.4	1	51	1	51	.1	.9	
WOPD	2	60	2	60	.3	1.7		22		22			2	29	2	29	.6	2.9	2	51	2	51	.3	1.8	
WVA	11	187	9	162	1.2	7.6	4	95	3	84	.9	7.0	7	92	6	76	1.7	8.6	11	187	9	162	1.3	8.0	
WVW	4	115	3	90	.4	2.5	2	54	1	39	.3	2.3	1	24	1	21	.3	1.4	3	78	2	60	.3	1.8	
METRO TOTALS				119	765	15.4		METRO TOTALS		43		322	13.4	METRO TOTALS		70		359	19.3	METRO TOTALS		113		681	16.5

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*WANN	1	30	1	30	.4	2.0	2	76	2	62	.5	2.7	1	73	1	56	.3	1.7	2	86	2	64	.5	3.1
*WBYB	4	39	4	30	1.5	2.2	4	64	4	52	.9	5.4	1	66	1	54	.3	1.7		74		71		
*WKDW	14	110	14	103	5.2	22.6	26	207	27	195	6.3	36.5	27	197	26	182	7.0	43.3	26	224	22	185	5.3	34.4
*WNLP	1	31	1	31	.4	2.0	1	41	1	41	.2	1.4	1	44	1	44	.3	1.7		26		26		
WSPH	11	118	11	118	4.1	22.4	12	143	12	143	2.8	16.2	4	78	4	78	1.1	6.7	1	56	1	51	.2	1.6
*WTDN	5	95	5	95	1.9	10.2	9	140	9	160	2.1	12.2	0	147	9	165	2.4	15.0	17	208	17	192	4.1	26.6
WJSV	1	27	1	27	.4	2.0	1	45	1	45	.2	1.4	1	40	1	40	.3	1.7		24		24		
WCPE	1	36	1	24	.4	2.0	1	45	1	45	.2	1.4	1	27	1	27	.3	1.7	1	15	1	15	.2	1.4
WSPA	1	38	1	38	.4	2.0	1	66	1	66	.2	1.4	3	72	3	70	.8	5.0	10	146	8	124	1.9	12.5
WBYB	3	42	2	47	.7	4.1	3	72	2	54	.5	2.7	2	48	2	40	.5	2.3		16		13		
METRO TOTALS			49	270	18.1		METRO TOTALS		74	431	17.2		METRO TOTALS		60	371	16.2		METRO TOTALS		64	411	15.5	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KADQ	34	245	33	251	3.2	22.4	22	129	21	118	4.9	32.8	11	138	11	129	2.2	16.4	33	267	32	238	3.5	24.4
KADD FM	16	175	16	171	1.5	10.9	3	38	3	34	.7	4.7	9	94	9	94	1.8	13.4	12	132	12	128	1.3	9.2
KCMC	18	301	16	267	1.5	10.9	9	129	8	109	1.9	12.5	9	160	8	146	1.6	11.9	18	289	16	255	1.7	12.2
*KMLA	6	145	3	135	.3	2.0	1	78		53			5	81	3	73	.6	4.5	6	159	3	126	.3	2.3
KOSY	3	185	3	153	.3	2.0	2	63	2	58	.5	3.1	1	99	1	73	.2	1.5	3	152	3	131	.3	2.3
KOSY FM	24	336	21	255	2.0	14.3	5	87	4	76	.9	6.3	10	142	9	113	1.6	11.9	15	229	12	189	1.3	9.2
KTFS	24	276	24	276	2.3	16.3	12	130	12	130	2.8	18.8	11	109	11	109	2.2	16.4	23	239	23	239	2.5	17.6
KRMD	-1	13	-1	9										13		9				13		9		
KRMD FM	11	177	10	117	1.0	6.8	2	70	2	43	.5	3.1	9	94	8	66	1.5	11.9	11	164	10	109	1.1	7.6
TOTAL	11	183	10	123	1.0	6.8	2	70	2	43	.5	3.1	9	100	8	72	1.5	11.9	11	170	10	115	1.1	7.6
KTAL	3	117	1	88	.1	.7	1	37	1	30	.2	1.6	2	74		52			3	111	1	82	.1	.8
KWKH	11	174	3	63	.3	2.0	5	107	2	37	.5	3.1	5	83	1	26	.2	1.5	11	190	3	63	.3	2.3
WBAP	8	120	4	52	.4	2.7	4	50	2	29	.5	3.1	4	70	2	23	.4	3.0	8	120	4	52	.4	3.1
METRO TOTALS			147	922	14.1		METRO TOTALS	64	374	15.0		METRO TOTALS	67	427	13.7		METRO TOTALS	131	801	14.3				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
**KARD	21	137	20	127	5.7	29.0	26	185	25	167	4.6	26.6	23	173	22	155	4.7	31.4	12	130	12	111	2.1	19.4
KARD FM	7	53	7	53	2.0	10.1	11	90	11	90	2.0	11.7	7	76	7	72	1.5	10.0	5	79	5	75	.9	8.1
KCBC	1	45	1	41	.3	1.4	4	116	3	103	.5	3.2	6	135	5	122	1.1	7.1	17	244	15	214	2.6	24.2
**KMEA	2	57		45			5	106	2	82	.4	2.1	5	81	3	69	.6	4.3	4	97	3	81	.5	4.8
KOSY	3	53	3	42	.9	4.3	3	90	3	79	.5	3.2	3	82	3	76	.6	4.3		99		89		
KOSY FM	11	156	8	126	2.3	11.6	15	182	12	152	2.2	12.8	9	98	8	88	1.7	11.4	4	73	4	63	.7	6.5
KTES	18	126	18	126	5.2	26.1	19	170	19	170	3.5	20.2	5	107	5	107	1.1	7.1	5	113	5	113	.9	8.1
KRRD		10		6				13		9				7		3				3		3		
KRRD FM	7	91	6	58	1.7	8.7	11	127	10	92	1.8	10.6	9	110	9	90	1.9	12.9	4	83	4	51	.7	6.5
TOTAL	7	97	6	64	1.7	8.7	11	133	10	98	1.8	10.6	9	110	9	80	1.9	12.9	4	83	4	51	.7	6.5
KTAL		28		15			1	53		35			1	45		40			3	83	1	67	.2	1.6
KWHH	1	49		9			4	89	2	31	.4	2.1	4	88	2	34	.4	2.9	10	141	3	54	.5	4.8
WBEP	4	48	1	24	.3	1.4	6	56	2	30	.4	2.1	5	48	3	35	.6	4.3	4	72	3	28	.5	4.8
METRO TOTALS			69	323	19.8		METRO TOTALS		94	514	17.1		METRO TOTALS		70	440	15.1		METRO TOTALS		62	478	10.9	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. (00)	CUMES PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KEFP	3	113	1	89	.2	2.1		37		33			2	55		41			2	92		74		
*KEZJ	7	135	5	87	1.2	10.4	3	70	2	44	1.1	10.5	4	54	3	37	1.5	13.0	7	124	5	81	1.3	11.9
KLIX	31	331	20	224	4.6	41.7	14	143	10	100	5.6	52.6	16	161	10	102	5.1	43.5	30	304	20	202	5.3	47.6
KMTV	13	182	7	123	1.6	14.6	2	47	1	32	.6	5.3	4	61	3	48	1.5	13.0	6	108	4	80	1.1	9.5
KTLC	3	125	2	69	.5	4.2	1	51	1	25	.6	5.3	2	74	1	44	.5	4.3	3	125	2	69	.5	4.8
KBDI	3	90	1	35	.2	2.1	1	46		15			2	35	1	15	.5	4.3	3	81	1	30	.3	2.4
KBDI FM	3	35	2	23	.5	4.2	1	13	1	9	.6	5.3	2	20	1	12	.5	4.3	3	33	2	21	.5	4.8
KFMA	19	253	8	124	1.9	16.7	5	63	3	37	1.7	15.8	8	91	3	53	1.5	13.0	13	154	6	90	1.6	14.3
METRO TOTALS			48	380	11.1		METRO TOTALS		19	151	10.6		METRO TOTALS		23	177	11.7		METRO TOTALS		42	328	11.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KEP	1	55		42			2	72		56			2	48		41			1	37		32		
*KEJ	5	63	3	42	2.1	16.7	6	95	4	61	1.8	14.8	6	83	4	56	2.0	16.7	2	61	2	39	.9	8.3
KLIX	6	73	3	49	2.1	16.7	15	151	9	102	4.0	33.3	17	155	11	103	5.6	45.8	24	231	17	153	7.3	70.8
KMTW	6	88	4	64	2.8	22.2	6	101	4	75	1.8	14.8	3	52	2	45	1.0	8.3		20		16		
KTEC		32		13				55		32				62		39			3	93	2	56	.9	8.3
KBOI	2	36	1	14	.7	5.6	2	49	1	20	.4	3.7	3	61	1	22	.5	4.2	1	45		16		
KBOI FM	2	9	2	6	1.4	11.1	3	22	2	10	.9	7.4	2	17	1	8	.5	4.2	1	24		15		
KFMA	8	104	5	64	3.5	27.8	9	126	6	79	2.7	22.2	8	77	4	44	2.0	16.7	5	50	1	26	.4	4.2
METRO TOTALS			18	133	12.6		METRO TOTALS	27	206	11.9		METRO TOTALS	24	177	12.2		METRO TOTALS	24	195	10.3				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KCWH	9	185	8	137	1.4	10.7	3	65	3	49	1.3	9.7	6	93	5	68	2.0	13.9	9	158	8	117	1.7	11.9
KNAL	14	252	12	202	2.2	16.0	7	110	7	87	3.1	22.6	7	127	5	100	2.0	13.9	14	237	12	187	2.5	17.9
*KTXN	2	70	2	65	.4	2.7	1	36	1	34	.4	3.2	1	34	1	31	.4	2.8	2	70	2	65	.4	3.0
KVIC	25	329	19	231	3.4	25.3	7	116	5	88	2.2	16.1	12	129	10	87	4.0	27.8	19	245	15	175	3.2	22.4
KZEU	17	238	12	180	2.2	16.0	6	81	5	66	2.2	16.1	7	89	4	68	1.6	11.1	13	170	9	134	1.9	13.4
KILT	6	120	3	38	.5	4.0	2	61	1	21	.4	3.2	4	51	2	17	.8	5.6	6	112	3	38	.6	4.5
KKYX	9	169	1	47	.2	1.3	5	84	1	27	.4	3.2	4	67		20			9	151	1	47	.2	1.5
KTRH	7	100	4	70	.7	5.3	4	43	3	37	1.3	9.7	3	51	1	27	.4	2.8	7	94	4	64	.8	6.0
KTSA	6	148	4	90	.7	5.3	3	60	2	39	.9	6.5	2	53	2	37	.8	5.6	5	113	4	76	.8	6.0
METRO TOTALS			75	513	13.5		METRO TOTALS		31	208	13.8		METRO TOTALS		36	222	14.5		METRO TOTALS		67	430	14.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
KCHM	5	91	4	44	2.0	11.8	8	176	7	94	2.2	13.2	6	83	5	65	1.9	11.9	4	67	4	53	1.5	12.1			
KNBL	3	65	3	60	1.5	8.8	8	139	8	120	2.5	15.1	7	128	6	110	2.2	14.3	11	172	9	127	3.3	27.3			
*XTKN		11		11			1	34	1	34	.3	1.9	1	38	1	38	.4	2.4	2	59	2	54	.7	6.1			
KVEC	10	155	10	112	5.0	29.4	16	205	14	151	4.3	26.4	14	136	11	110	4.1	26.2	9	90	5	63	1.8	15.2			
RZEU	10	113	7	90	3.5	20.6	13	157	9	121	2.8	17.0	6	108	5	89	1.9	11.9	3	57	2	44	.7	6.1			
KIET	4	77	1	23	.5	2.9	4	98	1	33	.3	1.9	3	66	1	25	.4	2.4	2	35	2	15	.7	6.1			
KKTX	2	53		7			7	105	1	30	.3	1.9	8	100	1	30	.4	2.4	7	98	1	40	.4	3.0			
KTRH	2	14	2	14	1.0	5.9	3	36	3	27	.9	5.7	3	38	3	28	1.1	7.1	5	80	2	50	.7	6.1			
KTSA	4	64	3	48	1.5	8.8	4	97	3	67	.9	5.7	4	76	4	54	1.5	9.5	1	49	1	28	.4	3.0			
METRO TOTALS			34	193	16.8		METRO TOTALS			53	309	16.5		METRO TOTALS			42	257	15.6		METRO TOTALS			33	237	12.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WATR	39	509	38	468	2.0	11.9	14	178	14	178	1.8	10.7	25	296	24	255	2.5	14.7	39	474	38	433	2.2	12.9
WIOF	38	613	14	235	.7	4.4	14	189	8	102	1.0	6.1	23	362	5	111	.6	3.1	37	551	13	213	.8	4.4
WNVR	7	170	7	155	.4	2.2	7	48	2	48	.3	1.5	4	98	4	91	.4	2.5	6	146	5	139	.4	2.0
WOOV	16	263	15	217	.8	4.7	8	131	7	108	.9	5.3	8	120	8	103	.9	4.9	16	251	15	211	.9	5.1
WWCD	14	254	14	241	.7	4.4	4	83	4	83	.5	3.1	8	129	8	116	.9	4.9	12	212	12	199	.7	4.1
WWYZ	53	843	13	239	.7	4.1	22	341	6	120	.8	4.6	30	467	6	97	.7	3.7	52	808	12	217	.7	4.1
WABC	17	542	1	61	.1	.3	7	212		16			7	244	1	42	.1	.6	14	456	1	58	.1	.3
WCBS	74	1407	8	110	.4	2.5	48	866	6	60	.8	4.6	26	529	2	47	.2	1.2	74	1395	8	107	.5	2.7
WCCC FM	8	273	2	86	.1	.6	4	131	1	38	.1	.8	2	84	1	32	.1	.6	6	215	2	70	.1	.7
WDRC FM	58	1001	13	346	.7	4.1	25	335	5	128	.6	3.8	19	422	6	160	.7	3.7	44	757	11	288	.6	3.7
WELI	112	1457	3	78	.2	.9	48	625	1	32	.1	.8	64	797	2	40	.2	1.2	112	1422	3	72	.2	1.0
WE7N	153	1618	9	150	.5	2.8	60	724	4	71	.5	3.1	92	858	5	76	.6	3.1	152	1582	9	147	.5	3.1
WHCN	68	831	22	326	1.1	6.9	27	315	8	111	1.0	6.1	17	227	6	92	.7	3.7	44	542	14	203	.8	4.8
WHN	29	467	4	76	.2	1.3	16	227	2	33	.3	1.5	13	202	2	40	.2	1.2	29	429	4	73	.2	1.4
WICC	108	1955	1	64	.1	.3	35	733		28			64	959	1	30	.1	.6	99	1692	1	58	.1	.3
WKCI	158	2144	36	505	1.9	11.3	55	802	16	192	2.0	12.2	86	971	19	246	2.1	11.7	141	1773	35	438	2.1	11.9
WKSS	68	703	23	299	1.2	7.2	29	313	5	122	.6	3.8	39	390	18	177	2.0	11.0	68	703	23	299	1.3	7.8
WNRC	111	2253	14	264	.7	4.4	56	860	9	120	1.1	6.9	35	948	4	122	.4	2.5	91	1818	13	242	.8	4.4
WPLR	85	1340	9	188	.5	2.8	51	648	5	87	.6	3.8	23	451	1	63	.1	.6	74	1099	6	150	.4	2.0
WPOP	5	181	2	70	.1	.6	4	111	2	54	.3	1.5	1	66		16		5	177	2	70	.1	.7	
WRCH	25	470	4	130	.2	1.3	9	233	1	62	.1	.8	16	231	3	65	.3	1.8	25	464	4	127	.2	1.4
WRKI	41	655	8	135	.4	2.5	9	225	1	41	.1	.8	11	174	3	40	.3	1.8	20	399	4	81	.2	1.4
WTIC	101	1444	30	426	1.5	9.4	43	680	12	206	1.5	9.2	54	705	18	216	2.0	11.0	97	1385	30	422	1.8	10.2
WTIC FM	21	486	5	123	.3	1.6	5	155	1	36	.1	.8	13	256	4	61	.4	2.5	18	411	5	97	.3	1.7
METRO TOTALS			319	1865	16.4		METRO TOTALS	131	761	16.4			METRO TOTALS	163	892	17.9			METRO TOTALS	294	1643	17.2		

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WATR	2	77	2	77	.3	1.7	8	177	7	163	.7	4.1	11	188	10	169	1.1	7.2	37	397	36	356	3.3	20.1
WDFW	18	380	7	132	1.1	6.1	29	475	11	179	1.1	6.5	25	332	10	117	1.1	7.2	19	171	6	81	.6	3.4
WNYR	1	72	1	72	.2	.9	4	128	4	121	.4	2.4	4	115	4	108	.4	2.9	5	74	5	67	.5	2.8
WOPW	1	34	1	34	.2	.9	2	70	2	60	.2	1.2	5	99	5	82	.6	3.6	15	217	14	177	1.3	7.8
WUCD	2	69	2	60	.3	1.7	4	123	4	116	.4	2.4	4	130	4	117	.4	2.9	10	152	10	139	.9	5.6
WNYZ	44	603	10	161	1.6	8.7	51	741	12	195	1.2	7.1	41	591	10	170	1.1	7.2	8	205	2	56	.2	1.1
WABC	8	250	1	39	.2	.9	12	343	1	44	.1	.6	9	257	1	29	.1	.7	6	206		19		
WCBS	13	332		16			33	679	4	42	.4	2.4	36	730	5	59	.6	3.6	61	1063	8	91	.7	4.5
WCFC FM	6	198	2	61	.3	1.7	6	215	2	70	.2	1.2	2	87		20				17		9		
WDFC FM	31	501	10	186	1.6	8.7	41	665	10	237	1.0	5.9	23	396	5	129	.6	3.6	13	256	1	102	.1	.6
WFBI	14	234	1	11	.2	.9	35	505	1	23	.1	.6	45	609	1	34	.1	.7	98	1188	2	61	.2	1.1
WFZN	18	201	1	30	.2	.9	59	655	4	77	.4	2.4	74	824	4	88	.4	2.9	134	1381	8	117	.7	4.5
WHON	41	450	14	162	2.2	12.2	44	510	14	185	1.4	8.3	12	211	2	70	.2	1.4	3	92		41		
WHNH	4	99	2	24	.3	1.7	19	280	3	49	.3	1.8	24	305	3	55	.3	2.2	25	330	2	49	.2	1.1
WTOG	30	543	1	41	.2	.9	55	1138	1	48	.1	.6	60	976	1	42	.1	.7	69	1049		17		
WKCI	107	1127	27	267	4.3	23.5	130	1569	30	356	2.9	17.8	89	1122	24	277	2.7	17.3	34	646	8	171	.7	4.5
WKSS	16	124	6	50	1.0	5.2	32	300	10	119	1.0	5.9	33	311	9	174	1.0	6.5	52	579	17	249	1.6	9.5
WNBC	59	1054	9	149	1.4	7.8	80	1542	17	210	1.2	7.1	60	1229	9	179	1.0	6.5	32	764	4	93	.4	2.2
WPER	68	938	6	118	1.0	5.2	73	1064	6	136	.6	3.6	30	469	1	59	.1	.7	6	161		32		
WPUP	2	31		5			3	92	1	28	.1	.6	2	97	1	28	.1	.7	3	146	2	65	.2	1.1
WRCH	1	50	1	13	.2	.9	5	166	2	61	.2	1.2	5	184	2	60	.2	1.4	24	414	3	114	.3	1.7
WRMI	18	349	2	73	.3	1.7	20	394	4	81	.4	2.4	5	170	2	39	.2	1.4	7	50	2	8	.2	1.1
WTIC	9	288	1	68	.2	.9	34	572	8	162	.8	4.7	44	634	10	185	1.1	7.2	88	1097	29	354	2.7	16.2
WTIC FM	3	210	3	66	.5	2.6	11	272	4	78	.4	2.4	7	193	2	53	.2	1.4	10	201	2	31	.2	1.1
METRO TOTALS			115	609	18.2		METRO TOTALS		169	983	16.6		METRO TOTALS		139	863	15.5		METRO TOTALS		179	1034	16.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUM5 PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WATN	12	233	12	201	1.7	10.5	9	106	9	93	3.1	17.6	3	86	3	81	.9	5.8	12	192	12	174	2.0	11.7
*WNCQ	48	375	22	176	3.1	19.3	25	158	11	84	3.8	21.6	20	165	10	68	3.0	19.2	45	323	21	152	3.4	20.4
*WOTT	9	236	9	210	1.3	7.9	2	86	2	73	.7	3.9	4	112	4	99	1.2	7.7	6	198	6	172	1.0	5.8
*WTFY	45	507	38	387	5.3	33.3	18	201	18	154	6.3	35.3	25	256	20	197	6.1	38.5	43	457	38	351	6.2	36.9
CFLY	6	125	3	85	.4	2.6	3	34	2	26	.7	3.9	3	81	1	56	.3	1.9	6	115	3	82	.5	2.9
CFNK	2	35	2	24	.3	1.8		8		4			2	12	2	12	.6	3.8	2	20	2	16	.3	1.9
WKFM	1	80	1	58	.1	.9		31		31			1	39	1	24	.3	1.9	1	70	1	55	.2	1.0
*WSCP	2	37	2	37	.3	1.8	1	13	1	13	.3	2.0		16		16			1	29	1	29	.2	1.0
WSYR FM	8	153	8	138	1.1	7.0	3	50	3	42	1.0	5.9	1	33	1	33	.3	1.9	4	83	4	75	.7	3.9
METRO TOTALS			114	673	16.0		METRO TOTALS		51	267	17.8		METRO TOTALS		52	307	15.8		METRO TOTALS		103	574	16.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WATN	6	86	6	86	2.8	18.8	7	121	7	116	2.0	12.3	6	86	6	81	2.0	10.9	5	106	6	88	1.5	8.5
*WNCO	17	90	5	37	2.3	15.6	36	211	14	84	4.0	24.6	36	192	17	91	5.7	30.9	28	233	16	115	4.0	22.5
*WOTT	3	78	3	65	1.4	9.4	4	120	4	107	1.1	7.0	3	93	3	90	1.0	5.5	3	120	3	107	.8	4.2
*WTHY	11	124	11	89	5.1	34.4	22	226	20	172	5.7	35.1	21	190	19	142	6.4	34.5	32	333	27	262	6.8	38.0
CFLY	1	35		22			5	73	2	40	.6	3.5	5	61	2	38	.7	3.6	5	80	3	60	.8	4.2
CFMK								8		4				8		4			2	20	2	16	.5	2.8
WKFM	1	41	1	31	.5	3.1	1	58	1	43	.3	1.8		32		27				29		24		
*WSCP		2		2				10		10			1	16	1	16	.3	1.8	1	27	1	27	.3	1.4
WSYP FM	3	62	3	54	1.4	9.4	4	76	4	68	1.1	7.0	2	34	2	34	.7	3.6	1	21	1	21	.3	1.4
METRO TOTALS			32	198	14.9		METRO TOTALS		57	324	16.3		METRO TOTALS		55	279	18.4		METRO TOTALS		71	376	17.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUM6 PERS. (00)	AVG. PERS. (00)	CUM6 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM6 PERS. (00)	AVG. PERS. (00)	CUM6 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM6 PERS. (00)	AVG. PERS. (00)	CUM6 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM6 PERS. (00)	AVG. PERS. (00)	CUM6 PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KOZI	1	40	1	40	.2	1.1		17		17			1	18	1	18	.4	1.9	1	35	1	35	.2	1.1
KPO	33	499	26	301	4.5	28.3	14	219	10	168	4.1	29.4	17	232	14	172	5.4	26.4	31	491	24	340	4.8	27.6
KPO FM	32	336	17	167	3.0	18.5	12	135	6	64	2.5	17.6	20	184	11	95	4.3	20.8	32	319	17	159	3.4	19.5
*KUEN	18	149	18	149	3.1	19.6	6	62	6	62	2.5	17.6	12	75	12	75	4.7	22.6	18	137	18	137	3.6	20.7
KWWV	13	156	12	148	2.1	13.0	5	69	4	61	1.7	11.8	5	56	5	56	1.9	9.4	10	125	9	117	1.8	10.3
*KYJR	2	44	1	30	.2	1.1	1	22	1	15	.4	2.9	1	18		13			2	40	1	28	.2	1.1
KIXI FM	4	27		24	.7	4.3		10		10			4	17	4	14	1.6	7.5	4	27	4	24	.8	4.6
METRO TOTALS			92	539	16.1		METRO TOTALS		34	231	14.1		METRO TOTALS		53	244	20.6		METRO TOTALS		87	473	17.5	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
*KZII		2		2			1	15	1	15	.3	1.8	1	21	1	21	.4	2.1	1	33	1	33	.3	1.9
KPQ	11	153	9	119	4.9	26.5	19	291	15	206	5.1	26.2	17	239	12	186	4.6	25.0	20	298	15	221	4.7	26.3
KPQ FM	3	47	1	15	.5	2.9	14	134	6	63	2.0	10.5	21	177	9	80	3.5	18.8	29	272	16	144	5.1	30.2
*KJEN	7	47	7	47	3.8	20.6	12	79	12	79	4.1	21.1	11	75	11	75	4.2	22.9	11	90	11	90	3.5	20.8
KJWW	8	79	7	71	3.8	20.6	10	109	9	101	3.1	15.8	5	71	5	71	1.9	10.4	2	46	2	46	.6	3.8
*KJJP	2	26	1	15	.5	2.9	2	32	1	20	.3	1.8	2	29	1	17	.4	2.1		14		13		
KJXI FM	4	19	4	17	2.2	11.8	4	26	4	24	1.4	7.0	2	17	2	15	.8	4.2		8		7		
METRO TOTALS			34	175	18.7		METRO TOTALS		57	287	19.3		METRO TOTALS		48	251	18.5		METRO TOTALS		53	300	16.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					
	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. (00)	CUM. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.		
KBID	19	290	11	183	1.0	6.6	6	119	3	78	.6	3.8	13	167	8	101	1.6	10.8	19	282	11	179	1.2	7.2		
KKQV	38	468	33	372	3.1	19.8	17	176	15	143	3.2	19.2	11	168	10	144	2.0	13.5	28	344	25	287	2.6	16.4		
KLUR	94	849	64	518	5.9	38.3	40	347	32	231	6.9	41.0	48	411	29	241	5.9	39.2	88	758	61	472	6.4	40.1		
KNIN	31	589	13	303	1.2	7.8	20	317	8	149	1.7	10.3	9	220	4	108	.8	5.4	29	537	12	257	1.3	7.9		
KTRN	21	514	12	206	1.1	7.2	12	223	5	79	1.1	6.4	8	235	6	101	1.2	8.1	20	458	11	180	1.2	7.2		
KWFT	28	423	15	232	1.4	9.0	8	207	5	119	1.1	6.4	20	207	10	109	2.0	13.5	28	414	15	228	1.6	9.9		
WBAP	63	801	9	167	.8	5.4	41	382	7	99	1.5	9.0	20	356	2	68	.4	2.7	61	738	9	167	.9	5.9		
WFAA	6	114	2	71	.2	1.2	2	61	1	44	.2	1.3	4	53	1	27	.2	1.4	6	114	2	71	.2	1.3		
METRO TOTALS			167	994	15.3		METRO TOTALS			78	429	16.8		METRO TOTALS			74	453	15.1		METRO TOTALS			152	882	15.9

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KBED	6	111	5	70	1.2	7.0	12	199	8	136	1.3	7.7	12	170	8	115	1.7	10.8	13	171	6	109	1.1	7.4
KKDV	26	274	23	219	5.7	32.4	28	317	25	262	4.0	24.0	12	163	10	133	2.1	13.5	2	70	2	68	.4	2.5
KLJR	37	311	30	211	7.4	42.3	64	502	47	329	7.6	45.2	49	408	34	245	7.1	45.9	51	447	31	261	5.6	38.3
KNEN	19	304	6	119	1.5	8.5	21	385	7	168	1.1	6.7	11	262	5	139	1.0	6.8	10	233	6	138	1.1	7.4
KTRN	7	237	3	76	.7	4.2	13	312	8	115	1.3	7.7	14	257	7	108	1.5	9.5	13	221	8	104	1.5	9.9
RMFT	2	54	1	27	.2	1.4	7	120	4	79	.6	3.8	11	148	6	100	1.2	8.1	26	360	14	201	2.6	17.3
WBAP	22	255	2	56	.5	2.8	36	378	3	74	.5	2.9	24	303	2	55	.4	2.7	39	483	7	111	1.3	8.6
WFAA	1	18	1	14	.2	1.4	3	48	1	30	.2	1.0	3	47	1	19	.2	1.4	5	96	1	57	.2	1.2
METRO TOTALS			71	390	17.6		METRO TOTALS		104	583	16.8		METRO TOTALS		74	439	15.4		METRO TOTALS		81	492	14.8	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +								
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA						
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.			
WILQ	59	787	40	454	4.1	21.6	28	337	16	185	4.0	20.8	29	383	22	227	4.8	22.7	57	720	38	412	4.4	21.8			
*WJSA	4	43	4	43	.4	2.2	2	14	2	14	.5	2.6	1	23	1	23	.2	1.0	3	37	3	37	.3	1.7			
WKSB	47	526	23	234	2.3	12.4	10	146	6	61	1.5	7.8	28	289	13	118	2.8	13.4	38	435	19	179	2.2	10.9			
*WLYC	22	207	20	201	2.0	10.8	9	102	9	102	2.2	11.7	13	100	11	94	2.4	11.3	22	202	20	196	2.3	11.5			
*WRPT	16	308	15	253	1.5	8.1	7	131	7	97	1.7	9.1	8	155	7	134	1.5	7.2	15	286	14	231	1.6	8.0			
*WRPT FM	10	273	10	197	1.0	5.4	3	95	3	61	.7	3.9	5	117	5	87	1.1	5.2	8	212	8	148	.9	4.6			
TOTAL	26	461	25	384	2.6	13.5	10	182	10	148	2.5	13.0	13	207	12	177	2.6	12.4	23	389	22	325	2.5	12.6			
WRAK	20	340	18	263	1.8	9.7	11	145	11	114	2.7	14.3	9	171	7	135	1.5	7.2	20	316	18	249	2.1	10.3			
WSOV	5	164	4	97	.4	2.2	2	58	1	39	.2	1.3	3	75	3	27	.7	3.1	5	133	4	66	.5	2.3			
WWPA	26	376	25	331	2.6	13.5	10	142	10	130	2.5	13.0	16	180	15	157	3.3	15.5	26	322	25	287	2.9	14.4			
WHP FM	4	43	4	39	.4	2.2	1	15	1	15	.2	1.3	2	22	2	18	.4	2.1	3	37	3	33	.3	1.7			
METRO TOTALS			185	966	18.9		METRO TOTALS			77	398	19.2		METRO TOTALS			97	451	21.0		METRO TOTALS			174	849	20.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
WIL0	28	363	14	181	4.4	20.3	41	525	27	292	5.3	24.5	30	397	25	241	5.8	26.6	29	357	24	231	4.4	22.9
*WJSA		9		9			2	24	2	24	.4	1.8	2	15	2	15	.5	2.1	3	28	3	28	.5	2.9
WKSJ	27	311	14	131	4.4	20.3	36	382	18	165	3.5	16.4	20	225	10	99	2.3	10.6	11	124	5	48	.9	4.8
*WLYC	4	62	4	62	1.3	5.8	5	84	5	84	1.0	4.5	8	82	8	82	1.8	8.5	18	140	16	134	2.9	15.2
*WRPT	10	170	9	115	2.8	13.0	14	229	13	174	2.5	11.8	10	136	10	136	2.3	10.6	5	116	5	116	.9	4.8
*WRPT FM	4	156	4	101	1.3	5.8	7	184	7	129	1.4	6.4	4	79	4	79	.9	4.3	4	56	4	47	.7	3.8
TOTAL	14	225	13	170	4.1	18.8	21	307	20	252	3.9	18.2	14	183	14	183	3.2	14.9	9	164	9	155	1.6	8.6
WRBK	3	57	3	57	.9	4.3	6	146	4	96	.8	3.6	7	147	5	97	1.2	5.3	17	259	15	192	2.7	14.3
WSDV	3	105	3	50	.9	4.3	4	109	4	54	.8	3.6	3	39	3	26	.7	3.2	2	28	1	16	.2	1.0
WWPA	10	106	9	96	2.8	13.0	14	166	13	131	2.5	11.8	9	140	9	115	2.1	9.6	16	216	16	191	2.9	15.2
WHP FM	1	6	1	6	.3	1.4	1	6	1	6	.2	.9	1	10	1	10	.2	1.1	2	31	2	27	.4	1.9
METRO TOTALS			69	314	21.8		METRO TOTALS		110	510	21.4		METRO TOTALS		94	430	21.7		METRO TOTALS		109	535	19.2	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	TOTAL PERSONS 12 +						MEN 18 +						WOMEN 18 +						ADULTS 18 +					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KRLI	16	274	16	274	2.2	14.5	7	120	7	120	2.2	13.5	7	114	7	114	2.3	14.3	14	234	14	234	2.3	13.9
KJOK	35	294	35	294	4.9	31.8	19	129	19	129	5.9	36.5	11	109	11	109	3.7	22.4	30	238	30	238	4.8	29.7
KTTI	23	208	23	208	3.2	20.9	8	108	8	108	2.5	15.4	15	91	15	91	5.0	30.6	23	199	23	199	3.7	22.8
KVOY	18	201	18	201	2.5	16.4	12	96	12	96	3.7	23.1	6	101	6	101	2.0	12.2	18	197	18	197	2.9	17.8
KNIX FM	1	24	1	24	.1	.9		10		10			1	10	1	10	.3	2.0	1	20	1	20	.2	1.0
XTRA	1	84	1	84	.1	.9		40		40			1	17	1	17	.3	2.0	1	57	1	57	.2	1.0
METRO TOTALS			110	662	15.4		METRO TOTALS	52	266	16.1		METRO TOTALS	49	273	16.3		METRO TOTALS	101	577	16.2				

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18-34						ADULTS 18-49						ADULTS 25-54						ADULTS 35+					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KRLU	9	122	9	122	3.4	20.0	13	194	13	194	3.2	19.4	8	130	8	130	2.5	14.5	5	112	5	112	1.4	8.9
KJDK	26	204	26	204	9.8	57.8	29	227	29	227	7.1	43.3	15	126	15	126	4.7	27.3	4	34	4	34	1.1	7.1
KTII	3	57	3	57	1.1	6.7	10	114	10	114	2.5	14.9	14	90	14	90	4.4	25.5	20	142	20	142	5.6	35.7
KVOT	2	43	2	43	.8	4.4	8	112	8	112	2.0	11.9	12	133	12	133	3.8	21.8	16	154	16	154	4.5	28.6
KNIX FM							7		7			1	14	1	14	.3	1.8	1	20	1	20	.3	1.8	
XTRA		38		38			1	57	1	57	.2	1.5	1	19	1	19	.3	1.8	1	19	1	19	.3	1.8
METRO TOTALS			45	243	16.9		METRO TOTALS		67	382	16.5		METRO TOTALS		55	308	17.2		METRO TOTALS		56	329	15.7	

Footnote Symbols: (*) means audience estimates adjusted for actual broadcast schedule.

Notations

Notations

Glossary of Selected Arbitron Terms

1. **AM-FM Totals** — A figure shown for AM-FM affiliates in time periods when they are simulcast. (See *Pars.* 33-36.)

2. **Area of Dominant Influence (ADI)** — Where applicable, Arbitron Television's geographic market design which defines each Television market exclusive of others based on measurable viewing patterns. Every county in the United States (excluding Alaska and Hawaii) is allocated exclusively to one ADI.

3. **Average Quarter-Hour Persons** — The estimated number of persons who listened at home and away to a station for a minimum of five minutes within a given quarter-hour. The estimate is based on the average of the reported listening in the total number of quarter-hours the station was on the air during a reported time period. This estimate is shown for the MSA, TSA and ADI.

4. **Average Quarter-Hour Rating** — The Average Quarter-Hour Persons estimate expressed as a percentage of the universe. This estimate is shown in the MSA and ADI.

5. **Average Quarter-Hour Share** — The Average Quarter-Hour estimate for a given station expressed as a percentage of the Average Quarter-Hour Persons estimate for the total listening in the MSA within a given time period. This estimate is shown only in the MSA.

6. **Away-From-Home Listening** — Estimate of listening for which the diarykeeper indicated listening was done away from home.

7. **Cume Persons** — The estimated number of *different* persons who listened at home and away to a station for a minimum of five minutes in a quarter-hour within a given daypart. (Cume estimates may also be referred to as "cumulative," "unduplicated," or "reach" estimates.) This estimate is shown in the MSA, TSA and ADI.

Description of Methodology

Sampling and Measurement Techniques

22. **Sampling Methodology** — Surveys for Arbitron Radio Market Reports are accomplished through the use of a geographic unit called an Arbitron sampling unit. A sampling unit can consist of one county, a group of counties or part of a county.

Sample base objectives, expressed in terms of Total Persons 12+, are established for the MSA, TSA and the ADI, (if applicable). The number of homes required to achieve each sample base objective is determined by dividing the Total Persons 12+ by total homes and applying this ratio to the sample.

Diary return objectives are established for each sampling unit with a probability proportional to population in the survey area. The diary return objective is then converted to a home objective based on the estimated number of persons 12+ in a home.

The actual number of diaries placed in each sampling unit is determined by an objective established for the sample base objective and the rate of return which Arbitron reasonably expects based on past placement experience. The total sample is divided into approximately equal weekly random groups for placement.

For each survey, a complete new sample of households is computer-selected for each sampling unit through the use of a systematic interval selection technique. These samples of households are drawn from lists of subscribers appearing in current telephone directories, supplied by MetroMail Advertising Company. ESF is applied in certain sampling units in some markets. ESF is designed to supplement standard telephone directory sample selection by including in the sample households not available in telephone directories. The ESF sample is defined by computer, based upon knowledge gained from the listed telephone number sampling method. These sample selections, like all other processes used in developing Arbitron Radio audience estimates are audited by the Broadcast Rating Council.

If a need for additional sample arises after the original samples have been selected by the computer, that sample may be drawn manually using a technique wherein Arbitron randomly selects the telephone directories from which the sample is to be drawn, then randomly selects the additional sample from the names listed in those directories and/or obtained by computer access of the original ESF files.

In High Density Hispanic Areas in which the personal placement and retrieval technique is used, computer-drawn samples are used to specify key addresses. The actual sampling is achieved by taking the household adjacent to the key household and systematically proceeding according to Arbitron personal interviewing instructions. ESF is not used in High Density Hispanic Areas (See *paragraph 26*).

23. **Total Survey Area (TSA)** — The Total Survey Area is made up of those counties which meet the specific criteria for inclusion in a given market.

a. Criteria For Market Definitions:

The first time a market area is surveyed by Arbitron a Total Survey Area is designated by Arbitron from an analysis of diary data available from previous surveys in adjacent markets. A county is included or excluded on the basis of listening data from these previous surveys rather than signal

8. **Cume Rating** — The estimated number of Cume Persons expressed as a percentage of the universe. This estimate is shown for the MSA only.

9. **Daypart** — A given part of a day (e.g., 6-10AM, 7PM-Midnight.)

10. **Effective Sample Base (ESB)** — The sample size to be used for estimating the statistical variance of these audience estimates. (See *Par. 38*.)

11. **Exclusive Cume Listening** — The estimated number of Cume Persons who listened to one and only one station within a given daypart.

12. **In-Tab Sample** — The number of usable diaries returned and actually tabulated in producing the report.

13. **Metro Survey Area (MSA)** — Metro Survey Areas generally correspond to Standard Metropolitan Statistical Areas (SMSA's) as defined by the U.S. Department of Commerce, Office of Federal Statistical Policy and Standards, subject to exceptions dictated by historical industry usage and other marketing considerations.

14. **Metro Totals and/or ADI Totals (Total listening in the Metro Survey Area and/or Total listening in the ADI)** — The Metro Total and/or ADI Total estimates include estimates of listening to reported stations as well as to stations that did not meet the Minimum Reporting Standards plus estimates of listening to unidentified stations.

15. **Minimum Reporting Standards (MRS)** — Specific Minimum Reporting Standards are applied to determine the stations listed in this report. (See *Pars.* 30-31.)

16. **Rating** — (See *Average Quarter-Hour Rating and Cume Rating*.)

17. **Sampling Unit** — A geographic area consisting of a single county, a group of counties or a part of a county. (See *Par. 22*.)

contour patterns. The procedure for evaluation of listening records from previous surveys for the purpose of initial market definition is the same as the procedure for updating Total Survey Area definitions of previously surveyed markets. The criteria for inclusion of a county are based on specific numbers of mentions to the home station(s) in all diaries in-tab from the county under consideration. For purposes of these tests "mentions" is defined as the number of different diaries having entries of five or more minutes of listening within a single quarter hour, at any time during a survey week. Also, to qualify a county for inclusion, the ratio of the cumulative mentions to home station(s), expressed as a percent of all station mentions from the county, must equal or exceed ten percent (10%). Additionally, the home station(s) cumulatively must achieve at least ten mentions. A county will be excluded if either of these conditions is not met. Updates are performed periodically.

b. Exceptions/Limitations:

Arbitron reserves the right to exercise its best professional judgment in modifying and/or waiving any procedure that would result in a county's addition or deletion which would appear unreasonable or illogical in light of known topographic, geographic or other conditions. Once defined, the TSA does not necessarily include all counties in which all home stations have coverage. The definition does not imply that stations have equal coverage in all Metro and/or Total Survey Area counties. Due to market definition overlap, Total Survey Area audience estimates for any station are not additive to Total Survey Area audience estimates for that same station reported in any other market report.

24. **Arbitron Radio Listening Diary** — Arbitron uses one-week individual diaries to gather listening information. Bilingual (Spanish-English) diaries are provided to all survey participants in a High Density Hispanic Area and to all others indicating a preference for a bilingual diary.

25. **Standard Data Retrieval** — Initially, Arbitron sends a letter to the sample households, informing them of their selection by the computer, and stating that an interviewer will be calling to request their cooperation in the survey. The interviewer may not always be under the direct control of Arbitron. In certain instances, independent telephone survey organizations are utilized by Arbitron. Initial contact with ESF sample households is made by the interviewer at the time cooperation is requested. Arbitron interviewers are instructed to contact selected sample households by telephone to ascertain the possibility of an industry affiliation; gain acceptance of the diaries; and to determine the number of persons 12+ living in the home at the time of the placement call. Explicit instructions are provided to each interviewer, and independent checks are regularly conducted by Arbitron interviewer coordinators and the Arbitron Field Operations Department. Diaries are then mailed directly to the consenting sample households from Arbitron in Beltsville, Maryland. Cash incentives are included with diaries as a means of stimulating respondent cooperation. Arbitron sends a diary for each person 12+ reported in the sample household.

Interviewers are instructed to make a number of attempts to reach every household selected in the sample. These attempted calls are made at different hours of the day and evening. After the initial contact, the interviewer's direc-

18. **Share** — (See *Average Quarter-Hour Share*.)

19. **Simulcast** — The broadcasting of the same program at the same time by AM-FM affiliated stations.

20. **Total Survey Area (TSA)** — Where applicable, a geographic area that includes the Metro Survey Area plus certain counties located outside the MSA. (For explanation of the criteria used in establishing the TSA, see *Par. 23*.)

21. **Universe** — The estimated number of persons in the sex-age group and geographic area being reported.

For additional information, the reader is directed to "Standard Definitions of Broadcast Research Terms," published by the National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036.

tions are to make additional contacts with the sample households; viz: the day before the survey begins to make sure the diary has been received; to assist members of the household in understanding the diary's purpose; to instruct on how to keep the diary; to make sure that no difficulties have developed; to remind the diarykeepers to return their diaries after the survey week and to thank them for cooperating in the survey. In cases where sample households would be so remotely located that substantial toll charges would be incurred, follow-up is made by mail rather than by telephone.

Although explicit instructions are provided to each interviewer and independent checks are regularly conducted by interviewer coordinators and the Arbitron Field Operations Department, there may be instances where such instructions are not followed.

26. **Special Interviewing Techniques** — Special interviewing techniques and processing procedures are employed in certain markets to improve participation of certain ethnic groups. If special procedures were used in this report, a note to that effect appears on Page 2 of this report. These techniques have been developed to aid in obtaining radio listening information from persons who may have language and/or writing problems and who otherwise might not be fully included in the in-tab sample. Two types of special interviewing techniques are employed. The first consists of daily telephone interviewing for a seven-day period, with the interviewer recording the listening information in a diary as received from the respondent. This technique is used in certain geographic areas having a high-density black population. These areas are identified as "HDBA" (High Density Black Area). In markets where Metro Survey Area data are weighted proportionately for black and non-black populations, the daily telephone interviewing technique is also used for all Metro Survey Area black households, regardless of their location. The second technique, is used in those geographic areas having a high-density Hispanic population ("HDHA" — High Density Hispanic Area). This involves three personal visits to place, to sustain interest in, and to retrieve the diary. This technique allows for the inclusion in the sample of persons who live in non-telephone households or in households with unlisted phone numbers.

Calculating Techniques

27. **Tabulation of Diaries** — All diaries returned to Arbitron are not necessarily tabulated. Only those with seven usable days are processed. Among those not used are diaries which are obviously incomplete or inaccurate and those which arrive postmarked before the end of the survey week or after the production cut-off date. The total number of in-tab diaries may or may not reach or exceed the designated in-tab objective.

28. **Returned-Sample Weighting and Broadcast Hours/Status Adjustment** — In-tab diaries are weighted to reflect the estimated proportion of sex, age, geographic population and race (where ethnic weighting is employed), based on the characteristics of the survey area. Geographic area and sex-age control is maintained for diary returns by partitioning the survey area into sampling units and then subdividing the population of each sampling unit into sex-age tabulation groups. The value of each diary returned is a result of weighting the returned sample in an attempt to compensate for disproportionate returns from

any sampling unit or sex-age group. In certain markets with high ethnic populations, weighting to compensate for disproportionate returns of ethnic diaries is used in addition to those mentioned above. With a value established for each diary, listening is estimated by adding the value of each diary in which listening is recorded to a particular station at a given time. Listening data gathered by special interviewing techniques are projected against the estimated number of persons living in geographic areas in which these special interviewing techniques were implemented. Local time differences within a market that overlap time zones and time differences caused by seasonal time changes are accounted for in the results by adjusting diary entries to the time observed by the home stations of the market being measured. Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for the market report. Arbitron uses the sign-on/sign-off times, provided by the station depicting the month closest to December and the shortest broadcast day within that month. When a station changes sign-on/sign-off times during an Arbitron survey period, the sign-on/sign-off times used in calculating audience estimates are taken from the closest month to December and the shortest broadcast day within that month. When a simulcast station changes to separate programming (or the reverse), the sign-on/sign-off times used to calculate audience estimates are those days of operation comprising the majority of consecutive days of the survey period. If a reported station advises Arbitron in writing of a change in its operational status, then the station, date and nature of the broadcasting change will be noted on Page 5B of the report.

29. Tabulation of Cume Listening Estimates for Daypart Combinations — The criterion for tallying listening in those dayparts which have been combined is five or more minutes of listening at any time, during a quarter hour, in any of the dayparts. For example, a person who listened in the Monday-Friday, 6-10AM and 3-7PM daypart would be counted only once in the Cume Persons tabulation for the entire eight-hour period. The same procedure would apply if the person listened in only one of the dayparts.

Criteria for Reporting Stations

30. Minimum Reporting Standards (MRS) for AM-Only and FM-Only Stations — To be listed in an Arbitron report, a commercial radio station must engage in systematic regular commercial broadcasting pursuant to the authority, Rules and Regulations of the Federal Communications Commission. Non-commercial radio stations are not listed in Arbitron market reports and are not considered in the MRS evaluation.

A commercial AM-only or FM-only station is included in this report if it has met both of the following Minimum Reporting Standards for Metro or ADI:

- The station must have received five or more minutes of listening in a quarter-hour in at least ten Metro diaries or 1% of the Metro in-tab diary objective, whichever is greater, during the current survey of the market. (Ten ADI diaries or 1% of the ADI in-tab diary objective for ADI markets.)
- The station must have an Average Quarter-Hour MSA rating of at least 0.1% among persons 12+ for the time the station is on the air during the Monday-Sunday 6AM-Midnight period. (Average Quarter-Hour ADI rating of 0.1% for ADI markets.) Due to rounding, 0.05% or greater becomes 0.1%. Rounding occurs at both the demographic and daypart summation levels.

31. Minimum Reporting Standards (MRS) for AM-FM Combination Stations —

- AM-FM affiliates which simulcast for less than 10% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday, 6AM-Midnight) are considered to be **separately programmed** stations. Thus, each station will be considered independently, and each must independently meet the criteria used for AM-only or FM-only stations. (See Par. 30.)
- AM-FM affiliates which are simulcast from 10% to 90% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday, 6AM-Midnight) are considered to be **simulcast** stations. Provided that one of the two stations meets both MRS criteria described in Paragraph 30 above, the second station is included in the report if (i) it meets the criteria of Paragraph 30a, and (ii) it achieves the average quarter-hour rating described in Paragraph 30b for any one of the four basic Monday-Friday dayparts (6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight.)
- AM-FM affiliates which are simulcast more than 90% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday, 6AM-Midnight) are regarded as **totally simulcast** stations and therefore will be treated as a single station in both phases of the MRS criteria described in Paragraph 30. If the combined audience of the two stations is sufficient to meet both criteria of Paragraph 30, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually.

32. Home and Outside Stations — Any station licensed to a city located within the Metro Survey Area of a market is a "home" station. (However, if an AM and FM station simulcast programming and one of the two affiliates is licensed to a city inside the Metro Survey Area both will be treated as home stations.) All other stations are considered "outside" stations. For ADI markets, outside stations are further reclassified into: (a) "outside the Metro Survey Area but home to the ADI," and (b) "outside the Metro and the ADI." The Minimum Reporting Standards for inclusion in a report are the same for all stations.

AM-FM Totals

33. Criteria — A Total line will appear following the AM and FM lines, reported when AM-FM affiliates are simulcast during an entire given daypart, and for one hour time periods when the stations are simulcast for the entire time period during the time both are on the air.

Exception: No Total line will be shown when AM-FM affiliates simulcast for less than 10% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday, 6AM-Midnight), even though the AM-FM affiliates simulcast during an entire given daypart.

When the above criteria are met, Total lines will be shown although one or both stations may not have been on the air during the entire given daypart. For example, if stations XXXX and XXXX-FM are simulcast, the station XXXX signs off the air at 8PM and XXXX-FM signs off the air at midnight, the Total line in the 7PM-midnight daypart will reflect the audience of XXXX from 7PM to 8PM, and the audience of XXXX-FM from 7PM to midnight. (Stations broadcasting for less than an entire reported daypart are indicated by an asterisk next to the station call letters.)

34. Total Average Quarter-Hour Listening — The AM-FM Total line is the summation of the estimated number of persons who listened to the AM station plus the estimated number of persons who listened to the FM station during a given time period.

35. Total Cume Persons — The AM-FM Total line represents the estimated number of *different* persons who listened to either the AM station, the FM station or both stations during a given daypart. The Total line provides an estimate of the unduplicated audience to the AM-FM combination during the given daypart. If the Total line equals the sum of the individual AM and FM estimates, there is no reported duplication of listening between the two stations. If the Total is less than the sum of the individual figures, there is reported duplication (persons listening to both stations in the same time period.)

36. Total Exclusive Cume Listening — The Total line represents the estimated number of different persons who listened to either the AM station only, the FM station only or both stations only during the given daypart. Persons who listened to both the AM and FM stations are reported only in the Total line and are not shown in the estimates for the AM and FM individually. If the Total line equals the sum of the AM and FM estimates, there is no reported duplication of listening between the two stations. If the Total line is more than the sum of the individual figures, there is reported duplication of listening.

Statistical Reliability

37. Sampling Error — Arbitron estimates are subject to the statistical variance associated with all surveys using a sample of the universe, together with all the factors described in Paragraph 39 of this report entitled "Limitations." Approximations of the sampling error can be developed by use of the NOMOGRAPH (on page iii) and the Effective Sample Base (See Par. 38) based on two standard deviations, provided the user of this report keeps in mind that, due to the factors discussed in Paragraph 39 of this report entitled "Limitations," the accuracy of Arbitron measurements, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition. Further, a pilot empirical replication study of radio audience estimates has been completed by Arbitron which demonstrated that the nomograph may not always reflect true sampling errors. That study, published by Arbitron, is titled: *Arbitron Replication: A Study of The Reliability of Broadcast Ratings*. Particularly, the study indicates that sampling errors of average quarter-hour estimates tend to be smaller than values derived from the nomograph; whereas, sampling errors of cume estimates tend to be larger than values derived from the nomograph.

38. Effective Sample Base (ESB) — Estimates of Effective Sample Bases indicate the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of reliability as the samples actually used to produce the estimates in this report. The statistical reliability of such estimates depends on the ESB and only indirectly on the number of diaries tabulated, and is further subject to all of the factors described in Paragraph 39, below entitled "Limitations." ESBs are reported for the purpose of estimating sample variation. The Arbitron formula to estimate ESBs takes into account the disproportionate sampling of Metro areas, and differences in return rates among sampling units and among the individual sex-age categories. (Total tabulated diaries and ESBs for this report are listed on Page 3.)

Limitations

39. Limitations — In addition to the sources of possible error which are described elsewhere in this report, the user should be aware of the limitations described below:

- The sample is generally drawn from households listed in the telephone directories. This eliminates non-telephone households and telephone households not listed in the directories, unless ESF is used in this market. Commercial establishments listed in the directory are specifically excluded from the sample. Households on military installations, as well as students and residents at educational and other institutions, may not be listed in local telephone directory. Further, all possible telephone directories may not be available in the lists prepared by MetroMail and used as Arbitron's standard sample frame.

⁴ Certain sample households may not be eligible for participation in Arbitron surveys. The inclusion or exclusion of such households from the sample is dependent upon information revealed in response to Arbitron's industry response question.

⁵ Telephone persons may have listening habits which differ from those of persons who are interviewed in telephone directories, and are listed in directories. Non-respondents or those not listed in telephone directories may vary from those in the "in-tab" or those not listed in telephone directories.

⁶ The sample design to own phones and are listed in directories. special diary placement of original designated households sample preclude proper representation of a perfect probability sample. as ethnic groups, persons living a perfect probability sample. individuals whose primary language patterns (including those markets where whose listening habits may differ from those of persons who are represented in the audience estimate data retrieval are utilized) may not have been obtained from them. Persons within the population such extent that radio listening of these groups or low-education groups, or

⁷ Population estimates from Market Statistics (English, Such persons, or ject to defects and limitations such as sampling errors, may not be fully errors. In addition, for those years between decusable diaries may data are based upon a sample which is significant. Significant diaries may than that employed by Arbitron. Market Statistics, significant to the government figures in estimating populations for individual groups, defects and limitations in data from Market Statistics, are sub-Arbitron estimates based thereon.

⁸ Diaries, or portions thereof, may be completed improperly if the conditions are not understood or are not followed. Such diaries may be excluded from the survey. Some diary entries may have been made on basis of hearsay, recall, the estimates of the diarykeeper or could have influenced by comments made by the interviewer or others to survey participants.

⁹ Human and computer processing errors may occur 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.

¹⁰ The data upon which Arbitron has based its Returned Sample Weighting may not be precise.

¹¹ Logical analysis, pre-processing preparation or ascription of the data may affect some of the diary listening entries before the data are projected. Some diaries, or portions thereof, may be checked by post-survey telephone validation calls to diarykeepers and diaries, or portions thereof, may thereby be modified or excluded from the survey.

¹² Arbitron conducts research involving new methods of improving cooperation from diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be performed in conjunction with the 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 variation alone.

¹³ Certain data, such as when the station was on and off the air, facilities, slogans claimed, format, programming and time periods when AM-FM affiliates were simulcast or separately programmed, are based on data supplied by the stations and/or recent industry publications. These data may not be accurate.

¹⁴ Situations in which AM-FM affiliates have the same call letters may result in respondent confusion in correctly identifying the station to which the listening occurred.

Retention of Raw Materials

40. Retention Schedule — In-tab Arbitron listening diaries used for the computation of the audience estimates published in this report will be stored for one year from the date on which this report was first mailed to subscribers by Arbitron after which they will be destroyed along with all unusable diaries. Subscribers to this report are advised that if special cross-tabulations of the reported estimates are desired, they should be ordered before the retention period has expired. Upon proper appointment, subscribers to this report may examine, but not copy, the in-tab Arbitron listening diaries used in this report at Arbitron's Laurel, Md. offices.

Special Notices Page

41. 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 5B of this report, such special notices should be deemed to supersede and/or amend this section of the report.

Disclaimer of Warranties

42. 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 ratings; or the Arbitron data, estimates or ratings 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.

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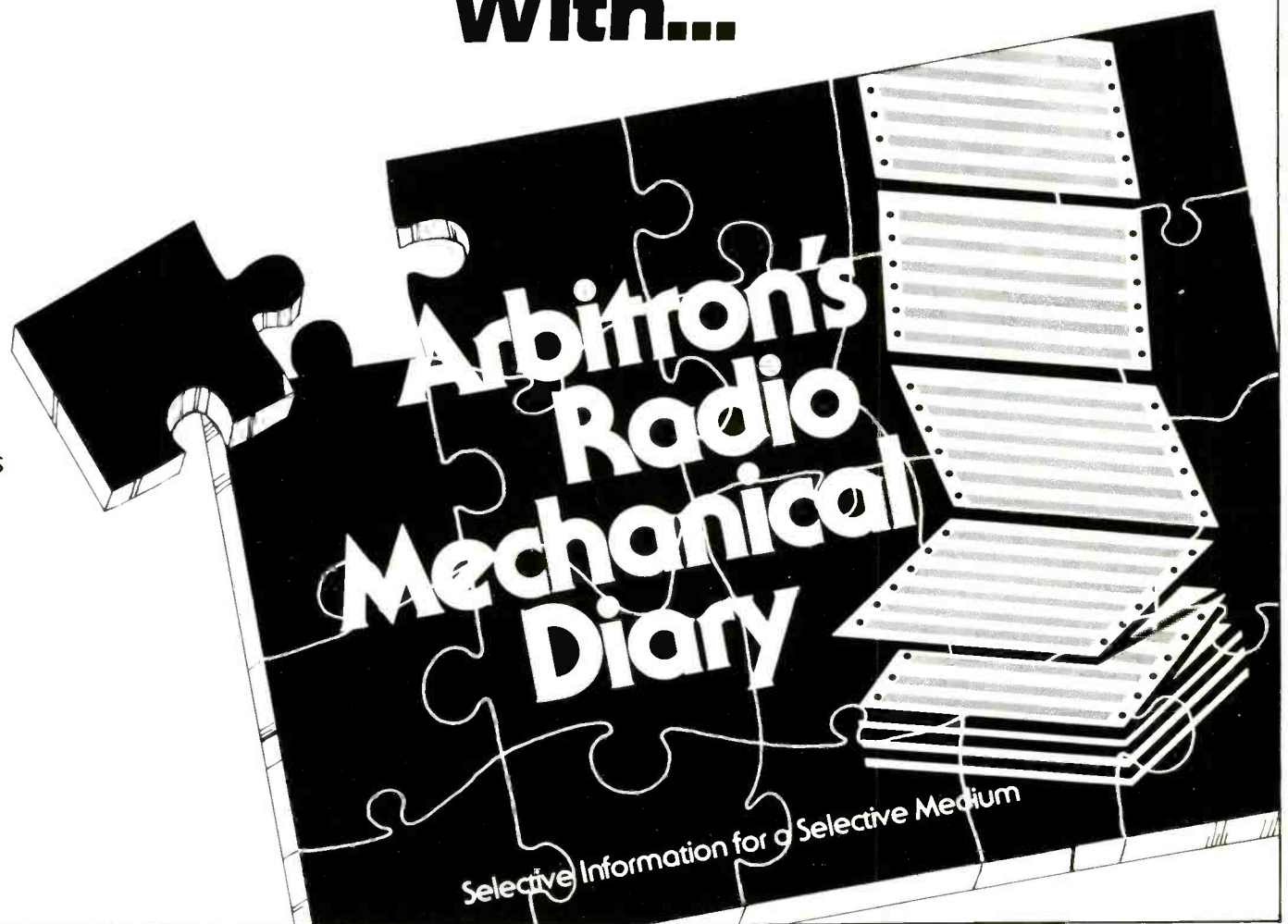
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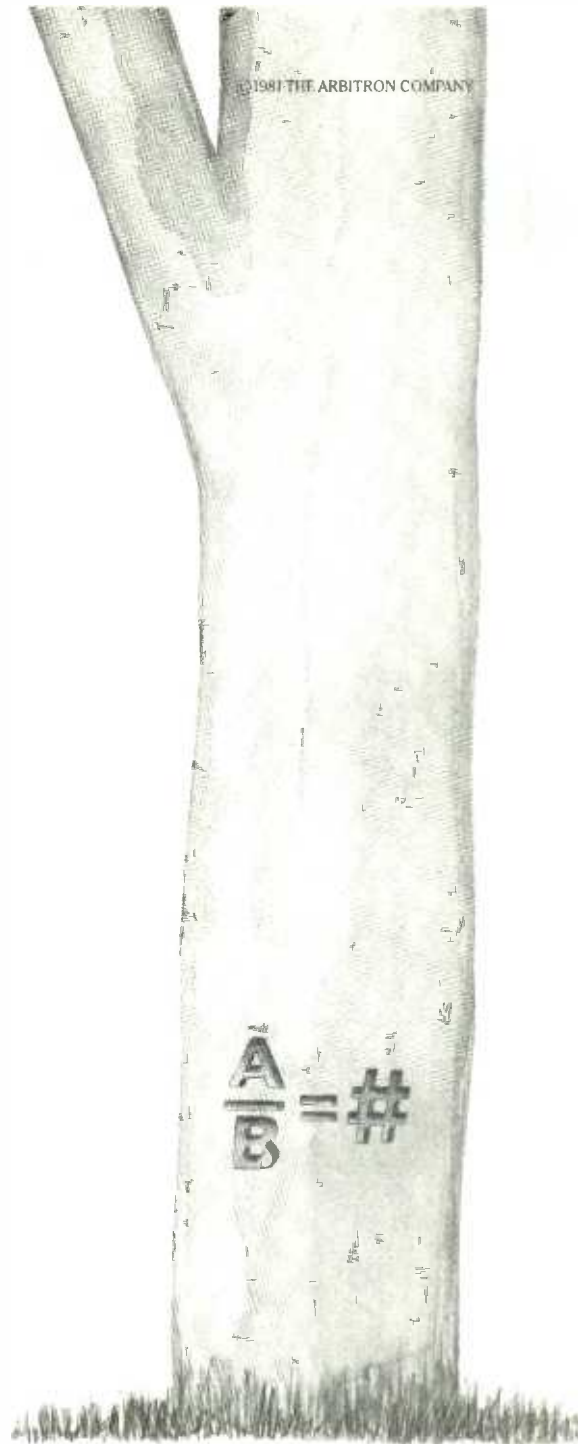
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