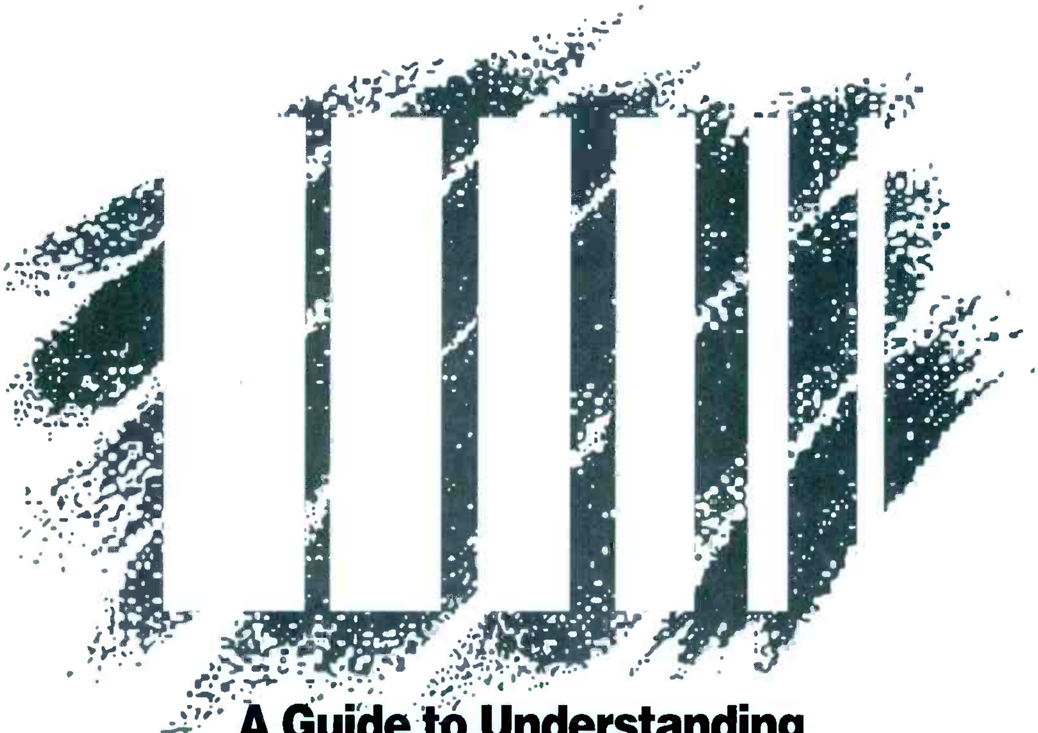
ARBITRON RADIO MARKET REPORT REFERENCE GUIDE

A Guide to Understanding and Using Radio Audience Estimates

ARBITRON



A Guide to Understanding and Using Radio Audience Estimates

ARBITRON

About Arbitron

The Arbitron Company, the standard for radio audience information, has been measuring radio listening since 1964. Our success has been our commitment to give our customers the most reliable, detailed and up-to-date information about radio listening available.

Arbitron uses a personal, seven-day diary to measure radio audiences in about 260 markets in the U.S., with 94 markets measured year-round. Survey participants are selected randomly. Over one million people return diaries to Arbitron per year. These diaries are used to produce more than 680 market reports with a combined copy count of over a half million books.

Besides the local market reports, Arbitron offers County Coverage reports, which examine listening on a county-by-county level, and *Nationwide*, which details listening to networks and syndicators. In addition, the company has several PC applications that allow stations and advertisers to evaluate not only radio listening estimates, but also qualitative information like lifestyle data, additional demographics and product purchases.

Our customers are leading radio stations, advertisers, advertising agencies, media buying services, national representative firms, radio networks and syndicators, plus other vendors to the radio industry. Arbitron's radio listening estimates are used to plan and execute radio advertising buys, to assist radio programming decision makers, and to help radio station account executives to sell their station and the medium of radio to potential advertisers.

Through our personal radio diaries, local market reports and PC applications, Arbitron provides a full range of information about radio listening on which the radio industry relies.

Users of this guide should become familiar with the "Description of Methodology" and "Limitations" sections printed on Pages M3-M6 of the Arbitron Radio Market Report and other relevant associated documents. Additional details on Arbitron methodology may also be found in a separate publication titled Description of Methodology *for radio, available to all Arbitron syndicated Radio Market Report subscribers.*

Understanding and Using Radio Audience Estimates

Arbitron radio audience estimates are delivered to subscribers in several forms. The form that is the oldest, and perhaps the most versatile, is the printed report *(the book)*.

Your standard Arbitron Radio Market Report contains over 100,000 numbers that are collectively known as audience estimates. Each estimate provides valuable information for buyers and sellers of radio time, as well as those responsible for programming the radio station. By understanding how to convert these data into useful information, you can capture the power of ratings to make buying, selling and programming decisions.

This guide is published to help users of the printed market report to more effectively use radio audience estimates. Additional demos and dayparts (including hour-by-hour information) are available on tape directly from Arbitron or third-party processors. Moreover, Arbitron's Maximi$er® and Media Professional℠ provide the user with access to Arbitron's entire radio respondent-level database.

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I

ESTIMATES REPORTED

The basic estimate types

Making the most out of your Arbitron Radio Market Report is easy once you understand the three basic audience estimates reported. They are:

- Persons estimates: the estimated *number* of persons listening
- Rating: the *percent* of listeners in the universe of the measured survey area population
- Share: the *percent* of one station's total daypart estimated listening audience.

Each Radio Market Report covers radio listening during a 12-week survey period. Every estimate found in the book is given for a particular survey area (or geography), a demographic (sex and age) and a time period (or daypart).

Persons and Rating estimates are produced for both Average Quarter-Hour and Cume; Share estimates apply to AQH only.

1 Average Quarter-Hour Persons, Ratings and Shares

Average Quarter-Hour Persons identifies the average number of persons estimated to have listened to a station for a minimum of five minutes during any quarter-hour in a time period. The Average Quarter-Hour Persons estimate helps to determine the audience and cost of a spot schedule rotating within a time period.

Example

WAAA has an Average Quarter-Hour Persons audience of 9,000 for Saturday 6AM-10AM. This means that an average of 9,000 people are estimated to have listened to WAAA during any quarter-hour from 6AM-6:15AM to 9:45AM-10AM during the survey period. By buying one spot on WAAA during any quarter-hour during this daypart, an advertiser would reach an estimated average audience of 9,000 people.

Average Quarter-Hour Rating expresses the estimated number of listeners (Average Quarter-Hour Persons) as a percentage of the survey area population. The Average Quarter-Hour Rating is calculated by dividing the number of Average Quarter-Hour Persons by the survey area population within the same sex/age group.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Survey Area Population}} \times 100 = \text{Average Quarter-Hour Rating}$$

Example

Since the Average Quarter-Hour Persons estimate for WAAA is 9,000 for Men 18-49 and the Metro population for this sex/age group is 175,600, the Average Quarter-Hour Rating for WAAA is 5.1.

$$\frac{9{,}000}{175{,}600} \times 100 = 5.1$$

Average Quarter-Hour Share is the percent of the total listening audience tuned in to each station. This estimate reveals the share of listening each station captures out of the total listening in the survey area.

Example

The total number of Men 18-49 listening to radio in the Metro is 40,300 AQH Persons during Monday-Friday 6AM-10AM. With its AQH Persons audience of 9,000, WAAA's share of this listening would be 22.3%.

Average Quarter-Hour Share does not reveal the absolute size of a station's audience. WBBB has a 15% share in the morning and a 20% share at night. But that 15% share in the morning may actually represent a greater number of listeners than a 20% share at night.

Example

	Total Listeners to All Stations	**WBBB Share**	**WBBB Audience**
AM	25,000	15%	3,750
PM	15,000	20%	3,000

2 Cume Persons and Ratings

Cume Persons identifies the estimated number of different people who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. No matter how long the listening occurred, each person is counted *only once.* Cume is also referred to as unduplicated audience, reach or circulation.

Cume Rating is the number of Cume Persons expressed as a percentage of the survey population. To calculate Cume Ratings:

$$\frac{\text{Cume Persons}}{\text{Pop. for sex/age group}} \times 100 = \text{Cume Rating}$$

Example

The Cume Persons estimate for WCCC is 75,000 for Men 18-49. The Metro population for the same sex/age group is 175,600. The Cume Rating for WCCC is 42.7. This means that almost 43% of all Metro Men 18-49 listen to WCCC. That's more than two out of every five Men 18-49 reached in the Metro by WCCC in a week!

Exclusive Cume Persons is the estimated number of Cume Persons in the survey area who listened to only one station within a reported daypart.

3 Time Spent Listening (TSL)

An estimate of the number of quarter-hours the average person spends listening during a specified time period.

$$\frac{\textbf{Quarter-hours in a time period} \times \textbf{AQH Persons}}{\textbf{Cume Persons}} = \textbf{TSL}$$

The chart below shows the estimate types and the geographies for which they are reported in your Radio Market Report.

Estimate Types	**Metro**	**TSA**	**DMA®**
AQH Persons	X	X	X
AQH Rating	X		X
AQH Share	X		
Cume Persons	X	X	X
Cume Rating	X		
Exclusive Cume Persons	X		
Time Spent Listening	X		

II

SECTIONS OF THE ARBITRON RADIO MARKET REPORT

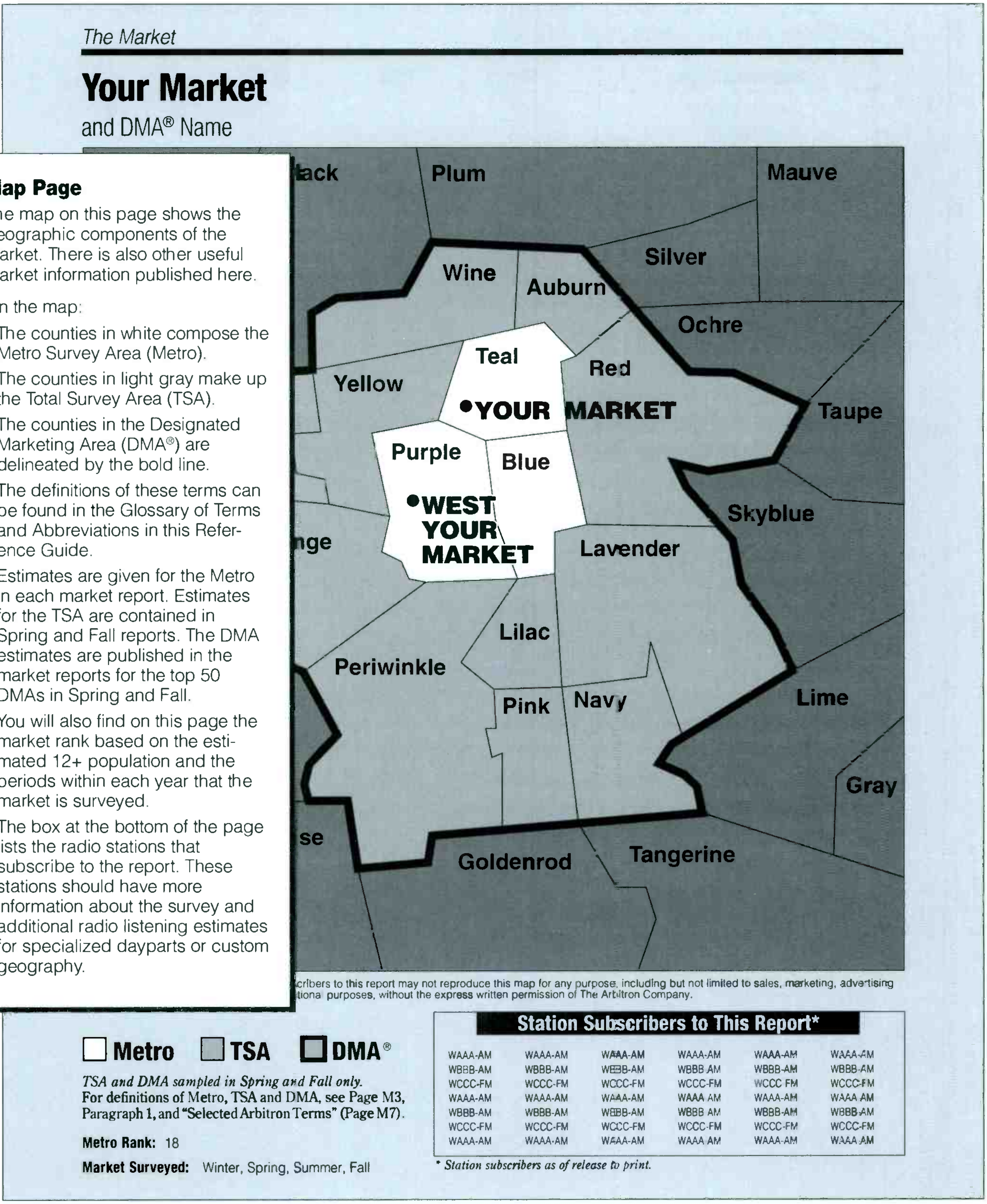
Estimates and information in the front of the book

Map Page

The map on this page shows the geographic components of the market. There is also other useful market information published here.

On the map:

- The counties in white compose the Metro Survey Area (Metro).
- The counties in light gray make up the Total Survey Area (TSA).
- The counties in the Designated Marketing Area (DMA®) are delineated by the bold line.
- The definitions of these terms can be found in the Glossary of Terms and Abbreviations in this Reference Guide.
- Estimates are given for the Metro in each market report. Estimates for the TSA are contained in Spring and Fall reports. The DMA estimates are published in the market reports for the top 50 DMAs in Spring and Fall.
- You will also find on this page the market rank based on the estimated 12+ population and the periods within each year that the market is surveyed.
- The box at the bottom of the page lists the radio stations that subscribe to the report. These stations should have more information about the survey and additional radio listening estimates for specialized dayparts or custom geography.



The Market

Your Market

and DMA® Name

cribers to this report may not reproduce this map for any purpose, including but not limited to sales, marketing, advertising tional purposes, without the express written permission of The Arbitron Company.

☐ **Metro** ▨ **TSA** ☐ **DMA®**

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

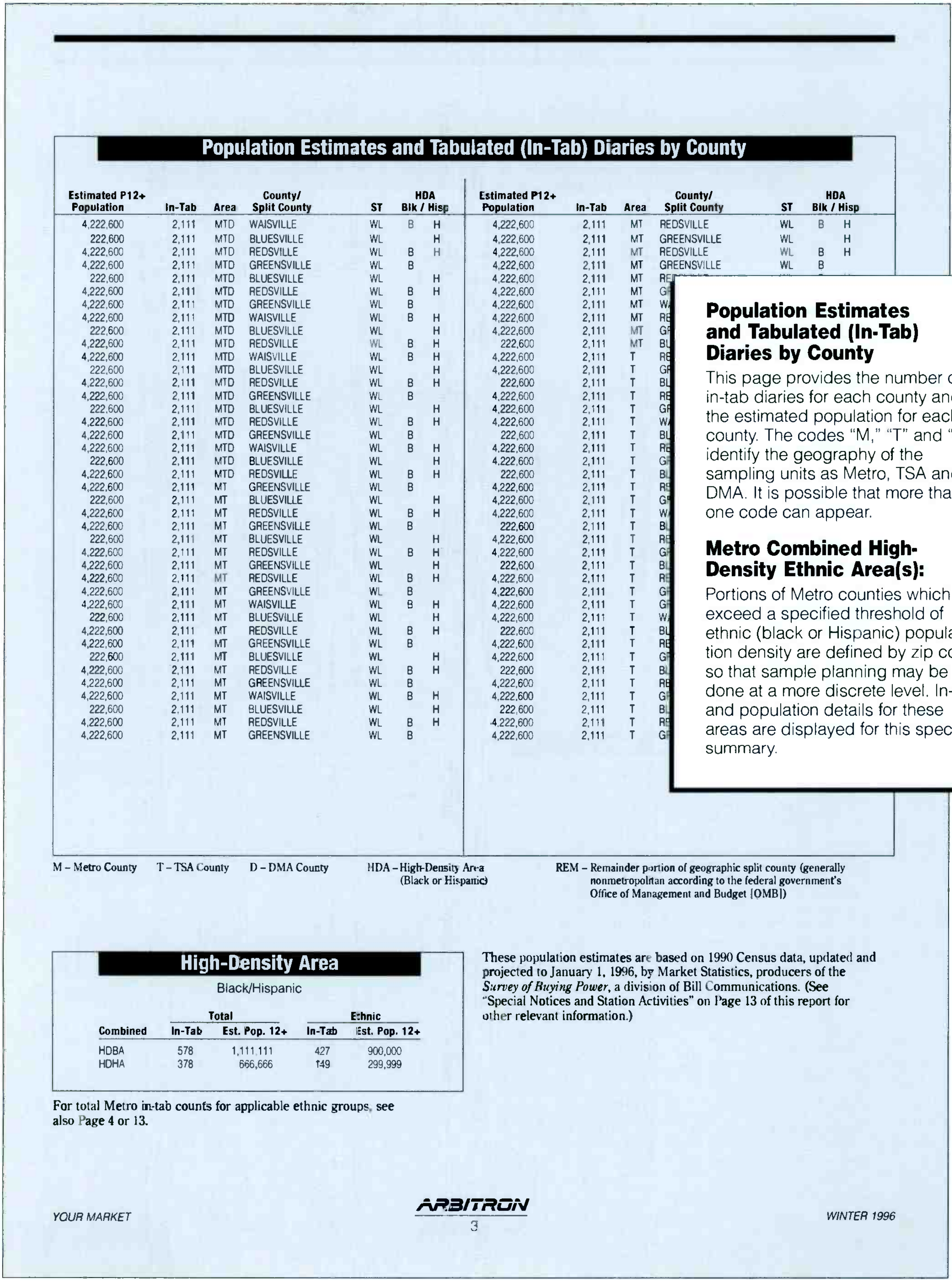
Metro Rank: 18

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

WAAA-AM	WAAA-AM	WAAA-AM	WAAA-AM	WAAA-AM	WAAA-AM
WBBB-AM	WBBB-AM	WBBB-AM	WBBB AM	WBBB-AM	WBBB-AM
WCCC-FM	WCCC-FM	WCCC-FM	WCCC-FM	WCCC FM	WCCC-FM
WAAA-AM	WAAA-AM	WAAA-AM	WAAA AM	WAAA-AM	WAAA AM
WBBB-AM	WBBB-AM	WBBB-AM	WBBB AM	WBBB-AM	WBBB-AM
WCCC-FM	WCCC-FM	WCCC-FM	WCCC-FM	WCCC-FM	WCCC-FM
WAAA-AM	WAAA-AM	WAAA-AM	WAAA AM	WAAA-AM	WAAA AM

* *Station subscribers as of release to print.*



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

Estimated P12+ Population	In-Tab	Area	County/ Split County	ST	HDA Blk	HDA Hisp
4,222,600	2,111	MTD	WAISVILLE	WL	B	H
222,600	2,111	MTD	BLUESVILLE	WL		H
4,222,600	2,111	MTD	REDSVILLE	WL	B	H
4,222,600	2,111	MTD	GREENSVILLE	WL	B	
222,600	2,111	MTD	BLUESVILLE	WL		H
4,222,600	2,111	MTD	REDSVILLE	WL	B	H
4,222,600	2,111	MTD	GREENSVILLE	WL	B	
4,222,600	2,111	MTD	WAISVILLE	WL	B	H
222,600	2,111	MTD	BLUESVILLE	WL		H
4,222,600	2,111	MTD	REDSVILLE	WL	B	H
4,222,600	2,111	MTD	WAISVILLE	WL	B	H
222,600	2,111	MTD	BLUESVILLE	WL		H
4,222,600	2,111	MTD	REDSVILLE	WL	B	H
4,222,600	2,111	MTD	GREENSVILLE	WL	B	
222,600	2,111	MTD	BLUESVILLE	WL		H
4,222,600	2,111	MTD	REDSVILLE	WL	B	H
4,222,600	2,111	MTD	GREENSVILLE	WL	B	
4,222,600	2,111	MTD	WAISVILLE	WL	B	H
222,600	2,111	MTD	BLUESVILLE	WL		H
4,222,600	2,111	MTD	REDSVILLE	WL	B	H
4,222,600	2,111	MT	GREENSVILLE	WL	B	
222,600	2,111	MT	BLUESVILLE	WL		H
4,222,600	2,111	MT	REDSVILLE	WL	B	H
4,222,600	2,111	MT	GREENSVILLE	WL	B	
222,600	2,111	MT	BLUESVILLE	WL		H
4,222,600	2,111	MT	REDSVILLE	WL	B	H
4,222,600	2,111	MT	GREENSVILLE	WL		H
4,222,600	2,111	MT	REDSVILLE	WL	B	H
4,222,600	2,111	MT	GREENSVILLE	WL	B	
4,222,600	2,111	MT	WAISVILLE	WL	B	H
222,600	2,111	MT	BLUESVILLE	WL		H
4,222,600	2,111	MT	REDSVILLE	WL	B	H
4,222,600	2,111	MT	GREENSVILLE	WL	B	
222,600	2,111	MT	BLUESVILLE	WL		H
4,222,600	2,111	MT	REDSVILLE	WL	B	H
4,222,600	2,111	MT	GREENSVILLE	WL	B	
4,222,600	2,111	MT	WAISVILLE	WL	B	H
222,600	2,111	MT	BLUESVILLE	WL		H
4,222,600	2,111	MT	REDSVILLE	WL	B	H
4,222,600	2,111	MT	GREENSVILLE	WL	B	

Estimated P12+ Population	In-Tab	Area	County/ Split County	ST	HDA Blk	HDA Hisp
4,222,600	2,111	MT	REDSVILLE	WL	B	H
4,222,600	2,111	MT	GREENSVILLE	WL		H
4,222,600	2,111	MT	REDSVILLE	WL	B	H
4,222,600	2,111	MT	GREENSVILLE	WL	B	
4,222,600	2,111	MT	RE			
4,222,600	2,111	MT	G			
4,222,600	2,111	MT	W			
4,222,600	2,111	MT	RE			
4,222,600	2,111	MT	GR			
222,600	2,111	MT	BL			
4,222,600	2,111	T	RE			
4,222,600	2,111	T	GR			
222,600	2,111	T	BL			
4,222,600	2,111	T	RE			
4,222,600	2,111	T	GR			
4,222,600	2,111	T	W			
222,600	2,111	T	BL			
4,222,600	2,111	T	RE			
4,222,600	2,111	T	G			
222,600	2,111	T	BL			
4,222,600	2,111	T	R			
4,222,600	2,111	T	G			
4,222,600	2,111	T	W			
222,600	2,111	T	BL			
4,222,600	2,111	T	RE			
4,222,600	2,111	T	GR			
222,600	2,111	T	BL			
4,222,600	2,111	T	RE			
4,222,600	2,111	T	GR			
4,222,600	2,111	T	GR			
4,222,600	2,111	T	W			
222,600	2,111	T	BL			
4,222,600	2,111	T	RE			
4,222,600	2,111	T	GR			
222,600	2,111	T	BL			
4,222,600	2,111	T	RE			
4,222,600	2,111	T	GR			
222,600	2,111	T	BL			
4,222,600	2,111	T	R			
4,222,600	2,111	T	GR			

M – Metro County T – TSA County D – DMA County HDA – High-Density Area (Black or Hispanic) REM – Remainder portion of geographic split county (generally nonmetropolitan according to the federal government's Office of Management and Budget [OMB])

High-Density Area

Black/Hispanic

	Total		Ethnic	
Combined	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA	578	1,111,111	427	900,000
HDHA	378	666,666	149	299,999

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

These population estimates are based on 1990 Census data, updated and projected to January 1, 1996, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications. (See "Special Notices and Station Activities" on Page 13 of this report for other relevant information.)

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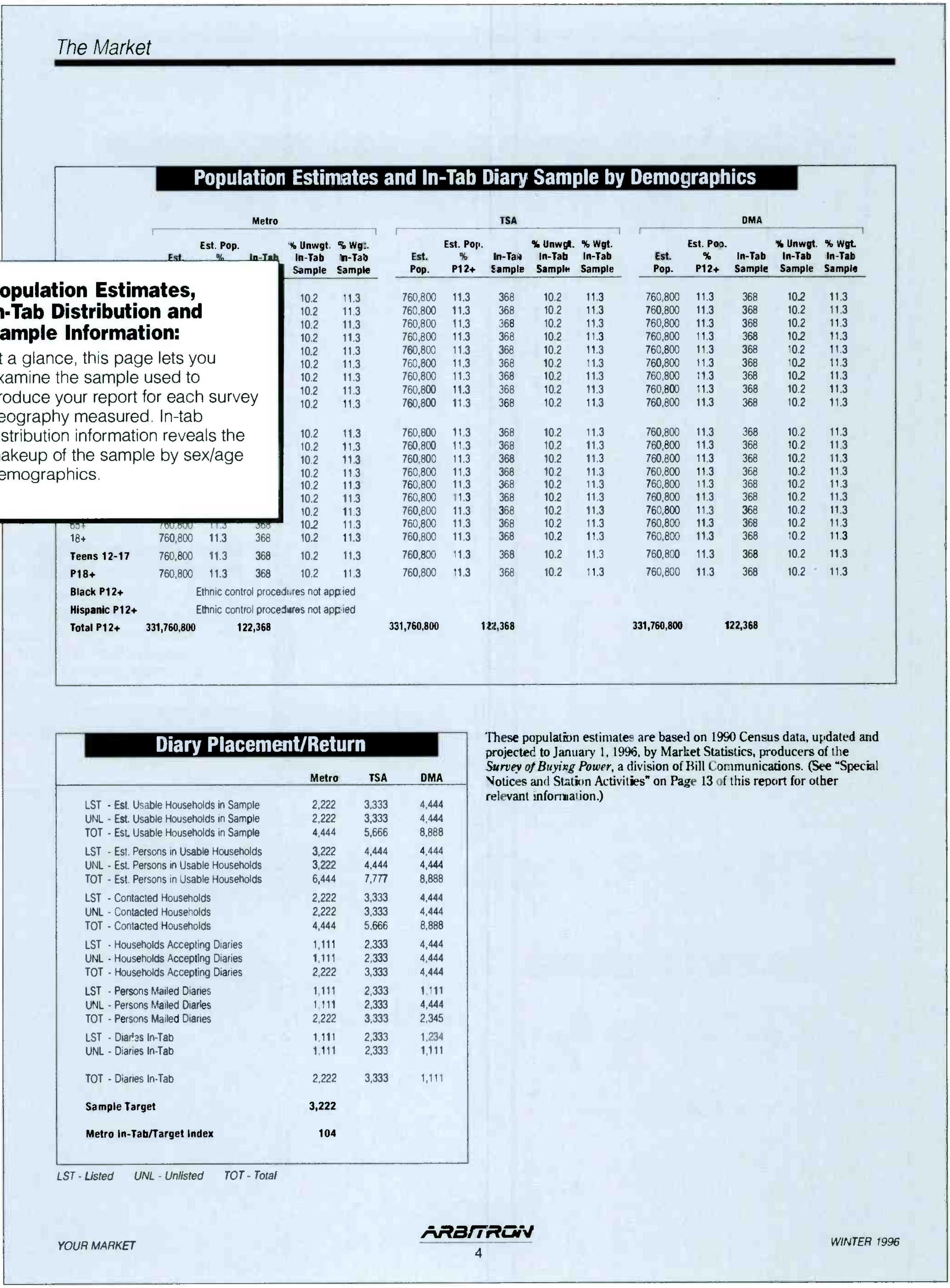
Population Estimates and Tabulated (In-Tab) Diaries by County

This page provides the number of in-tab diaries for each county and the estimated population for each county. The codes "M," "T" and "D" identify the geography of the sampling units as Metro, TSA and DMA. It is possible that more than one code can appear.

Metro Combined High-Density Ethnic Area(s):

Portions of Metro counties which exceed a specified threshold of ethnic (black or Hispanic) population density are defined by zip code so that sample planning may be done at a more discrete level. In-tab and population details for these areas are displayed for this special summary.



The Market

Population Estimates, In-Tab Distribution and Sample Information:

At a glance, this page lets you examine the sample used to produce your report for each survey geography measured. In-tab distribution information reveals the makeup of the sample by sex/age demographics.

Population Estimates and In-Tab Diary Sample by Demographics

	Metro					TSA					DMA				
	Est.	Est. Pop. %	In-Tab	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
				10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
65+	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
18+	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
Teens 12-17	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
P18+	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3	760,800	11.3	368	10.2	11.3
Black P12+	Ethnic control procedures not applied														
Hispanic P12+	Ethnic control procedures not applied														
Total P12+	**331,760,800**		**122,368**			**331,760,800**		**122,368**			**331,760,800**		**122,368**		

Diary Placement/Return

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,222	3,333	4,444
UNL - Est. Usable Households in Sample	2,222	3,333	4,444
TOT - Est. Usable Households in Sample	4,444	5,666	8,888
LST - Est. Persons in Usable Households	3,222	4,444	4,444
UNL - Est. Persons in Usable Households	3,222	4,444	4,444
TOT - Est. Persons in Usable Households	6,444	7,777	8,888
LST - Contacted Households	2,222	3,333	4,444
UNL - Contacted Households	2,222	3,333	4,444
TOT - Contacted Households	4,444	5,666	8,888
LST - Households Accepting Diaries	1,111	2,333	4,444
UNL - Households Accepting Diaries	1,111	2,333	4,444
TOT - Households Accepting Diaries	2,222	3,333	4,444
LST - Persons Mailed Diaries	1,111	2,333	1,111
UNL - Persons Mailed Diaries	1,111	2,333	4,444
TOT - Persons Mailed Diaries	2,222	3,333	2,345
LST - Diaries In-Tab	1,111	2,333	1,234
UNL - Diaries In-Tab	1,111	2,333	1,111
TOT - Diaries In-Tab	2,222	3,333	1,111
Sample Target	**3,222**		
Metro In-Tab/Target Index	**104**		

LST - Listed *UNL - Unlisted* *TOT - Total*

These population estimates are based on 1990 Census data, updated and projected to January 1, 1996, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications. (See "Special Notices and Station Activities" on Page 13 of this report for other relevant information.)

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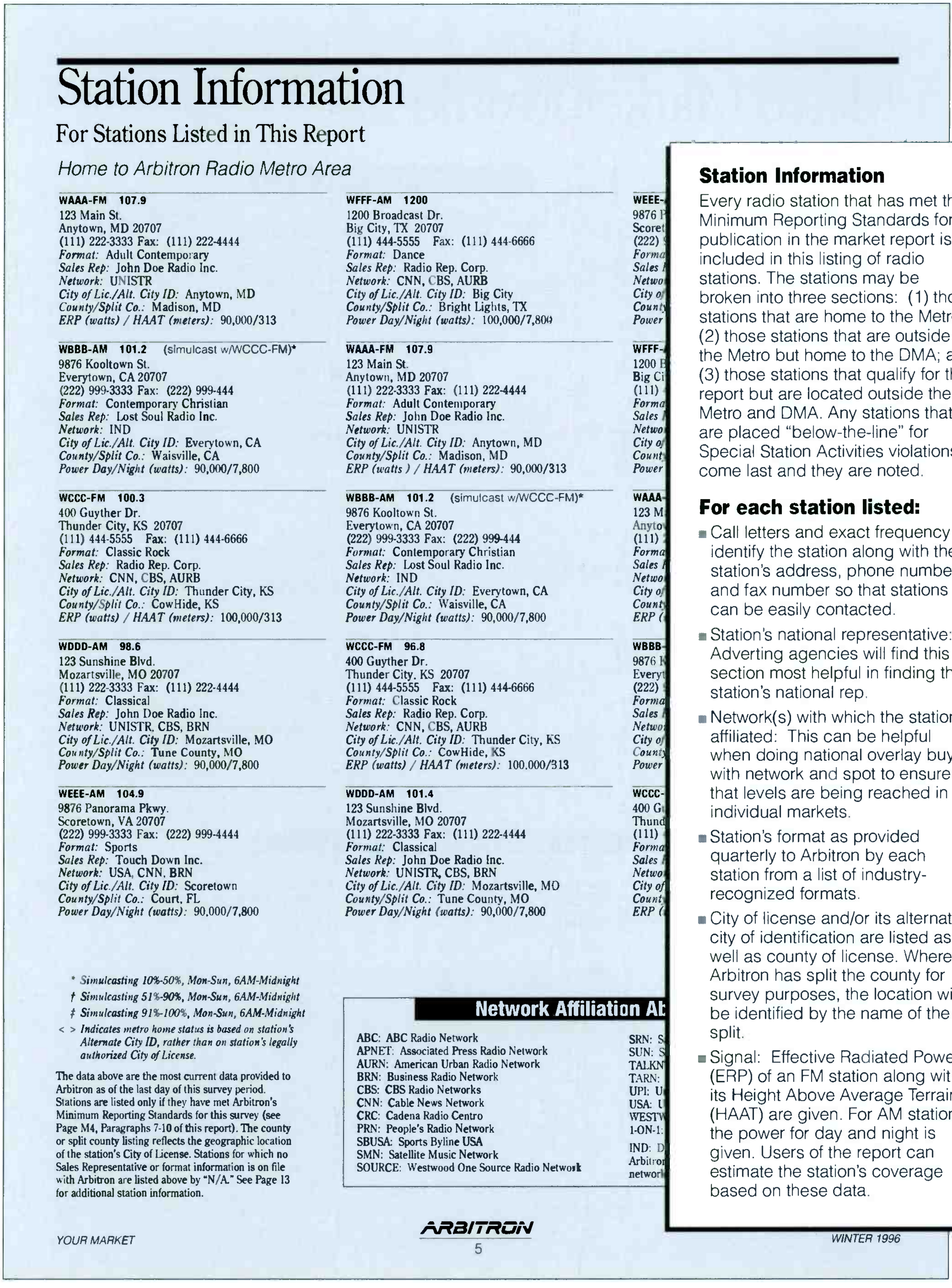

Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

WAAA-FM 107.9
123 Main St.
Anytown, MD 20707
(111) 222-3333 Fax: (111) 222-4444
Format: Adult Contemporary
Sales Rep: John Doe Radio Inc.
Network: UNISTR
City of Lic./Alt. City ID: Anytown, MD
County/Split Co.: Madison, MD
ERP (watts) / HAAT (meters): 90,000/313

WBBB-AM 101.2 (simulcast w/WCCC-FM)*
9876 Kooltown St.
Everytown, CA 20707
(222) 999-3333 Fax: (222) 999-444
Format: Contemporary Christian
Sales Rep: Lost Soul Radio Inc.
Network: IND
City of Lic./Alt. City ID: Everytown, CA
County/Split Co.: Waisville, CA
Power Day/Night (watts): 90,000/7,800

WCCC-FM 100.3
400 Guyther Dr.
Thunder City, KS 20707
(111) 444-5555 Fax: (111) 444-6666
Format: Classic Rock
Sales Rep: Radio Rep. Corp.
Network: CNN, CBS, AURB
City of Lic./Alt. City ID: Thunder City, KS
County/Split Co.: CowHide, KS
ERP (watts) / HAAT (meters): 100,000/313

WDDD-AM 98.6
123 Sunshine Blvd.
Mozartsville, MO 20707
(111) 222-3333 Fax: (111) 222-4444
Format: Classical
Sales Rep: John Doe Radio Inc.
Network: UNISTR, CBS, BRN
City of Lic./Alt. City ID: Mozartsville, MO
County/Split Co.: Tune County, MO
Power Day/Night (watts): 90,000/7,800

WEEE-AM 104.9
9876 Panorama Pkwy.
Scoretown, VA 20707
(222) 999-3333 Fax: (222) 999-4444
Format: Sports
Sales Rep: Touch Down Inc.
Network: USA, CNN, BRN
City of Lic./Alt. City ID: Scoretown
County/Split Co.: Court, FL
Power Day/Night (watts): 90,000/7,800

WFFF-AM 1200
1200 Broadcast Dr.
Big City, TX 20707
(111) 444-5555 Fax: (111) 444-6666
Format: Dance
Sales Rep: Radio Rep. Corp.
Network: CNN, CBS, AURB
City of Lic./Alt. City ID: Big City
County/Split Co.: Bright Lights, TX
Power Day/Night (watts): 100,000/7,800

WAAA-FM 107.9
123 Main St.
Anytown, MD 20707
(111) 222-3333 Fax: (111) 222-4444
Format: Adult Contemporary
Sales Rep: John Doe Radio Inc.
Network: UNISTR
City of Lic./Alt. City ID: Anytown, MD
County/Split Co.: Madison, MD
ERP (watts) / HAAT (meters): 90,000/313

WBBB-AM 101.2 (simulcast w/WCCC-FM)*
9876 Kooltown St.
Everytown, CA 20707
(222) 999-3333 Fax: (222) 999-444
Format: Contemporary Christian
Sales Rep: Lost Soul Radio Inc.
Network: IND
City of Lic./Alt. City ID: Everytown, CA
County/Split Co.: Waisville, CA
Power Day/Night (watts): 90,000/7,800

WCCC-FM 96.8
400 Guyther Dr.
Thunder City, KS 20707
(111) 444-5555 Fax: (111) 444-6666
Format: Classic Rock
Sales Rep: Radio Rep. Corp.
Network: CNN, CBS, AURB
City of Lic./Alt. City ID: Thunder City, KS
County/Split Co.: CowHide, KS
ERP (watts) / HAAT (meters): 100,000/313

WDDD-AM 101.4
123 Sunshine Blvd.
Mozartsville, MO 20707
(111) 222-3333 Fax: (111) 222-4444
Format: Classical
Sales Rep: John Doe Radio Inc.
Network: UNISTR, CBS, BRN
City of Lic./Alt. City ID: Mozartsville, MO
County/Split Co.: Tune County, MO
Power Day/Night (watts): 90,000/7,800

WEEE-
9876 P
Scoret
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Forma
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Count
Power

WFFF-
1200 B
Big Ci
(111)
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WAAA-
123 M
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WBBB-
9876 K
Everyt
(222)
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Power

WCCC-
400 G
Thund
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Count
ERP (

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

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

Network Affiliation Ab

ABC: ABC Radio Network
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BRN: Business Radio Network
CBS: CBS Radio Networks
CNN: Cable News Network
CRC: Cadena Radio Centro
PRN: People's Radio Network
SBUSA: Sports Byline USA
SMN: Satellite Music Network
SOURCE: Westwood One Source Radio Network

SRN: S
SUN: S
TALKN
TARN:
UPI: U
USA: U
WESTW
1-ON-1:
IND: D
Arbitro
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Station Information

Every radio station that has met the Minimum Reporting Standards for publication in the market report is included in this listing of radio stations. The stations may be broken into three sections: (1) those stations that are home to the Metro; (2) those stations that are outside the Metro but home to the DMA; and (3) those stations that qualify for the report but are located outside the Metro and DMA. Any stations that are placed "below-the-line" for Special Station Activities violations come last and they are noted.

For each station listed:

- Call letters and exact frequency identify the station along with the station's address, phone number and fax number so that stations can be easily contacted.
- Station's national representative: Adverting agencies will find this section most helpful in finding the station's national rep.
- Network(s) with which the station is affiliated: This can be helpful when doing national overlay buys with network and spot to ensure that levels are being reached in individual markets.
- Station's format as provided quarterly to Arbitron by each station from a list of industry-recognized formats.
- City of license and/or its alternate city of identification are listed as well as county of license. Where Arbitron has split the county for survey purposes, the location will be identified by the name of the split.
- Signal: Effective Radiated Power (ERP) of an FM station along with its Height Above Average Terrain (HAAT) are given. For AM stations, the power for day and night is given. Users of the report can estimate the station's coverage based on these data.

The Market

Metro Market Profile

Metro Market Profile

There are four pages of information about the metropolitan area, including:

- Household data based on the U.S. Census show the market by income, education, household size, occupation, car ownership, method of transportation to work, and other characteristics. This information can be helpful in determining market potential.
- Group quarters information by age and sex permits users of the report to determine the impact of this lifestyle on the ratings data.

(continued on page 9)

Household Data

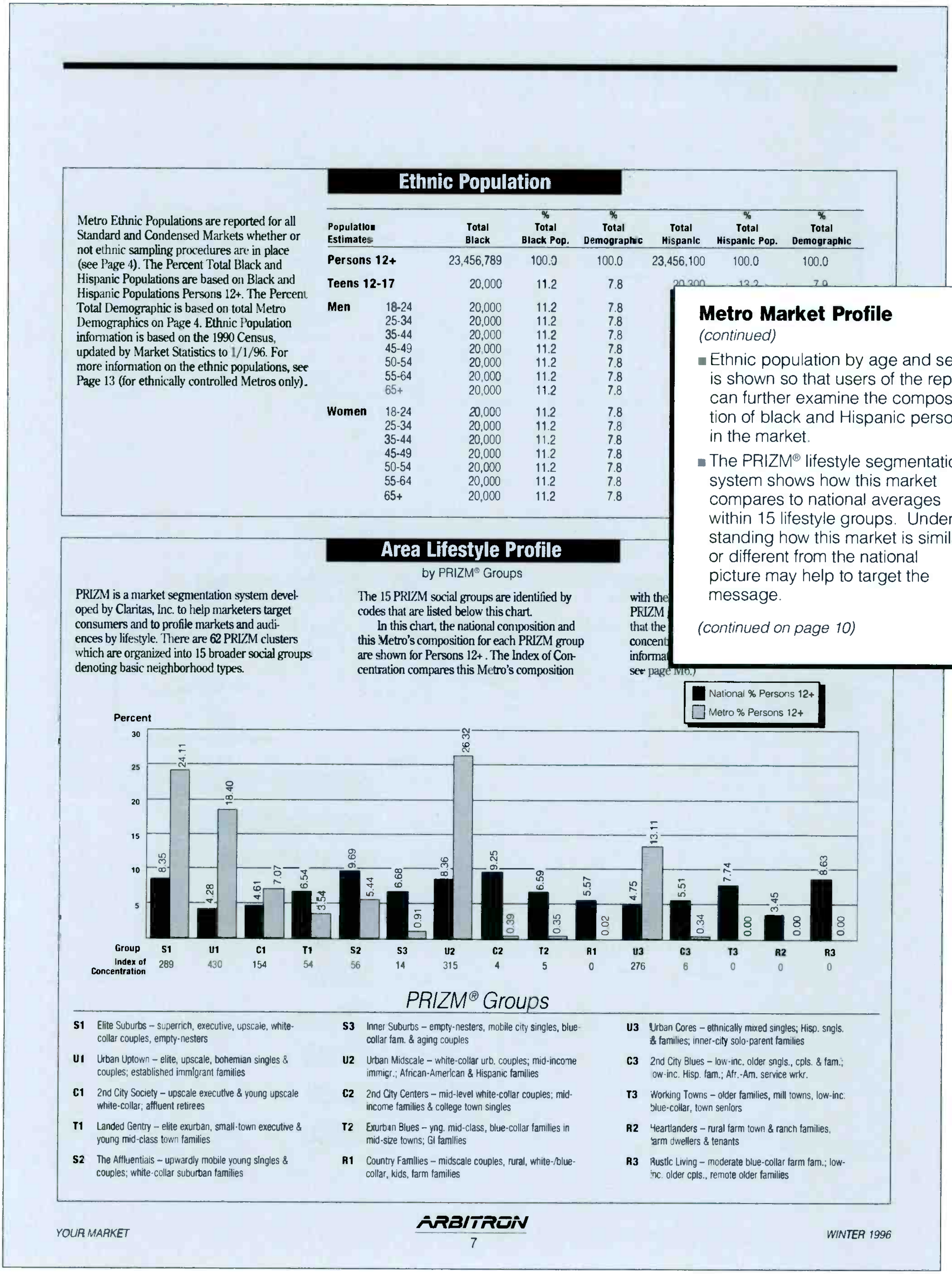
	Metro Total	Metro%
Total Households	6,082,200	100.0
Household Income		
Under $10,000	656,964	10.8
000-19,999	378,616	6.2
000-29,999	378,616	6.9
000-39,999	778,616	11.9
000-49,999	678,616	11.9
000-74,999	1,378,616	21.2
000-99,999	1,378,616	21.2
,000+	1,397,493	6.2
ian income: $73,616		
e of Owner-Occupied Housing Units		
than $50,000	10,444	0.2
000-74,999	10,444	0.2
000-99,999	10,444	0.2
,000-149,999	10,444	0.2
,000-249,999	10,444	0.2
,000+	10,444	0.2
ian value: $194,444		
thly Contract Rent		
than $200	10,444	0.2
-349	10,444	0.2
-499	10,444	0.2
-649	10,444	0.2
-749	10,444	0.2
+	10,444	0.2
ian rent: $444		
sehold Size		
1 Person	10,444	0.2
2 Persons	10,444	0.2
3-4 Persons	10,444	0.2
5+ Persons	10,444	0.2

	Metro Total	Metro%
Seasonal Housing Units	68,630	1.1
Education: Persons 25+		
Elementary 0-8 grade	10,444	0.2
High school 1-3 yrs	10,444	0.2
High school grad	10,444	0.2
College 1-3 yrs	10,444	0.2
College 4+ yrs	10,444	0.2
Colleges & Universities	233	
Total enrollment	800,182	100.0
Full-time enrollment	450,014	56.2
Occupation		
Managerial	10,444	0.2
Technical	10,444	0.2
Service worker	10,444	0.2
Farm worker	10,444	0.2
Precision production	10,444	0.2
Operator	10,444	0.2
Farm Population	4,081	
Transportation to Work		
Public	10,444	0.2
Driving to work	10,444	0.2
Carpool	10,444	0.2
Other	10,444	0.2
Average Travel Time to Work (Min.)	31	
Car Ownership by Household		
0 Cars	10,444	0.2
1 Car	10,444	0.2
2 Cars	10,444	0.2
3+ Cars	10,444	0.2

Group Quarters

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

Population Estimates		Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
Persons 12+		23,456,789	100.0	23,456,789	100.0	23,456,789	100.1
Teens 12-17		23,456,789	100.1	23,456,789	100.0	13,456,789	100.0
Men	18-24	900	0.4	21,800	10.2	7,100	3.3
	25-34	400	0.1	3,700	1.1	6,400	1.9
	35-44	100	0.0	1,200	0.4	5,400	1.8
	45-49	0	0.0	300	0.2	1,900	1.6
	50-54	0	0.0	100	0.1	1,500	1.7
	55-64	0	0.0	100	0.1	2,700	1.8
	65+	0	0.0	100	0.1	8,500	4.7
Women	18-24	100	0.0	27,400	12.7	3,600	1.7
	25-34	0	0.0	1,300	0.4	1,800	0.5
	35-44	0	0.0	500	0.2	1,400	0.4
	45-49	0	0.0	100	0.1	700	0.5
	50-54	0	0.0	0	0.0	900	0.9
	55-64	0	0.0	500	0.3	1,500	0.9
	65+	0	0.0	500	0.2	24,700	8.3



Ethnic Population

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on the 1990 Census, updated by Market Statistics to 1/1/96. For more information on the ethnic populations, see Page 13 (for ethnically controlled Metros only).

Population Estimates		Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
Persons 12+		23,456,789	100.0	100.0	23,456,100	100.0	100.0
Teens 12-17		20,000	11.2	7.8	20,300	13.2	7.9
Men	18-24	20,000	11.2	7.8			
	25-34	20,000	11.2	7.8			
	35-44	20,000	11.2	7.8			
	45-49	20,000	11.2	7.8			
	50-54	20,000	11.2	7.8			
	55-64	20,000	11.2	7.8			
	65+	20,000	11.2	7.8			
Women	18-24	20,000	11.2	7.8			
	25-34	20,000	11.2	7.8			
	35-44	20,000	11.2	7.8			
	45-49	20,000	11.2	7.8			
	50-54	20,000	11.2	7.8			
	55-64	20,000	11.2	7.8			
	65+	20,000	11.2	7.8			

Area Lifestyle Profile

by PRIZM® Groups

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

The 15 PRIZM social groups are identified by codes that are listed below this chart.

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

with the
PRIZM
that the
concent
informat
see page M6.)

Group	S1	U1	C1	T1	S2	S3	U2	C2	T2	R1	U3	C3	T3	R2	R3
Index of Concentration	289	430	154	54	56	14	315	4	5	0	276	6	0	0	0

PRIZM® Groups

S1	Elite Suburbs – superrich, executive, upscale, white-collar couples, empty-nesters
U1	Urban Uptown – elite, upscale, bohemian singles & couples; established immigrant families
C1	2nd City Society – upscale executive & young upscale white-collar; affluent retirees
T1	Landed Gentry – elite exurban, small-town executive & young mid-class town families
S2	The Affluentials – upwardly mobile young singles & couples; white-collar suburban families
S3	Inner Suburbs – empty-nesters, mobile city singles, blue-collar fam. & aging couples
U2	Urban Midscale – white-collar urb. couples; mid-income immigr.; African-American & Hispanic families
C2	2nd City Centers – mid-level white-collar couples; mid-income families & college town singles
T2	Exurban Blues – yng. mid-class, blue-collar families in mid-size towns; GI families
R1	Country Families – midscale couples, rural, white-/blue-collar, kids, farm families
U3	Urban Cores – ethnically mixed singles; Hisp. sngls. & families; inner-city solo-parent families
C3	2nd City Blues – low-inc. older sngls., cpls. & fam.; low-inc. Hisp. fam.; Afr.-Am. service wrkr.
T3	Working Towns – older families, mill towns, low-inc. blue-collar, town seniors
R2	Heartlanders – rural farm town & ranch families, farm dwellers & tenants
R3	Rustic Living – moderate blue-collar farm fam.; low-inc. older cpls., remote older families

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Metro Market Profile

(continued)

- Ethnic population by age and sex is shown so that users of the report can further examine the composition of black and Hispanic persons in the market.
- The PRIZM® lifestyle segmentation system shows how this market compares to national averages within 15 lifestyle groups. Understanding how this market is similar or different from the national picture may help to target the message.

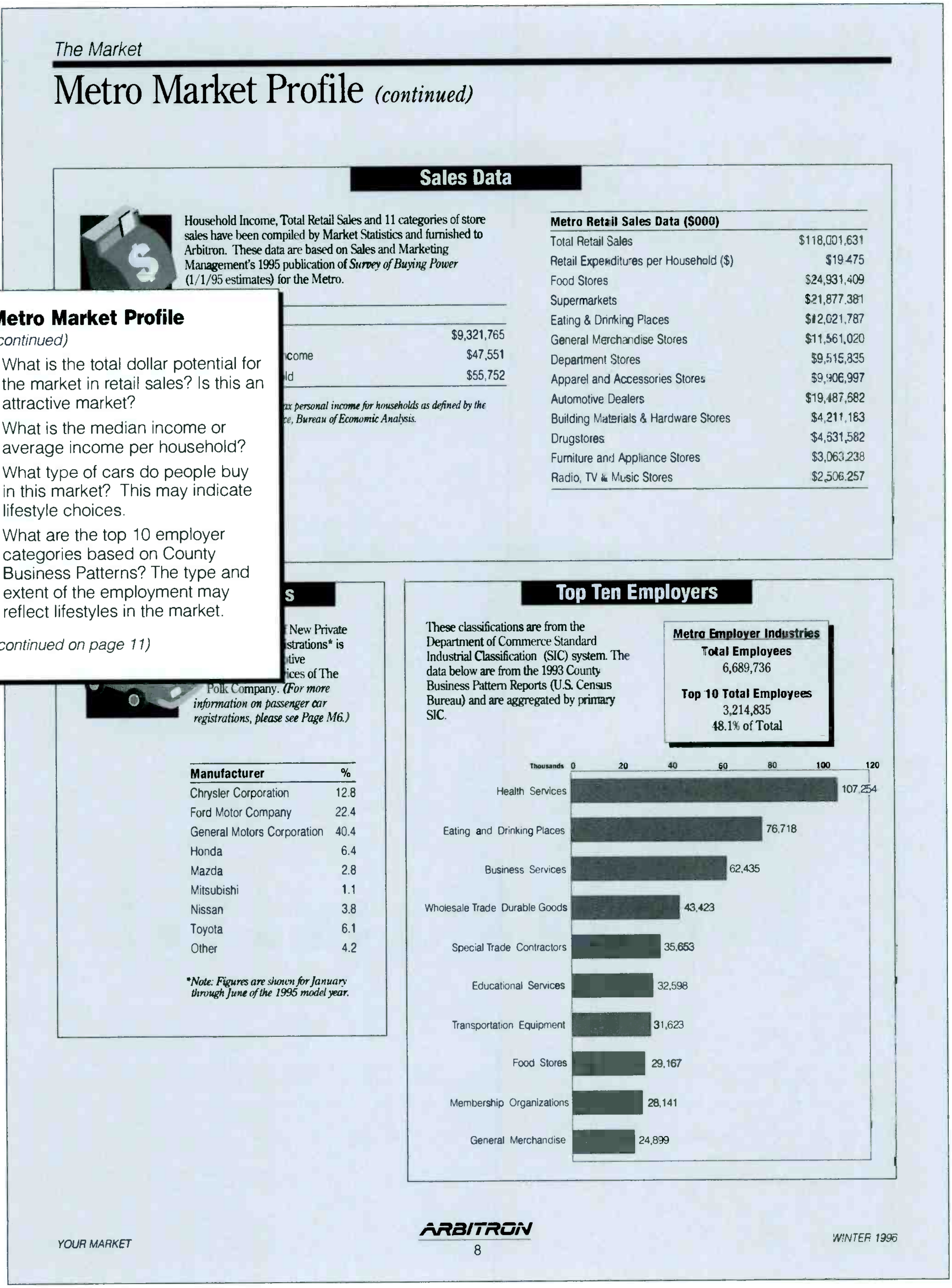
(continued on page 10)

Metro Market Profile

(continued)

- What is the total dollar potential for the market in retail sales? Is this an attractive market?
- What is the median income or average income per household?
- What type of cars do people buy in this market? This may indicate lifestyle choices.
- What are the top 10 employer categories based on County Business Patterns? The type and extent of the employment may reflect lifestyles in the market.

(continued on page 11)



The Market

Metro Market Profile *(continued)*

Sales Data

Household Income, Total Retail Sales and 11 categories of store sales have been compiled by Market Statistics and furnished to Arbitron. These data are based on Sales and Marketing Management's 1995 publication of *Survey of Buying Power* (1/1/95 estimates) for the Metro.

	$9,321,765
come	$47,551
ld	$55,752

ax personal income for households as defined by the
ce, Bureau of Economic Analysis.

Metro Retail Sales Data ($000)	
Total Retail Sales	$118,001,631
Retail Expenditures per Household ($)	$19 475
Food Stores	$24,931,409
Supermarkets	$21,877.381
Eating & Drinking Places	$12,021,787
General Merchandise Stores	$11,561,020
Department Stores	$9,515,835
Apparel and Accessories Stores	$9,906,997
Automotive Dealers	$19,487,682
Building Materials & Hardware Stores	$4,211,183
Drugstores	$4,531,582
Furniture and Appliance Stores	$3,063,238
Radio, TV & Music Stores	$2,506.257

S

New Private strations* is tive ices of The Polk Company. *(For more information on passenger car registrations, please see Page M6.)*

Manufacturer	%
Chrysler Corporation	12.8
Ford Motor Company	22.4
General Motors Corporation	40.4
Honda	6.4
Mazda	2.8
Mitsubishi	1.1
Nissan	3.8
Toyota	6.1
Other	4.2

**Note: Figures are shown for January through June of the 1995 model year.*

Top Ten Employers

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1993 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

Metro Employer Industries
Total Employees
6,689,736

Top 10 Total Employees
3,214,835
48.1% of Total

Industry	Employees (Thousands)
Health Services	107,254
Eating and Drinking Places	76,718
Business Services	62,435
Wholesale Trade Durable Goods	43,423
Special Trade Contractors	35,653
Educational Services	32,598
Transportation Equipment	31,623
Food Stores	29,167
Membership Organizations	28,141
General Merchandise	24,899

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Magazines

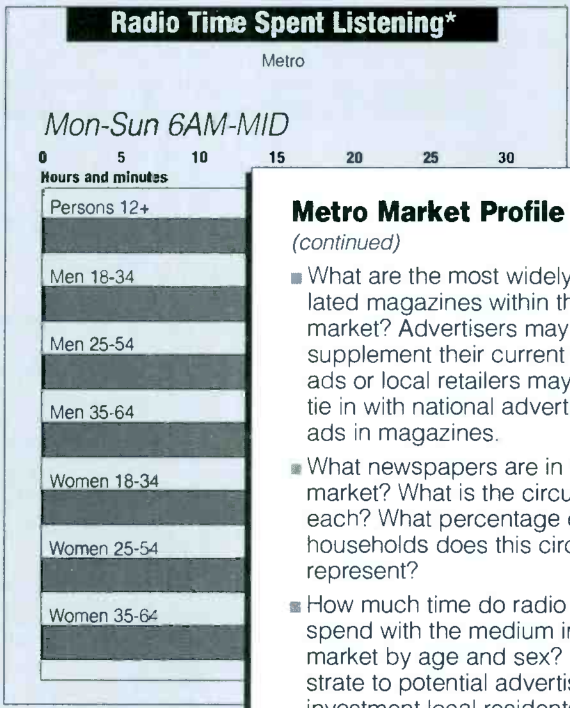
Magazine	Circulation	%	Magazine	Circulation	%
Better Homes	363,628	5.9	Better Homes	93,628	1.5
Bon Apetit	360,406	5.8	Bon Apetit	90,406	1.5
Boys Life	330,194	5.5	Boys Life	82,194	1.3
Cosmopolitan	305,688	5.0	Cosmopolitan	75,688	1.2
Southern Living	290,000	4.7	Southern Living	74,000	1.2
Better Homes	273,628	4.5	Better Homes	63,628	1.0
Bon Apetit	260,406	4.3	Bon Apetit	60,406	1.0
Boys Life	252,194	4.1	Boys Life	52,194	.9
Cosmopolitan	240,688	3.9	Cosmopolitan	45,688	.7
Southern Living	224,000	3.7	Southern Living	34,000	.6
Better Homes	213,628	3.5	Better Homes	33,628	.5
Bon Apetit	199,406	3.3	Bon Apetit	30.406	.5
Better Homes	195,628	3.2	Better Homes	23,628	.5
Bon Apetit	190,406	3.1	Bon Apetit	20,406	.3
Boys Life	185,194	3.0	Boys Life	17,194	.3
Cosmopolitan	180,688	2.9	Cosmopolitan	15,688	.3
Southern Living	174,000	2.8	Southern Living	14,000	.2
Better Homes	163,628	2.7	Better Homes	13,628	.2
Bon Apetit	140,406	2.3	Bon Apetit	10,406	.2
Boys Life	132,194	2.2	Boys Life	8,194	.1
Cosmopolitan	125,688	2.1	Cosmopolitan	6,688	.1
Southern Living	124,000	2.0	Southern Living	3,000	-
Better Homes	120,628	1.9	Better Homes	2,628	-
Bon Apetit	100,406	1.6	Bon Apetit	906	-
Better Homes	98,628	1.6	Better Homes	628	-

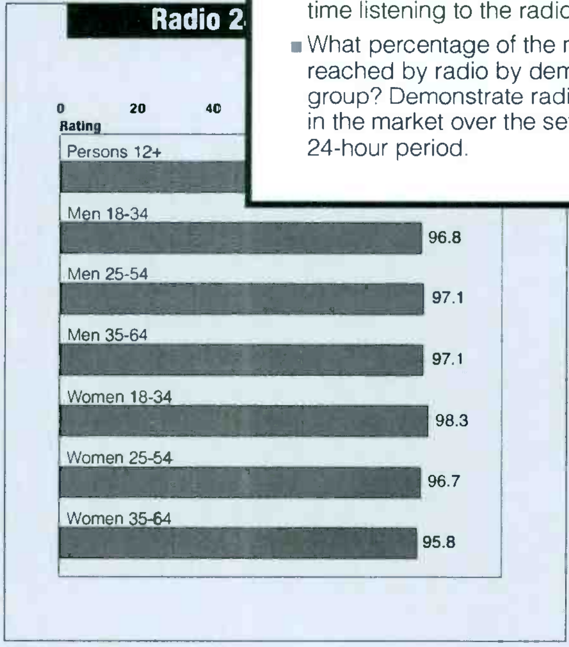
Newspapers

Paper	Circulation	%
Advocate, The Sunday Advocate	799,376	13.8
Bridge Leader	794,558	13.7
Daily Press	690,558	11.9
New Times	505,206	8.7
Local Ledger	430,376	7.4
Advocate, The Sunday Advocate	330,376	5.7
Bridge Leader	294,558	5.1
Daily Press	194,558	3.4
New Times	165,206	2.9
Local Ledger	130,376	2.3
Advocate, The Sunday Advocate	120,376	2.1
Bridge Leader	114,558	2.0
Daily Press	104,558	1.8
New Times	101,206	1.7
Local Ledger	100,376	1.7
Advocate, The Sunday Advocate	90,376	1.6
Bridge Leader	80,558	1.4
Daily Press	74,558	1.3
New Times	65,206	1.1
Local Ledger	60,376	1.0
Advocate, The Sunday Advocate	59,376	1.0
Bridge Leader	54.558	.9
Daily Press	50,558	.9
New Times	49,206	.9
Local Ledger	46,376	.8
Advocate, The Sunday Advocate	44,376	.8
Bridge Leader	40,558	.7
Daily Press	33,558	.6
New Times	30,206	.5
Local Ledger	28,376	.5
Advocate, The Sunday Advocate	27,376	.5
Bridge Leader	24,558	.4
Daily Press	20,558	.4
New Times	15,206	.3
Local Ledger	12,376	.2

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

Radio Time Spent Listening*





*Based on Arbitron's Winter 1996 radio survey.

Metro Market Profile

(continued)

- What are the most widely circulated magazines within this market? Advertisers may wish to supplement their current magazine ads or local retailers may wish to tie in with national advertisers with ads in magazines.
- What newspapers are in this market? What is the circulation of each? What percentage of households does this circulation represent?
- How much time do radio listeners spend with the medium in this market by age and sex? Demonstrate to potential advertisers the investment local residents make in time listening to the radio.
- What percentage of the market is reached by radio by demographic group? Demonstrate radio's reach in the market over the seven-day, 24-hour period.

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Media Targeting 2000

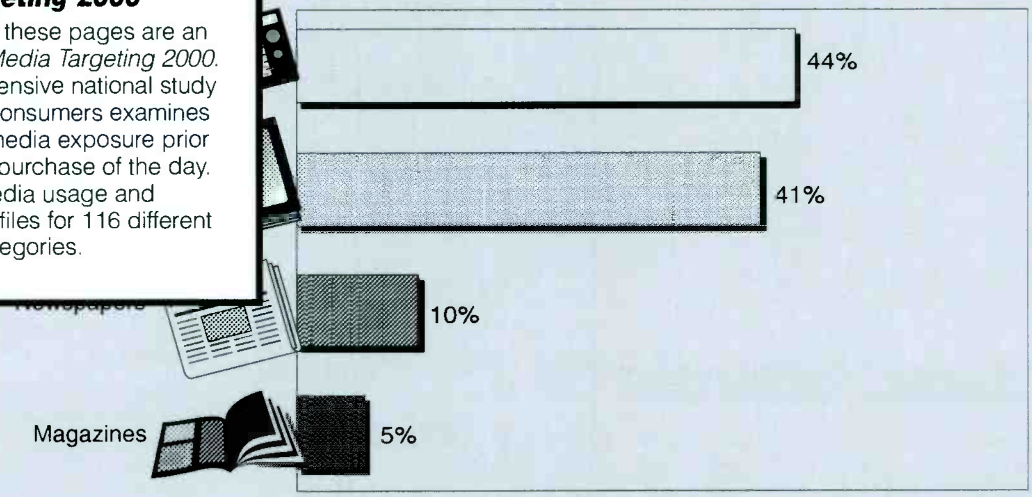
A National Study of Consumers and Media

People Spend More Time with Radio!

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

Media Targeting 2000

The charts on these pages are an extract from *Media Targeting 2000*. This comprehensive national study of American consumers examines the average media exposure prior to the largest purchase of the day. It provides media usage and consumer profiles for 116 different qualitative categories.



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

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

How to Read

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

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

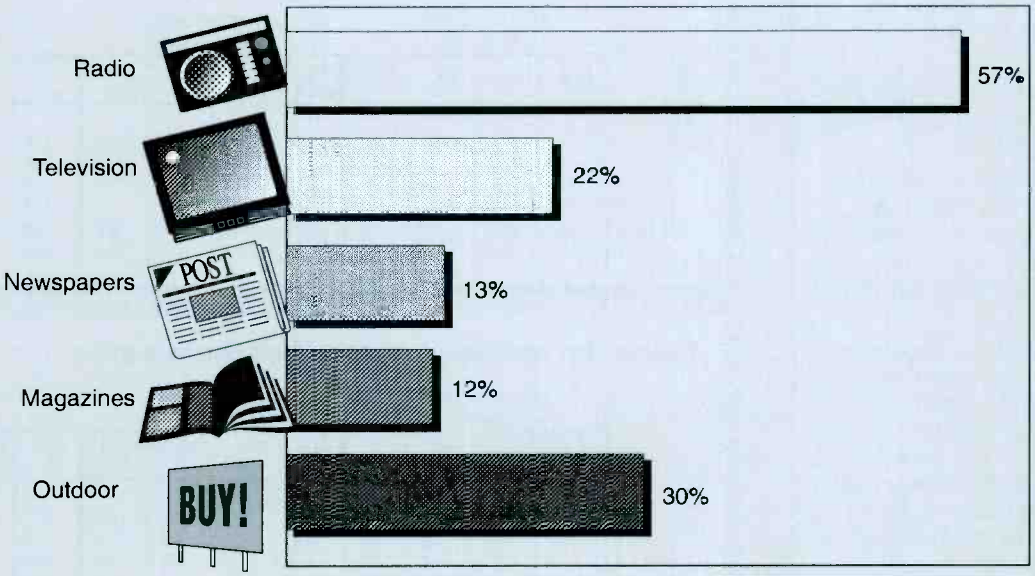
This Service Is Not Accredited by the EMRC/This service is not part of a rating service accredited by the Electronic Media Rating Council (EMRC). Arbitron has not applied for EMRC accreditation for this service. Arbitron does provide syndicated services which are accredited by the EMRC.

Media Targeting 2000

A National Study of Consumers and Media

Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

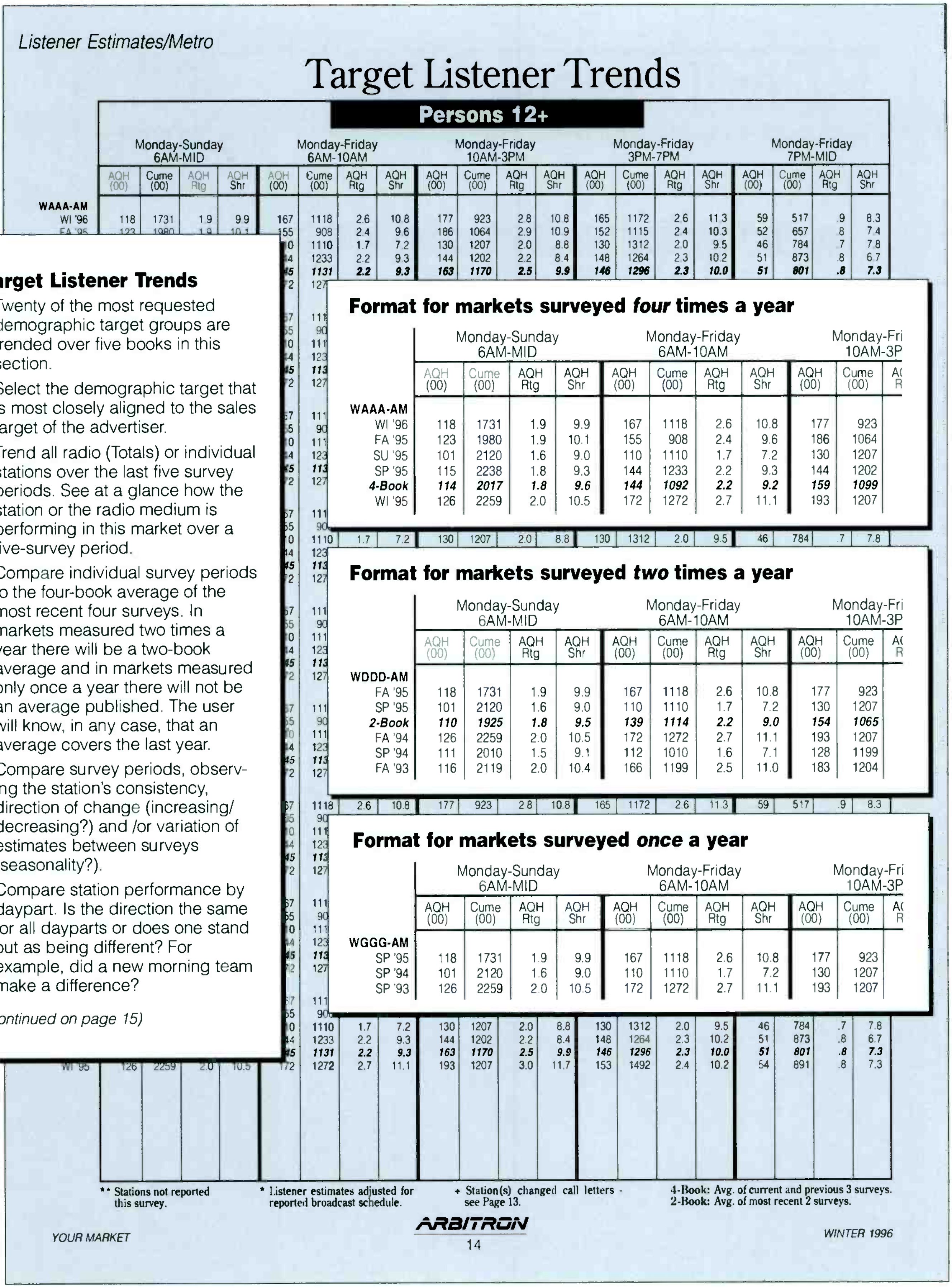
Media Targeting 2000 is a national study of American consumers that examines the estimated average media exposure prior to the largest purchase of the day. This study provides estimated media usage and consumer profiles for 116 different qualitative categories. The above chart is an excerpt from the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

How to Read

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

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

This Service Is Not Accredited by the EMRC/This service is not part of a rating service accredited by the Electronic Media Rating Council (EMRC). Arbitron has not applied for EMRC accreditation for this service. Arbitron does provide syndicated services which are accredited by the EMRC.



Listener Estimates/Metro

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WAAA-AM																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172	2.6	11.3	59	517	.9	8.3
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115	2.4	10.3	52	657	.8	7.4
					0	1110	1.7	7.2	130	1207	2.0	8.8	130	1312	2.0	9.5	46	784	.7	7.8
					4	1233	2.2	9.3	144	1202	2.2	8.4	148	1264	2.3	10.2	51	873	.8	6.7
					45	**1131**	**2.2**	**9.3**	**163**	**1170**	**2.5**	**9.9**	**146**	**1296**	**2.3**	**10.0**	**51**	**801**	**.8**	**7.3**
							1.7	7.2	130	1207	2.0	8.8	130	1312	2.0	9.5	46	784	.7	7.8
						1118	2.6	10.8	177	923	2.8	10.8	165	1172	2.6	11.3	59	517	.9	8.3
					0	1110	1.7	7.2	130	1207	2.0	8.8	130	1312	2.0	9.5	46	784	.7	7.8
					4	1233	2.2	9.3	144	1202	2.2	8.4	148	1264	2.3	10.2	51	873	.8	6.7
					45	**1131**	**2.2**	**9.3**	**163**	**1170**	**2.5**	**9.9**	**146**	**1296**	**2.3**	**10.0**	**51**	**801**	**.8**	**7.3**
WI '95	126	2259	2.0	10.5	72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3

Target Listener Trends

- Twenty of the most requested demographic target groups are trended over five books in this section.
- Select the demographic target that is most closely aligned to the sales target of the advertiser.
- Trend all radio (Totals) or individual stations over the last five survey periods. See at a glance how the station or the radio medium is performing in this market over a five-survey period.
- Compare individual survey periods to the four-book average of the most recent four surveys. In markets measured two times a year there will be a two-book average and in markets measured only once a year there will not be an average published. The user will know, in any case, that an average covers the last year.
- Compare survey periods, observing the station's consistency, direction of change (increasing/decreasing?) and /or variation of estimates between surveys (seasonality?).
- Compare station performance by daypart. Is the direction the same for all dayparts or does one stand out as being different? For example, did a new morning team make a difference?

(continued on page 15)

Format for markets surveyed *four* times a year

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Fri 10AM-3P		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	A(R
WAAA-AM											
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	
SU '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	
SP '95	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	
4-Book	***114***	***2017***	***1.8***	***9.6***	***144***	***1092***	***2.2***	***9.2***	***159***	***1099***	
WI '95	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	

Format for markets surveyed *two* times a year

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Fri 10AM-3P		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	A(R
WDDD-AM											
FA '95	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	
SP '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	
2-Book	***110***	***1925***	***1.8***	***9.5***	***139***	***1114***	***2.2***	***9.0***	***154***	***1065***	
FA '94	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	
SP '94	111	2010	1.5	9.1	112	1010	1.6	7.1	128	1199	
FA '93	116	2119	2.0	10.4	166	1199	2.5	11.0	183	1204	

Format for markets surveyed *once* a year

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Fri 10AM-3P		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	A(R
WGGG-AM											
SP '95	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	
SP '94	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	
SP '93	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	

** Stations not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

YOUR MARKET

ARBITRON

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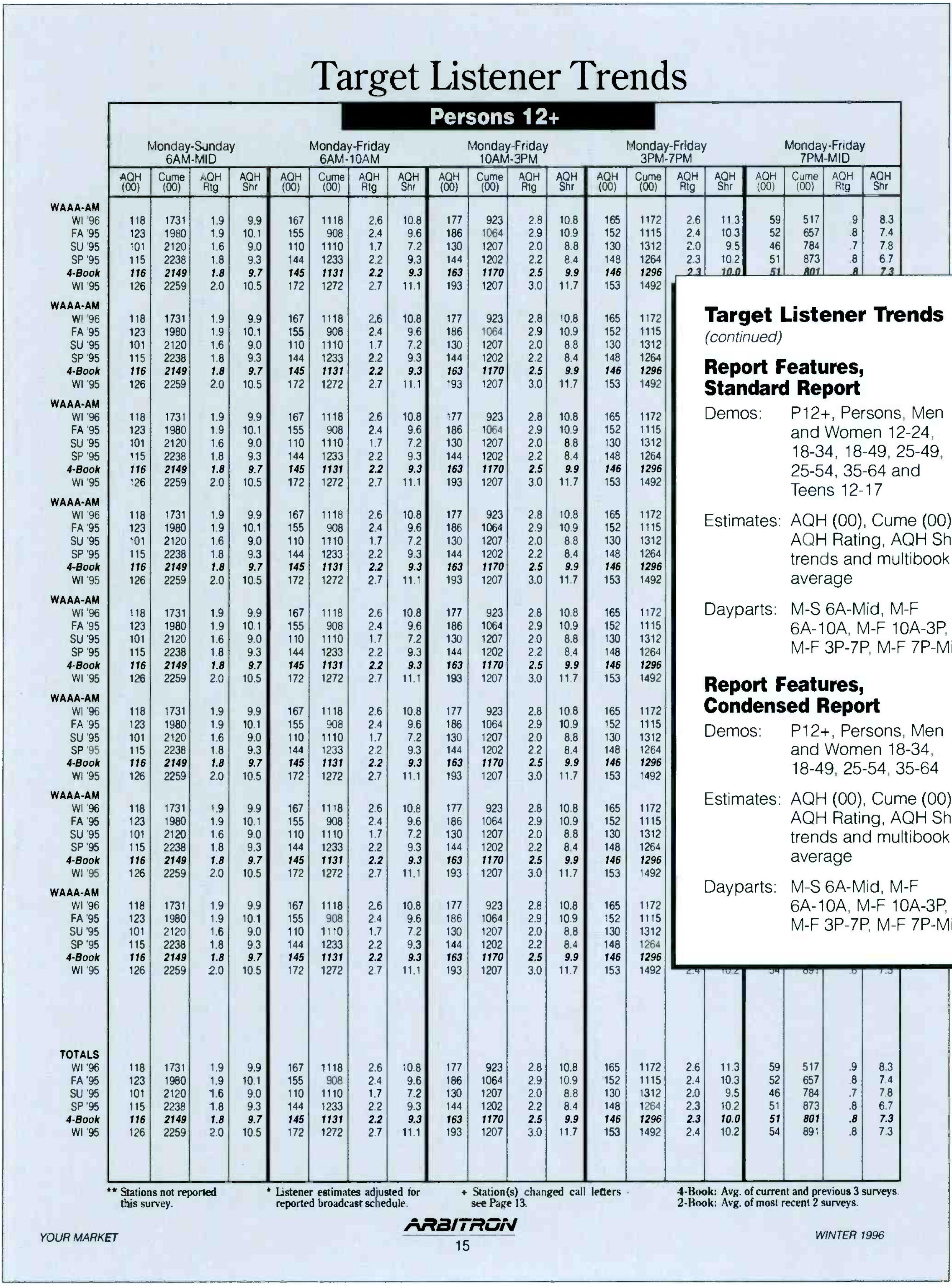
WINTER 1996



Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WAAA-AM																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172	2.6	11.3	59	517	9	8.3
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115	2.4	10.3	52	657	8	7.4
SU '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312	2.0	9.5	46	784	.7	7.8
SP '95	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264	2.3	10.2	51	873	.8	6.7
4-Book	***116***	***2149***	***1.8***	***9.7***	***145***	***1131***	***2.2***	***9.3***	***163***	***1170***	***2.5***	***9.9***	***146***	***1296***	***2.3***	***10.0***	***51***	***801***	***.8***	***7.3***
WI '95	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WAAA-AM																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172						
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115						
SU '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312						
SP '95	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264						
4-Book	***116***	***2149***	***1.8***	***9.7***	***145***	***1131***	***2.2***	***9.3***	***163***	***1170***	***2.5***	***9.9***	***146***	***1296***						
WI '95	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WAAA-AM																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172						
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115						
SU '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312						
SP '95	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264						
4-Book	***116***	***2149***	***1.8***	***9.7***	***145***	***1131***	***2.2***	***9.3***	***163***	***1170***	***2.5***	***9.9***	***146***	***1296***						
WI '95	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WAAA-AM																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172						
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115						
SU '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312						
SP '95	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264						
4-Book	***116***	***2149***	***1.8***	***9.7***	***145***	***1131***	***2.2***	***9.3***	***163***	***1170***	***2.5***	***9.9***	***146***	***1296***						
WI '95	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WAAA-AM																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172						
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115						
SU '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312						
SP '95	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264						
4-Book	***116***	***2149***	***1.8***	***9.7***	***145***	***1131***	***2.2***	***9.3***	***163***	***1170***	***2.5***	***9.9***	***146***	***1296***						
WI '95	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WAAA-AM																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172						
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115						
SU '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312						
SP '95	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264						
4-Book	***116***	***2149***	***1.8***	***9.7***	***145***	***1131***	***2.2***	***9.3***	***163***	***1170***	***2.5***	***9.9***	***146***	***1296***						
WI '95	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WAAA-AM																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172						
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115						
SU '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312						
SP '95	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264						
4-Book	***116***	***2149***	***1.8***	***9.7***	***145***	***1131***	***2.2***	***9.3***	***163***	***1170***	***2.5***	***9.9***	***146***	***1296***						
WI '95	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492						
WAAA-AM																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172						
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115						
SU '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312						
SP '95	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264						
4-Book	***116***	***2149***	***1.8***	***9.7***	***145***	***1131***	***2.2***	***9.3***	***163***	***1170***	***2.5***	***9.9***	***146***	***1296***						
WI '95	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
TOTALS																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172	2.6	11.3	59	517	.9	8.3
FA '95	123	1980	1.9	10.1	155	908	2.4	9.6	186	1064	2.9	10.9	152	1115	2.4	10.3	52	657	.8	7.4
SU '95	101	2120	1.6	9.0	110	1110	1.7	7.2	130	1207	2.0	8.8	130	1312	2.0	9.5	46	784	.7	7.8
SP '95	115	2238	1.8	9.3	144	1233	2.2	9.3	144	1202	2.2	8.4	148	1264	2.3	10.2	51	873	.8	6.7
4-Book	***116***	***2149***	***1.8***	***9.7***	***145***	***1131***	***2.2***	***9.3***	***163***	***1170***	***2.5***	***9.9***	***146***	***1296***	***2.3***	***10.0***	***51***	***801***	***.8***	***7.3***
WI '95	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3

** Stations not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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WINTER 1996

Target Listener Trends

(continued)

Report Features, Standard Report

Demos:	P12+, Persons, Men and Women 12-24, 18-34, 18-49, 25-49, 25-54, 35-64 and Teens 12-17
Estimates:	AQH (00), Cume (00), AQH Rating, AQH Share trends and multibook average
Dayparts:	M-S 6A-Mid, M-F 6A-10A, M-F 10A-3P, M-F 3P-7P, M-F 7P-Mid

Report Features, Condensed Report

Demos:	P12+, Persons, Men and Women 18-34, 18-49, 25-54, 35-64
Estimates:	AQH (00), Cume (00), AQH Rating, AQH Share trends and multibook average
Dayparts:	M-S 6A-Mid, M-F 6A-10A, M-F 10A-3P, M-F 3P-7P, M-F 7P-Mid

Listener Estimates/Metro

Target Listener Estimates

Persons 12+

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WAAA-AM WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
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					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
					5	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
					72	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
WAAA-AM WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
WAAA-AM WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	126	2259	2.0	10.5	172	1272	2.7	11.1	193	1207	3.0	11.7	153	1492	2.4	10.2	54	891	.8	7.3
WAAA-AM WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
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WAAA-AM WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
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** Stations not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

YOUR MARKET

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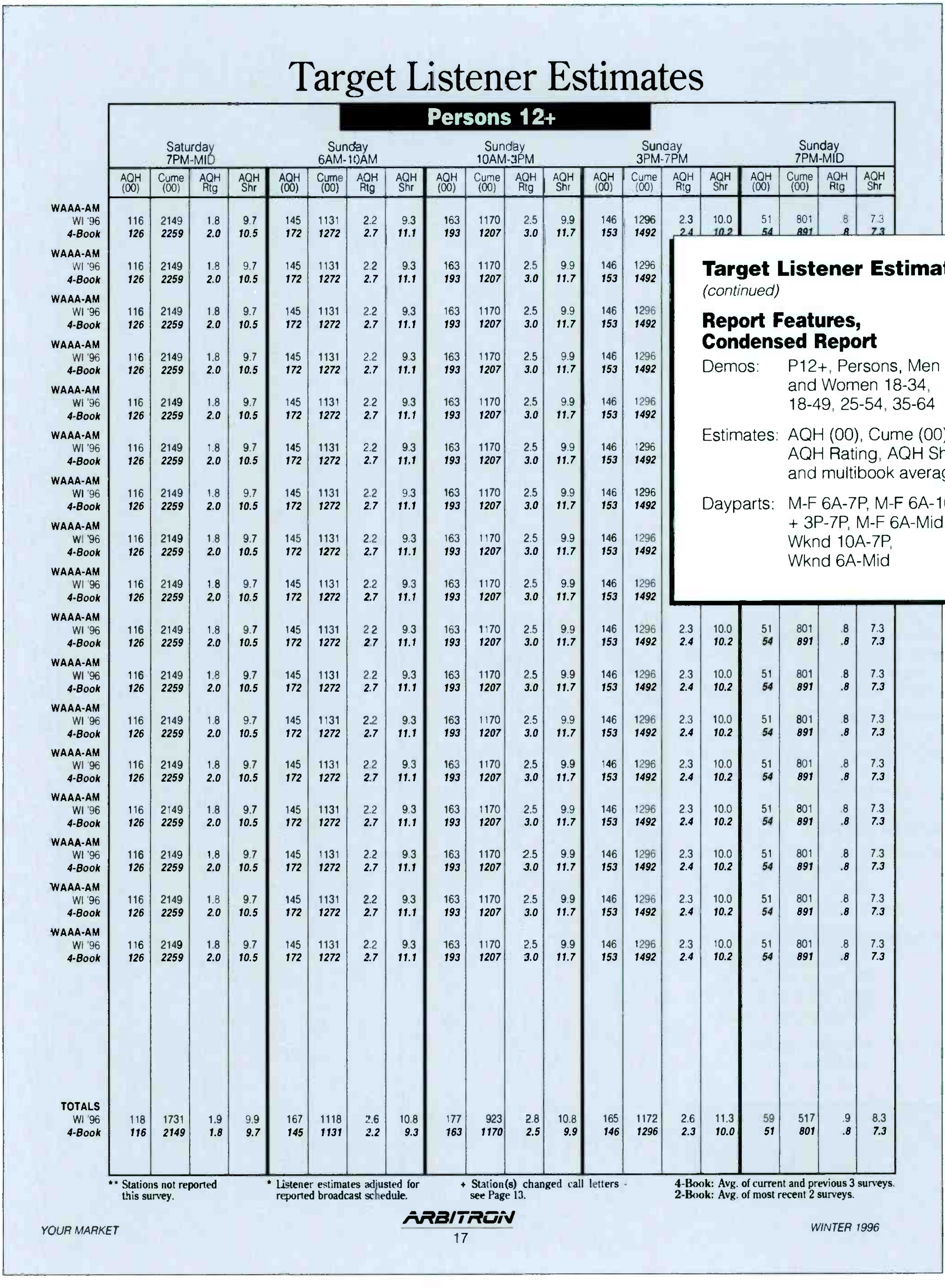
Target Listener Estimates

- For Saturday and Sunday dayparts, the multibook average and most current survey are shown.
- Calculate the percentage of persons that listen only on weekdays. Subtract the Weekend 6AM to Midnight Cume from the total week (Monday-Sunday 6AM to Midnight) Cume to find the Exclusive Weekday Cume.

Report Features, Standard Report

Demos:	P12+, Persons, Men and Women 12-24, 18-34, 18-49, 25-49, 25-54, 35-64 and Teens 12-17
Estimates:	AQH (00), Cume (00), AQH Rating, AQH Share and multibook average
Dayparts:	Wknd 6A-Mid, M-F 6A-7P, Sat 6A-10A, Sat 10A-3P, Sat 3P-7P, Sat 7P-Mid, Sun 6A-10A, Sun 10A-3P, Sun 3P-7P, Sun 7P-Mid

(continued on page 17)



Target Listener Estimates

Persons 12+

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*	*2.4*	*10.2*	*54*	*891*	*.8*	*7.3*
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*						
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*						
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*						
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*						
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*						
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*						
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*						
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*						
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296						
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*						
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*	*2.4*	*10.2*	*54*	*891*	*.8*	*7.3*
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*	*2.4*	*10.2*	*54*	*891*	*.8*	*7.3*
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*	*2.4*	*10.2*	*54*	*891*	*.8*	*7.3*
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*	*2.4*	*10.2*	*54*	*891*	*.8*	*7.3*
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*	*2.4*	*10.2*	*54*	*891*	*.8*	*7.3*
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*	*2.4*	*10.2*	*54*	*891*	*.8*	*7.3*
WAAA-AM																				
WI '96	116	2149	1.8	9.7	145	1131	2.2	9.3	163	1170	2.5	9.9	146	1296	2.3	10.0	51	801	.8	7.3
4-Book	*126*	*2259*	*2.0*	*10.5*	*172*	*1272*	*2.7*	*11.1*	*193*	*1207*	*3.0*	*11.7*	*153*	*1492*	*2.4*	*10.2*	*54*	*891*	*.8*	*7.3*
TOTALS																				
WI '96	118	1731	1.9	9.9	167	1118	2.6	10.8	177	923	2.8	10.8	165	1172	2.6	11.3	59	517	.9	8.3
4-Book	*116*	*2149*	*1.8*	*9.7*	*145*	*1131*	*2.2*	*9.3*	*163*	*1170*	*2.5*	*9.9*	*146*	*1296*	*2.3*	*10.0*	*51*	*801*	*.8*	*7.3*

** Stations not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

(continued)

Report Features, Condensed Report

Demos: P12+, Persons, Men and Women 18-34, 18-49, 25-54, 35-64

Estimates: AQH (00), Cume (00), AQH Rating, AQH Share and multibook average

Dayparts: M-F 6A-7P, M-F 6A-10A + 3P-7P, M-F 6A-Mid, Wknd 10A-7P, Wknd 6A-Mid

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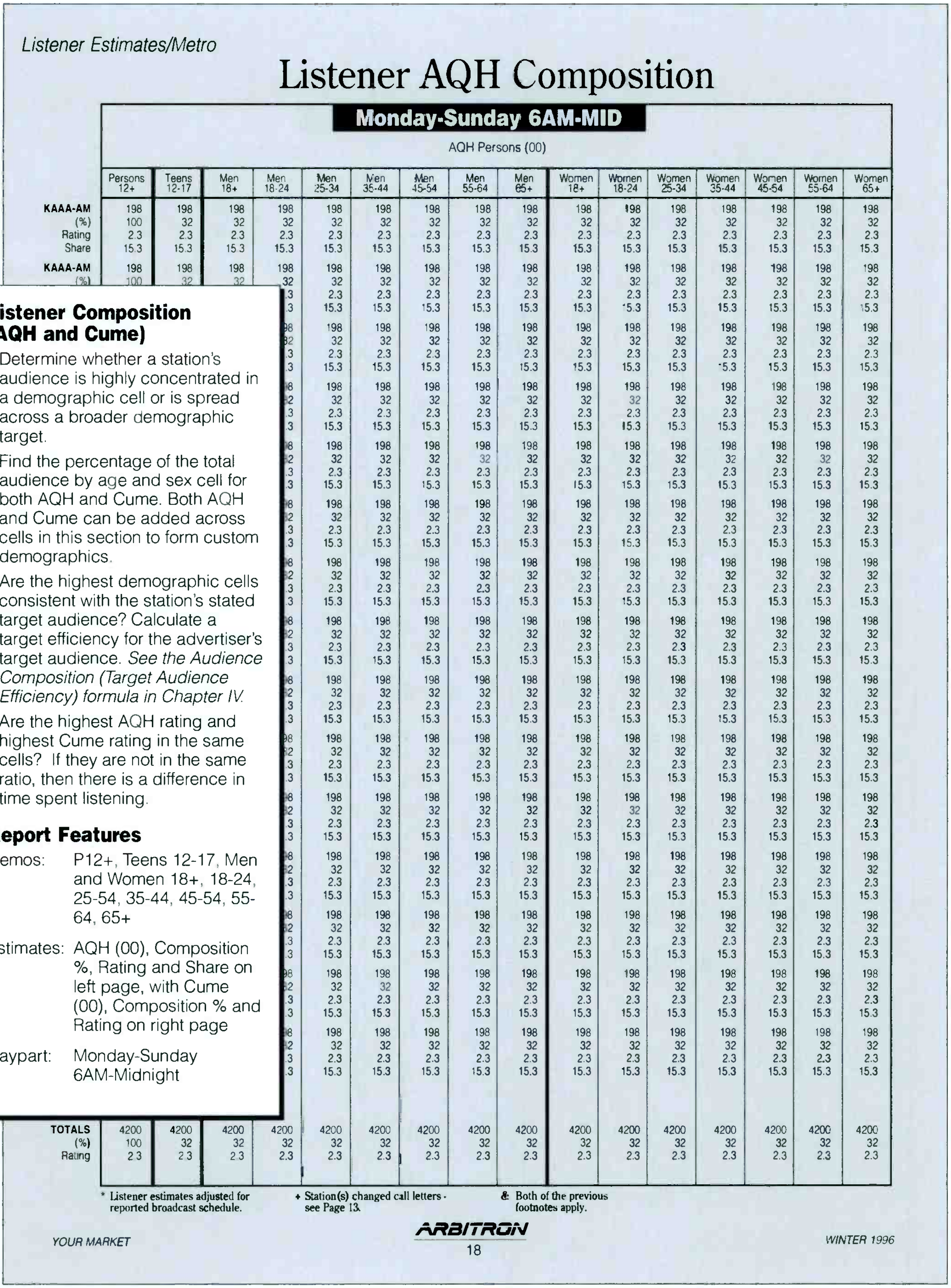

Listener Estimates/Metro

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Share	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
					198	198	198	198	198	198	198	198	198	198	198	198
					32	32	32	32	32	32	32	32	32	32	32	32
					2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
					15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
TOTALS	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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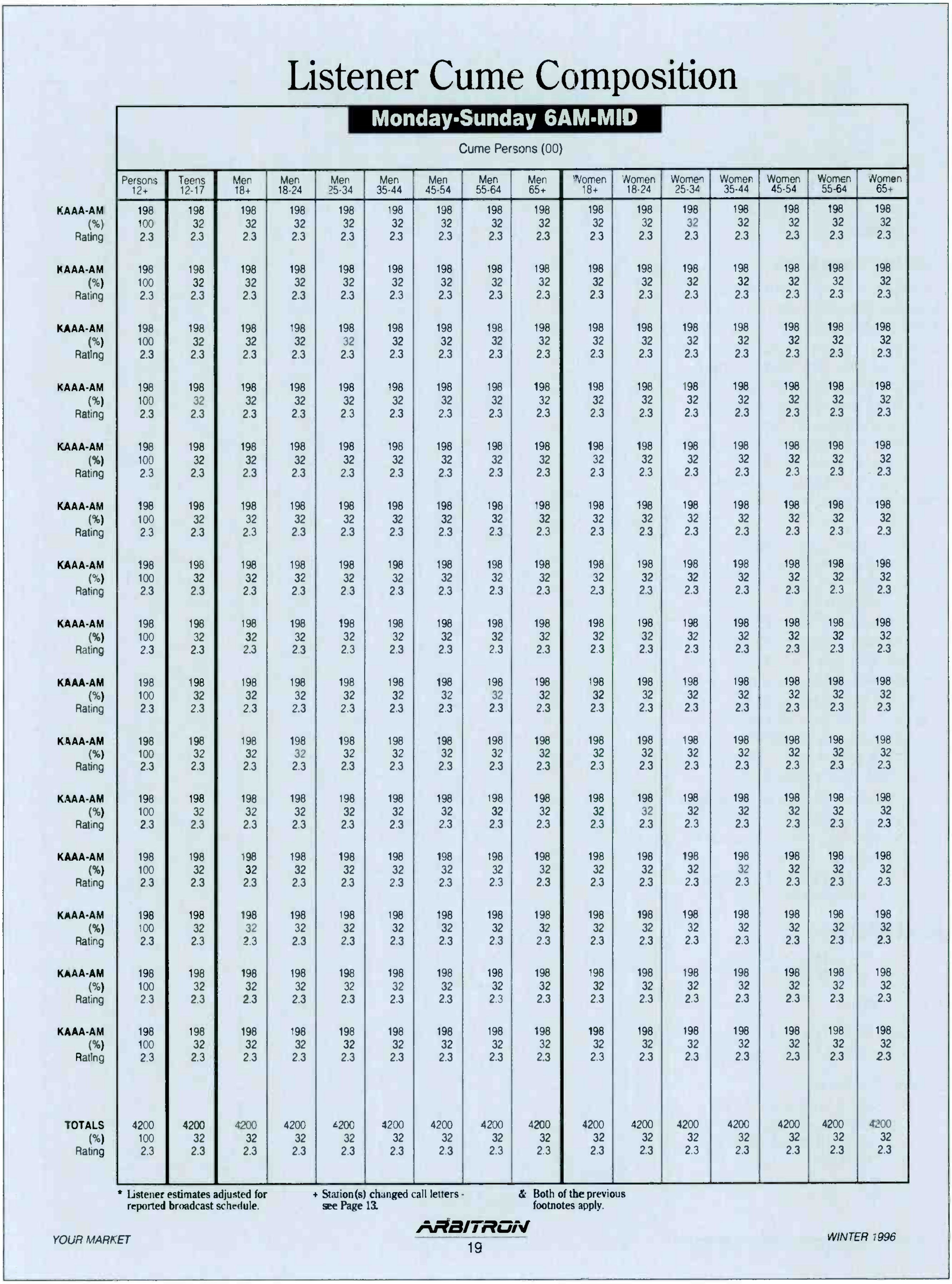
Listener Composition (AQH and Cume)

- Determine whether a station's audience is highly concentrated in a demographic cell or is spread across a broader demographic target.
- Find the percentage of the total audience by age and sex cell for both AQH and Cume. Both AQH and Cume can be added across cells in this section to form custom demographics.
- Are the highest demographic cells consistent with the station's stated target audience? Calculate a target efficiency for the advertiser's target audience. *See the Audience Composition (Target Audience Efficiency) formula in Chapter IV.*
- Are the highest AQH rating and highest Cume rating in the same cells? If they are not in the same ratio, then there is a difference in time spent listening.

Report Features

Demos:	P12+, Teens 12-17, Men and Women 18+, 18-24, 25-54, 35-44, 45-54, 55-64, 65+
Estimates:	AQH (00), Composition %, Rating and Share on left page, with Cume (00), Composition % and Rating on right page
Daypart:	Monday-Sunday 6AM-Midnight



Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

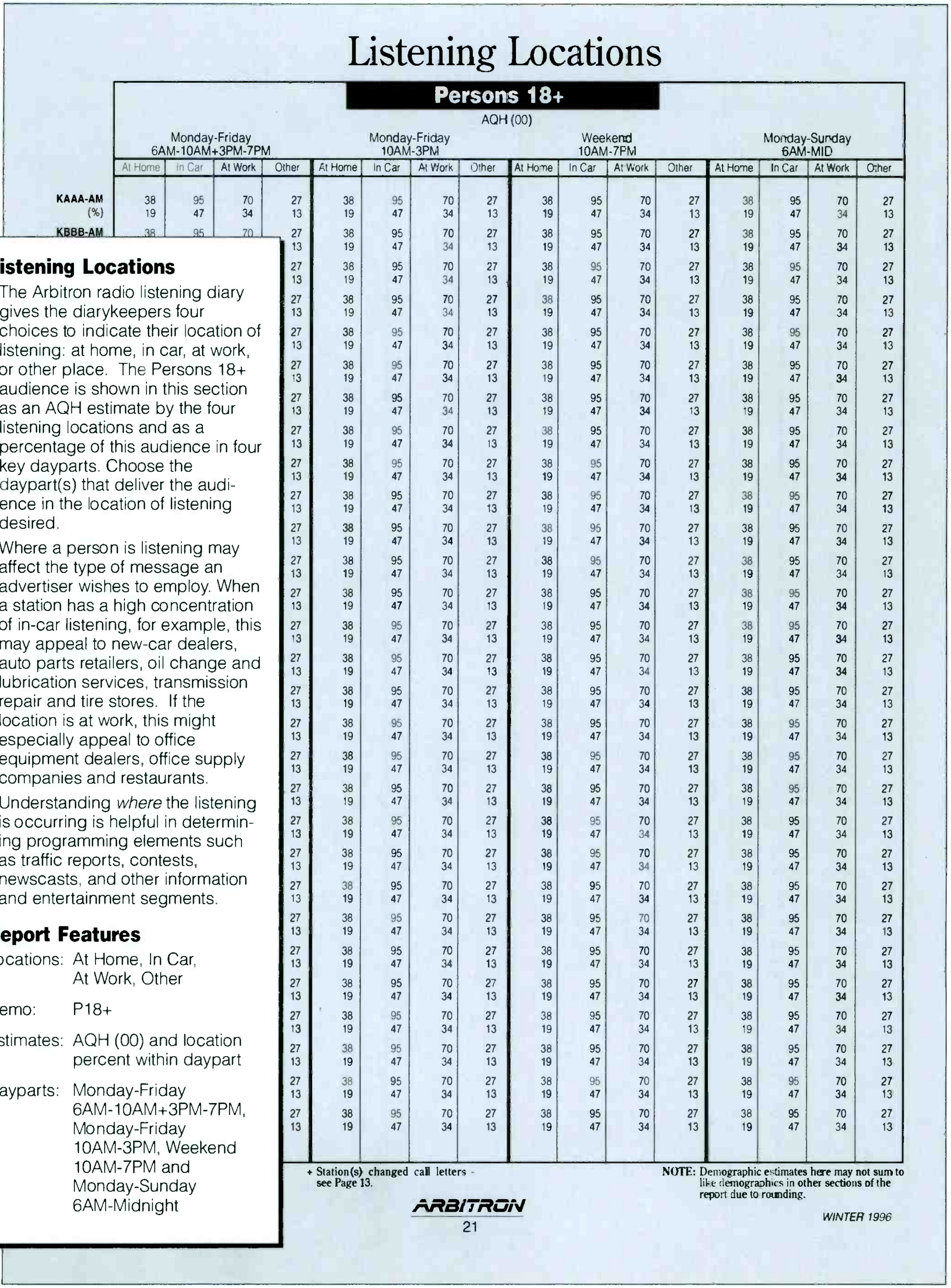
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
KAAA-AM	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
TOTALS	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200	4200
(%)	100	32	32	32	32	32	32	32	32	32	32	32	32	32	32	32
Rating	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

YOUR MARKET ARBITRON 19 *WINTER 1996*



Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KAAA-AM	38	95	70	27	38	95	70	27	38	95	70	27	38	95	70	27
(%)	19	47	34	13	19	47	34	13	19	47	34	13	19	47	34	13
KBBB-AM	38	95	70	27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13
				27	38	95	70	27	38	95	70	27	38	95	70	27
				13	19	47	34	13	19	47	34	13	19	47	34	13

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

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

ARBITRON

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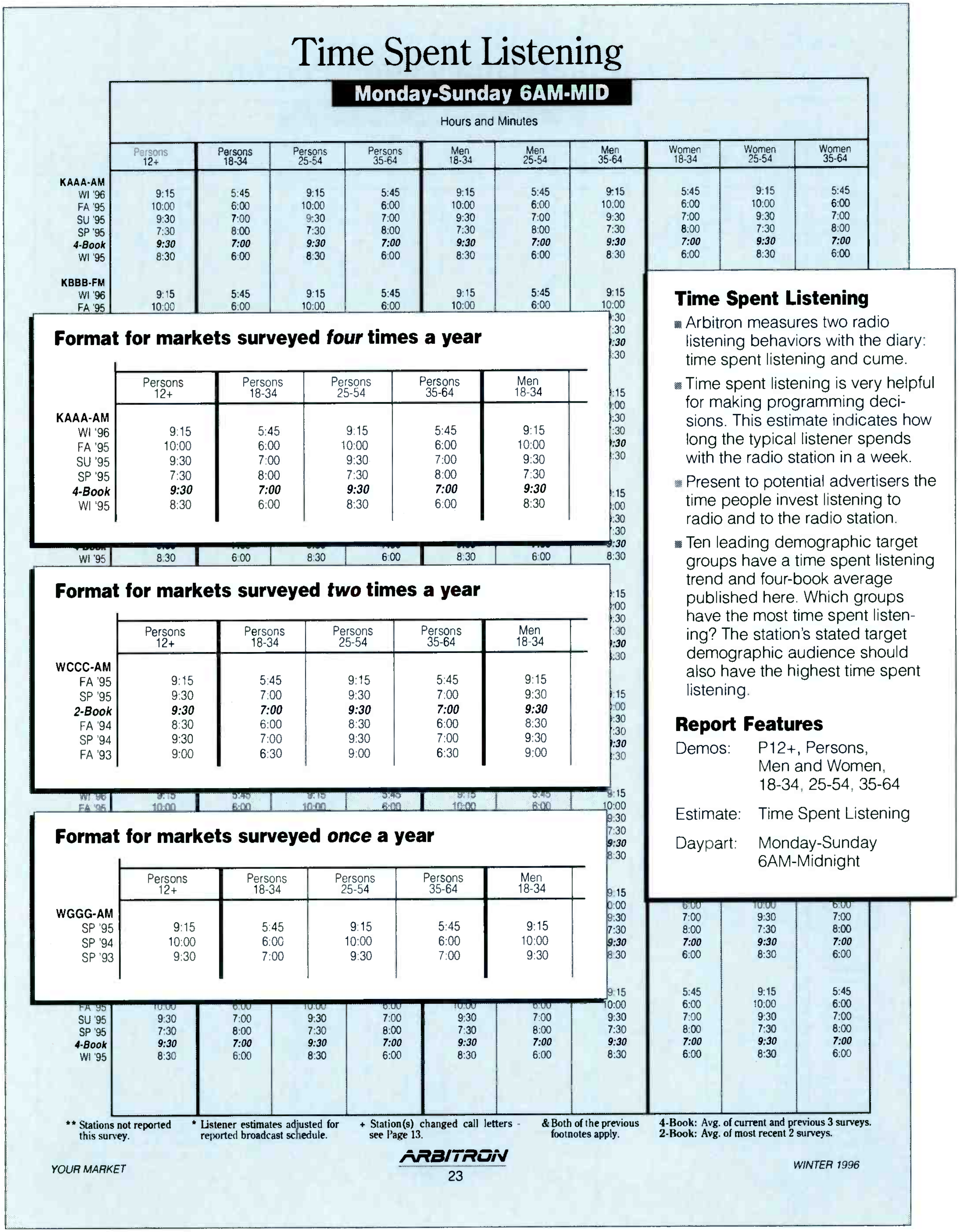
WINTER 1996

Listening Locations

- The Arbitron radio listening diary gives the diarykeepers four choices to indicate their location of listening: at home, in car, at work, or other place. The Persons 18+ audience is shown in this section as an AQH estimate by the four listening locations and as a percentage of this audience in four key dayparts. Choose the daypart(s) that deliver the audience in the location of listening desired.
- Where a person is listening may affect the type of message an advertiser wishes to employ. When a station has a high concentration of in-car listening, for example, this may appeal to new-car dealers, auto parts retailers, oil change and lubrication services, transmission repair and tire stores. If the location is at work, this might especially appeal to office equipment dealers, office supply companies and restaurants.
- Understanding *where* the listening is occurring is helpful in determining programming elements such as traffic reports, contests, newscasts, and other information and entertainment segments.

Report Features

Locations:	At Home, In Car, At Work, Other
Demo:	P18+
Estimates:	AQH (00) and location percent within daypart
Dayparts:	Monday-Friday 6AM-10AM+3PM-7PM, Monday-Friday 10AM-3PM, Weekend 10AM-7PM and Monday-Sunday 6AM-Midnight



Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KAAA-AM										
WI '96	9:15	5:45	9:15	5:45	9:15	5:45	9:15	5:45	9:15	5:45
FA '95	10:00	6:00	10:00	6:00	10:00	6:00	10:00	6:00	10:00	6:00
SU '95	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00
SP '95	7:30	8:00	7:30	8:00	7:30	8:00	7:30	8:00	7:30	8:00
4-Book	***9:30***	***7:00***	***9:30***	***7:00***	***9:30***	***7:00***	***9:30***	***7:00***	***9:30***	***7:00***
WI '95	8:30	6:00	8:30	6:00	8:30	6:00	8:30	6:00	8:30	6:00
KBBB-FM										
WI '96	9:15	5:45	9:15	5:45	9:15	5:45	9:15			
FA '95	10:00	6:00	10:00	6:00	10:00	6:00	10:00			

Format for markets surveyed *four* times a year

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34
KAAA-AM					
WI '96	9:15	5:45	9:15	5:45	9:15
FA '95	10:00	6:00	10:00	6:00	10:00
SU '95	9:30	7:00	9:30	7:00	9:30
SP '95	7:30	8:00	7:30	8:00	7:30
4-Book	***9:30***	***7:00***	***9:30***	***7:00***	***9:30***
WI '95	8:30	6:00	8:30	6:00	8:30

Format for markets surveyed *two* times a year

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34
WCCC-AM					
FA '95	9:15	5:45	9:15	5:45	9:15
SP '95	9:30	7:00	9:30	7:00	9:30
2-Book	***9:30***	***7:00***	***9:30***	***7:00***	***9:30***
FA '94	8:30	6:00	8:30	6:00	8:30
SP '94	9:30	7:00	9:30	7:00	9:30
FA '93	9:00	6:30	9:00	6:30	9:00

Format for markets surveyed *once* a year

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34
WGGG-AM					
SP '95	9:15	5:45	9:15	5:45	9:15
SP '94	10:00	6:00	10:00	6:00	10:00
SP '93	9:30	7:00	9:30	7:00	9:30

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WI '96							9:15	5:45	9:15	5:45
FA '95	10:00	6:00	10:00	6:00	10:00	6:00	10:00	6:00	10:00	6:00
SU '95	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00	9:30	7:00
SP '95	7:30	8:00	7:30	8:00	7:30	8:00	7:30	8:00	7:30	8:00
4-Book	***9:30***	***7:00***	***9:30***	***7:00***	***9:30***	***7:00***	***9:30***	***7:00***	***9:30***	***7:00***
WI '95	8:30	6:00	8:30	6:00	8:30	6:00	8:30	6:00	8:30	6:00

** Stations not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

YOUR MARKET

ARBITRON
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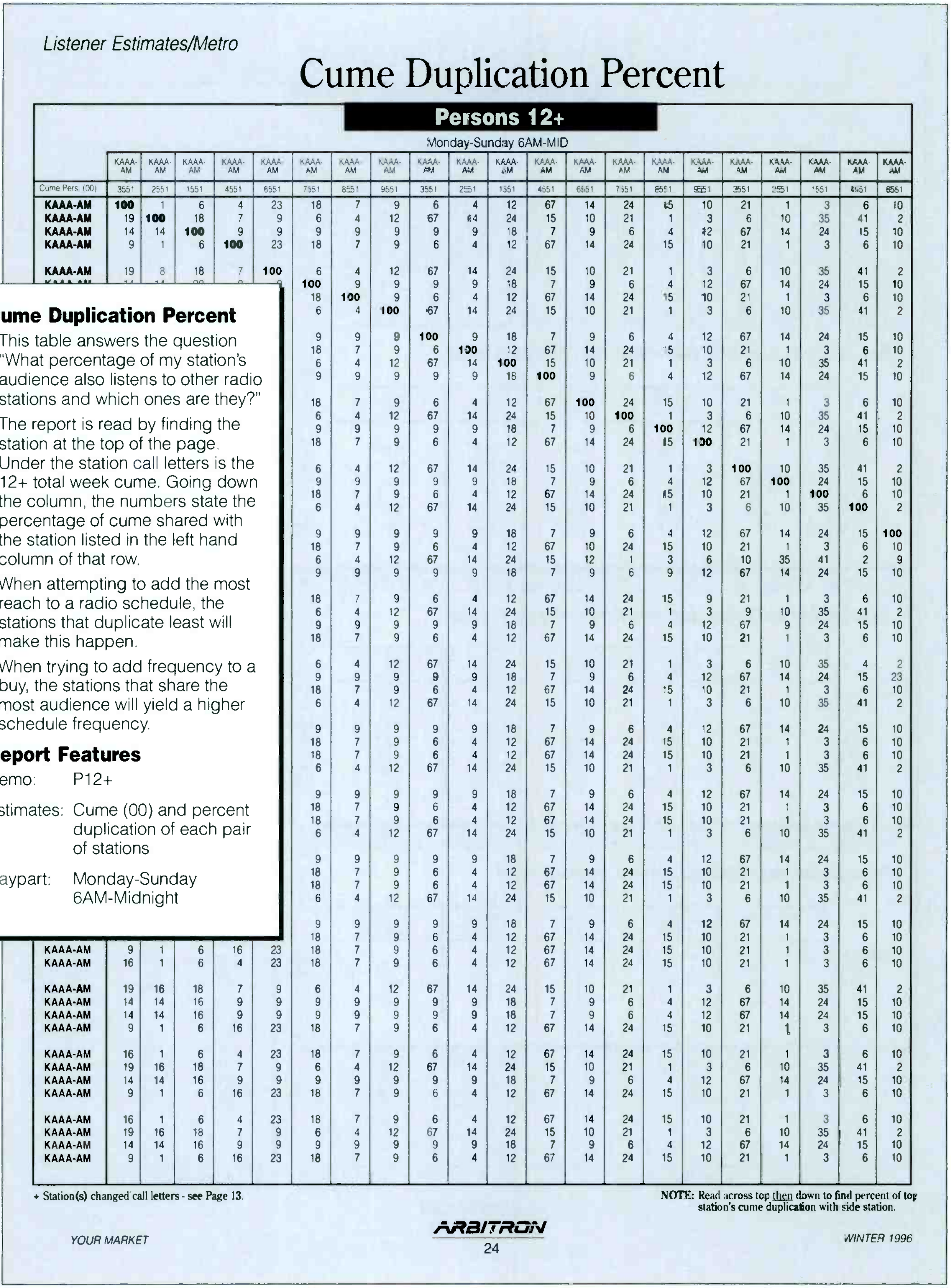
WINTER 1996

Time Spent Listening

- Arbitron measures two radio listening behaviors with the diary: time spent listening and cume.
- Time spent listening is very helpful for making programming decisions. This estimate indicates how long the typical listener spends with the radio station in a week.
- Present to potential advertisers the time people invest listening to radio and to the radio station.
- Ten leading demographic target groups have a time spent listening trend and four-book average published here. Which groups have the most time spent listening? The station's stated target demographic audience should also have the highest time spent listening.

Report Features

Demos:	P12+, Persons, Men and Women, 18-34, 25-54, 35-64
Estimate:	Time Spent Listening
Daypart:	Monday-Sunday 6AM-Midnight



Listener Estimates/Metro

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM	KAAA-AM
Cume Pers (00)	3551	2551	1551	4551	6551	7551	8551	9551	3551	2551	1551	4551	6551	7551	8551	9551	3551	2551	1551	4551	6551
KAAA-AM	**100**	1	6	4	23	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
KAAA-AM	19	**100**	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10	35	41	2
KAAA-AM	14	14	**100**	9	9	9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	10
KAAA-AM	9	1	6	**100**	23	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
KAAA-AM	19	8	18	7	**100**	6	4	12	67	14	24	15	10	21	1	3	6	10	35	41	2
						100	9	9	9	9	18	7	9	6	4	12	67	14	24	15	10
						18	**100**	9	6	4	12	67	14	24	15	10	21	1	3	6	10
						6	4	**100**	67	14	24	15	10	21	1	3	6	10	35	41	2
						9	9	9	**100**	9	18	7	9	6	4	12	67	14	24	15	10
						18	7	9	6	**100**	12	67	14	24	15	10	21	1	3	6	10
						6	4	12	67	14	**100**	15	10	21	1	3	6	10	35	41	2
						9	9	9	9	9	18	**100**	9	6	4	12	67	14	24	15	10
						18	7	9	6	4	12	67	**100**	24	15	10	21	1	3	6	10
						6	4	12	67	14	24	15	10	**100**	1	3	6	10	35	41	2
						9	9	9	9	9	18	7	9	6	**100**	12	67	14	24	15	10
						18	7	9	6	4	12	67	14	24	15	**100**	21	1	3	6	10
						6	4	12	67	14	24	15	10	21	1	3	**100**	10	35	41	2
						9	9	9	9	9	18	7	9	6	4	12	67	**100**	24	15	10
						18	7	9	6	4	12	67	14	24	15	10	21	1	**100**	6	10
						6	4	12	67	14	24	15	10	21	1	3	6	10	35	**100**	2
						9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	**100**
						18	7	9	6	4	12	67	10	24	15	10	21	1	3	6	10
						6	4	12	67	14	24	15	12	1	3	6	10	35	41	2	9
						9	9	9	9	9	18	7	9	6	9	12	67	14	24	15	10
						18	7	9	6	4	12	67	14	24	15	9	21	1	3	6	10
						6	4	12	67	14	24	15	10	21	1	3	9	10	35	41	2
						9	9	9	9	9	18	7	9	6	4	12	67	9	24	15	10
						18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
						6	4	12	67	14	24	15	10	21	1	3	6	10	35	4	2
						9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	23
						18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
						6	4	12	67	14	24	15	10	21	1	3	6	10	35	41	2
						9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	10
						18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
						18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
						6	4	12	67	14	24	15	10	21	1	3	6	10	35	41	2
						9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	10
						18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
						18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
						6	4	12	67	14	24	15	10	21	1	3	6	10	35	41	2
						9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	10
						18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
						18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
						6	4	12	67	14	24	15	10	21	1	3	6	10	35	41	2
						9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	10
						18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
KAAA-AM	9	1	6	16	23	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
KAAA-AM	16	1	6	4	23	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
KAAA-AM	19	16	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10	35	41	2
KAAA-AM	14	14	16	9	9	9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	10
KAAA-AM	14	14	16	9	9	9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	10
KAAA-AM	9	1	6	16	23	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
KAAA-AM	16	1	6	4	23	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
KAAA-AM	19	16	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10	35	41	2
KAAA-AM	14	14	16	9	9	9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	10
KAAA-AM	9	1	6	16	23	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
KAAA-AM	16	1	6	4	23	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10
KAAA-AM	19	16	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10	35	41	2
KAAA-AM	14	14	16	9	9	9	9	9	9	9	18	7	9	6	4	12	67	14	24	15	10
KAAA-AM	9	1	6	16	23	18	7	9	6	4	12	67	14	24	15	10	21	1	3	6	10

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

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

YOUR MARKET

ARBITRON

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WINTER 1996

Cume Duplication Percent

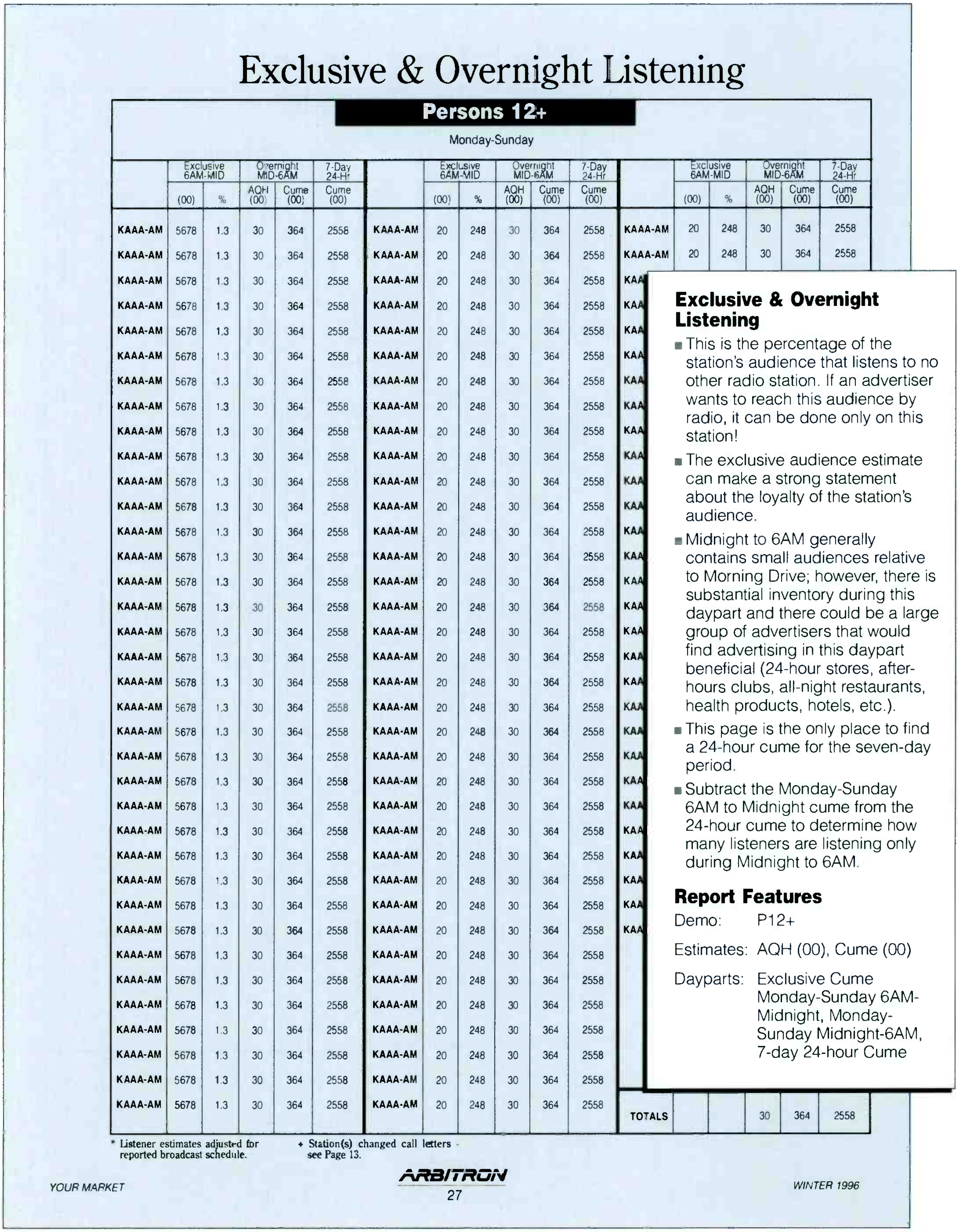
- This table answers the question "What percentage of my station's audience also listens to other radio stations and which ones are they?"
- The report is read by finding the station at the top of the page. Under the station call letters is the 12+ total week cume. Going down the column, the numbers state the percentage of cume shared with the station listed in the left hand column of that row.
- When attempting to add the most reach to a radio schedule, the stations that duplicate least will make this happen.
- When trying to add frequency to a buy, the stations that share the most audience will yield a higher schedule frequency.

Report Features

Demo: P12+

Estimates: Cume (00) and percent duplication of each pair of stations

Daypart: Monday-Sunday 6AM-Midnight



Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAAA-AM**	20	248	30	364	2558
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAAA-AM**	20	248	30	364	2558
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558	**KAA**					
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558						
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558						
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558						
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558						
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558						
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558						
KAAA-AM	5678	1.3	30	364	2558	**KAAA-AM**	20	248	30	364	2558						
												TOTALS			30	364	2558

* Listener estimates adjusted for reported broadcast schedule.

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

YOUR MARKET

ARBITRON

27

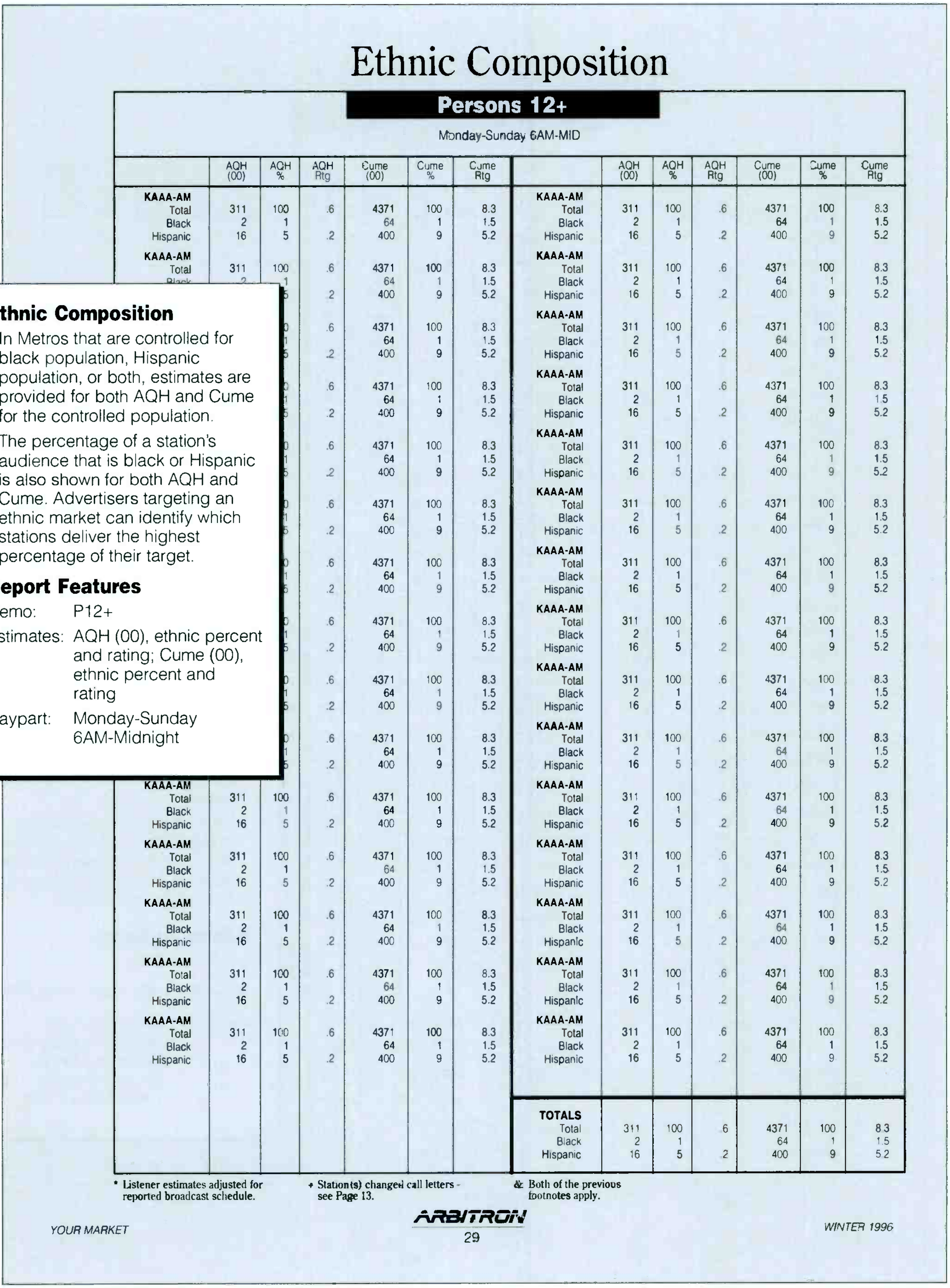
WINTER 1996

Exclusive & Overnight Listening

- This is the percentage of the station's audience that listens to no other radio station. If an advertiser wants to reach this audience by radio, it can be done only on this station!
- The exclusive audience estimate can make a strong statement about the loyalty of the station's audience.
- Midnight to 6AM generally contains small audiences relative to Morning Drive; however, there is substantial inventory during this daypart and there could be a large group of advertisers that would find advertising in this daypart beneficial (24-hour stores, after-hours clubs, all-night restaurants, health products, hotels, etc.).
- This page is the only place to find a 24-hour cume for the seven-day period.
- Subtract the Monday-Sunday 6AM to Midnight cume from the 24-hour cume to determine how many listeners are listening only during Midnight to 6AM.

Report Features

Demo:	P12+
Estimates:	AQH (00), Cume (00)
Dayparts:	Exclusive Cume Monday-Sunday 6AM-Midnight, Monday-Sunday Midnight-6AM, 7-day 24-hour Cume



Ethnic Composition

Persons 12+

Monday-Sunday 6AM-MID

	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
		1		64	1	1.5
			.2	400	9	5.2
			.6	4371	100	8.3
				64	1	1.5
			.2	400	9	5.2
			.6	4371	100	8.3
				64	1	1.5
			.2	400	9	5.2
			.6	4371	100	8.3
				64	1	1.5
			.2	400	9	5.2
			.6	4371	100	8.3
				64	1	1.5
			.2	400	9	5.2
			.6	4371	100	8.3
				64	1	1.5
			.2	400	9	5.2
			.6	4371	100	8.3
				64	1	1.5
			.2	400	9	5.2
			.6	4371	100	8.3
				64	1	1.5
			.2	400	9	5.2
			.6	4371	100	8.3
				64	1	1.5
			.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
KAAA-AM						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2
TOTALS						
Total	311	100	.6	4371	100	8.3
Black	2	1		64	1	1.5
Hispanic	16	5	.2	400	9	5.2

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

YOUR MARKET

ARBITRON

29

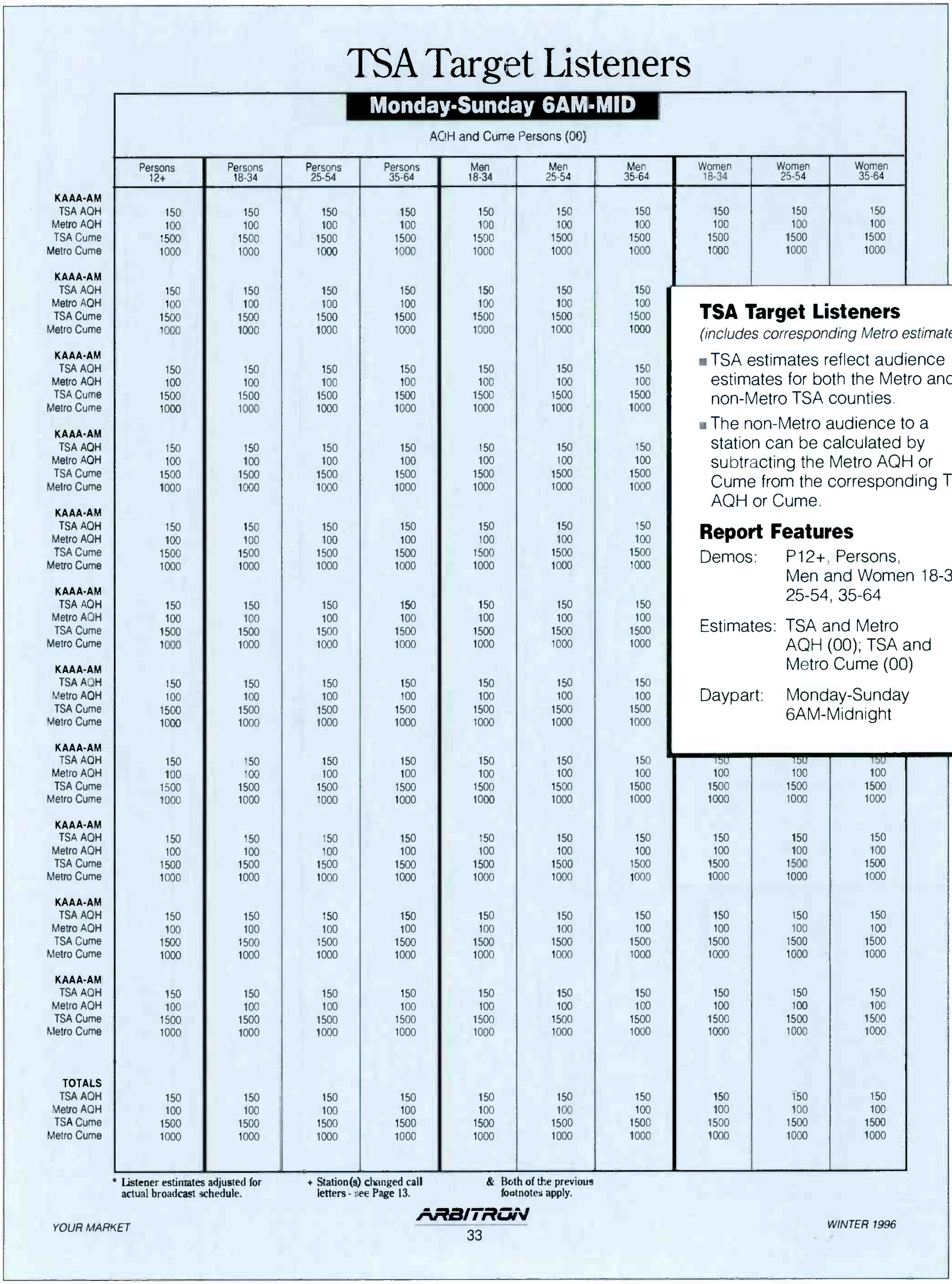
WINTER 1996

Ethnic Composition

- In Metros that are controlled for black population, Hispanic population, or both, estimates are provided for both AQH and Cume for the controlled population.
- The percentage of a station's audience that is black or Hispanic is also shown for both AQH and Cume. Advertisers targeting an ethnic market can identify which stations deliver the highest percentage of their target.

Report Features

Demo:	P12+
Estimates:	AQH (00), ethnic percent and rating; Cume (00), ethnic percent and rating
Daypart:	Monday-Sunday 6AM-Midnight



TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150			
Metro AQH	100	100	100	100	100	100	100			
TSA Cume	1500	1500	1500	1500	1500	1500	1500			
Metro Cume	1000	1000	1000	1000	1000	1000	1000			
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150			
Metro AQH	100	100	100	100	100	100	100			
TSA Cume	1500	1500	1500	1500	1500	1500	1500			
Metro Cume	1000	1000	1000	1000	1000	1000	1000			
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150			
Metro AQH	100	100	100	100	100	100	100			
TSA Cume	1500	1500	1500	1500	1500	1500	1500			
Metro Cume	1000	1000	1000	1000	1000	1000	1000			
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150			
Metro AQH	100	100	100	100	100	100	100			
TSA Cume	1500	1500	1500	1500	1500	1500	1500			
Metro Cume	1000	1000	1000	1000	1000	1000	1000			
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150			
Metro AQH	100	100	100	100	100	100	100			
TSA Cume	1500	1500	1500	1500	1500	1500	1500			
Metro Cume	1000	1000	1000	1000	1000	1000	1000			
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150			
Metro AQH	100	100	100	100	100	100	100			
TSA Cume	1500	1500	1500	1500	1500	1500	1500			
Metro Cume	1000	1000	1000	1000	1000	1000	1000			
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
KAAA-AM										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
TOTALS										
TSA AQH	150	150	150	150	150	150	150	150	150	150
Metro AQH	100	100	100	100	100	100	100	100	100	100
TSA Cume	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Metro Cume	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

* Listener estimates adjusted for actual broadcast schedule.

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

& Both of the previous footnotes apply.

YOUR MARKET

ARBITRON

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WINTER 1996

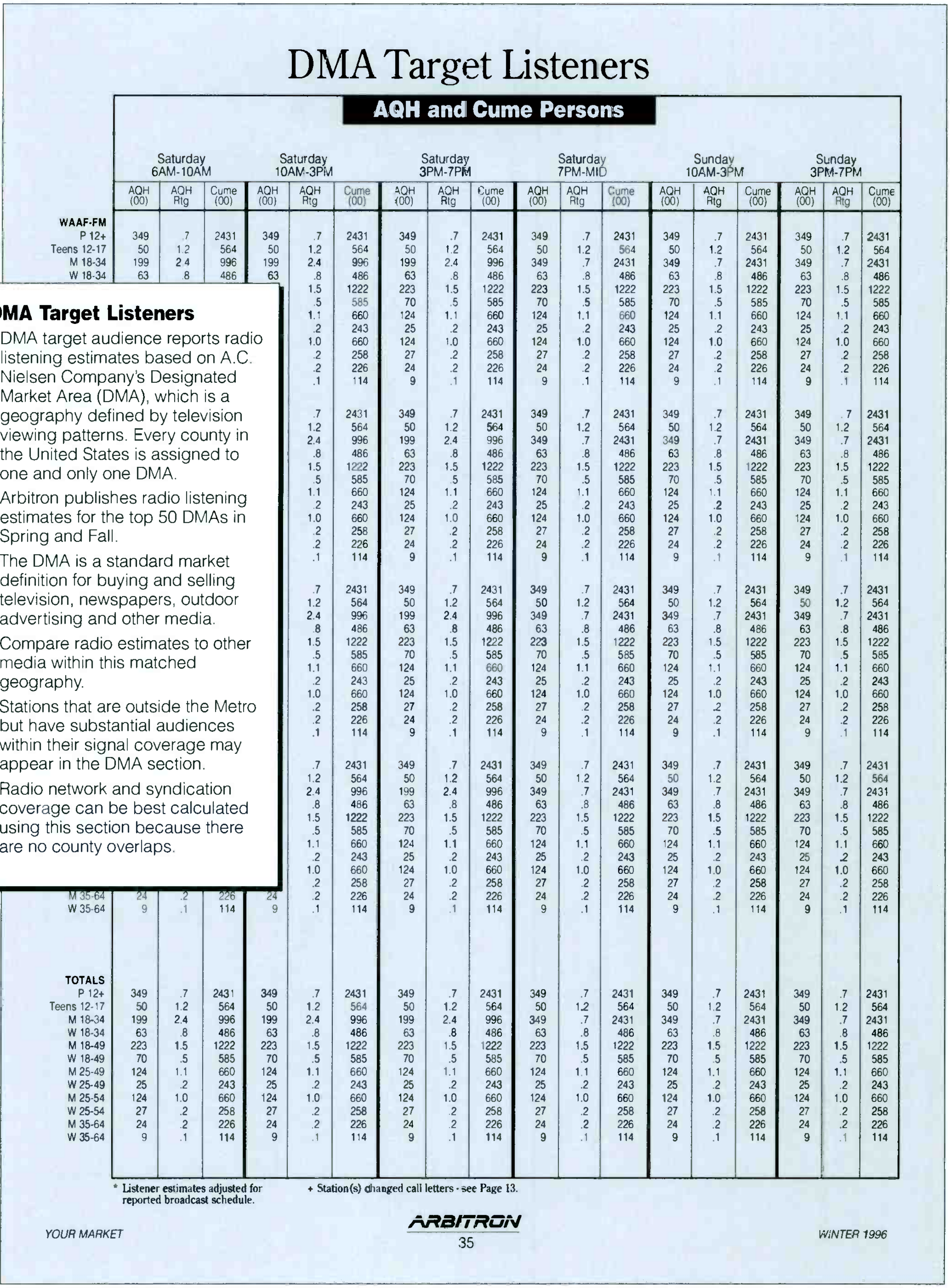
TSA Target Listeners

(includes corresponding Metro estimates)

- TSA estimates reflect audience estimates for both the Metro and non-Metro TSA counties.
- The non-Metro audience to a station can be calculated by subtracting the Metro AQH or Cume from the corresponding TSA AQH or Cume.

Report Features

Demos:	P12+, Persons, Men and Women 18-34, 25-54, 35-64
Estimates:	TSA and Metro AQH (00); TSA and Metro Cume (00)
Daypart:	Monday-Sunday 6AM-Midnight



DMA Target Listeners

AQH and Cume Persons

	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WAAF-FM																		
P 12+	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431
Teens 12-17	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564
M 18-34	199	2.4	996	199	2.4	996	199	2.4	996	349	.7	2431	349	.7	2431	349	.7	2431
W 18-34	63	.8	486	63	.8	486	63	.8	486	63	.8	486	63	.8	486	63	.8	486
					1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222
					.5	585	70	.5	585	70	.5	585	70	.5	585	70	.5	585
					1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660
					.2	243	25	.2	243	25	.2	243	25	.2	243	25	.2	243
					1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660
					.2	258	27	.2	258	27	.2	258	27	.2	258	27	.2	258
					.2	226	24	.2	226	24	.2	226	24	.2	226	24	.2	226
					.1	114	9	.1	114	9	.1	114	9	.1	114	9	.1	114
					.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431
					1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564
					2.4	996	199	2.4	996	349	.7	2431	349	.7	2431	349	.7	2431
					.8	486	63	.8	486	63	.8	486	63	.8	486	63	.8	486
					1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222
					.5	585	70	.5	585	70	.5	585	70	.5	585	70	.5	585
					1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660
					.2	243	25	.2	243	25	.2	243	25	.2	243	25	.2	243
					1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660
					.2	258	27	.2	258	27	.2	258	27	.2	258	27	.2	258
					.2	226	24	.2	226	24	.2	226	24	.2	226	24	.2	226
					.1	114	9	.1	114	9	.1	114	9	.1	114	9	.1	114
					.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431
					1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564
					2.4	996	199	2.4	996	349	.7	2431	349	.7	2431	349	.7	2431
					.8	486	63	.8	486	63	.8	486	63	.8	486	63	.8	486
					1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222
					.5	585	70	.5	585	70	.5	585	70	.5	585	70	.5	585
					1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660
					.2	243	25	.2	243	25	.2	243	25	.2	243	25	.2	243
					1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660
					.2	258	27	.2	258	27	.2	258	27	.2	258	27	.2	258
					.2	226	24	.2	226	24	.2	226	24	.2	226	24	.2	226
					.1	114	9	.1	114	9	.1	114	9	.1	114	9	.1	114
					.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431
					1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564
					2.4	996	199	2.4	996	349	.7	2431	349	.7	2431	349	.7	2431
					.8	486	63	.8	486	63	.8	486	63	.8	486	63	.8	486
					1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222
					.5	585	70	.5	585	70	.5	585	70	.5	585	70	.5	585
					1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660
					.2	243	25	.2	243	25	.2	243	25	.2	243	25	.2	243
					1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660
					.2	258	27	.2	258	27	.2	258	27	.2	258	27	.2	258
M 35-64	24	.2	226	24	.2	226	24	.2	226	24	.2	226	24	.2	226	24	.2	226
W 35-64	9	.1	114	9	.1	114	9	.1	114	9	.1	114	9	.1	114	9	.1	114
TOTALS																		
P 12+	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431	349	.7	2431
Teens 12-17	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564	50	1.2	564
M 18-34	199	2.4	996	199	2.4	996	199	2.4	996	349	.7	2431	349	.7	2431	349	.7	2431
W 18-34	63	.8	486	63	.8	486	63	.8	486	63	.8	486	63	.8	486	63	.8	486
M 18-49	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222	223	1.5	1222
W 18-49	70	.5	585	70	.5	585	70	.5	585	70	.5	585	70	.5	585	70	.5	585
M 25-49	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660	124	1.1	660
W 25-49	25	.2	243	25	.2	243	25	.2	243	25	.2	243	25	.2	243	25	.2	243
M 25-54	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660	124	1.0	660
W 25-54	27	.2	258	27	.2	258	27	.2	258	27	.2	258	27	.2	258	27	.2	258
M 35-64	24	.2	226	24	.2	226	24	.2	226	24	.2	226	24	.2	226	24	.2	226
W 35-64	9	.1	114	9	.1	114	9	.1	114	9	.1	114	9	.1	114	9	.1	114

* Listener estimates adjusted for reported broadcast schedule.

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

YOUR MARKET

ARBITRON

35

WINTER 1996

DMA Target Listeners

- DMA target audience reports radio listening estimates based on A.C. Nielsen Company's Designated Market Area (DMA), which is a geography defined by television viewing patterns. Every county in the United States is assigned to one and only one DMA.
- Arbitron publishes radio listening estimates for the top 50 DMAs in Spring and Fall.
- The DMA is a standard market definition for buying and selling television, newspapers, outdoor advertising and other media.
- Compare radio estimates to other media within this matched geography.
- Stations that are outside the Metro but have substantial audiences within their signal coverage may appear in the DMA section.
- Radio network and syndication coverage can be best calculated using this section because there are no county overlaps.

How to read top-line Scarborough data

1995 Scarborough Report
Any Market
Consumer Profiles – Persons 18+

	Market		Drank Any Soft Drink Past Week		3+ Fast Food Visits Past Month		Last New Vehicle Bought Was $20K+		3 or More Dom. Air Trips Past Year		Spent $250+ on Furniture Past Year	
	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %
AGE												
18-24	999	14.8	826	20.3	768	18.3	101	13.6	433	14.8	25	
25-34	1365	20.3	972	23.9	1011	24.2	104	14.0	669	22.8	28	
35-44	1424	21.1	864	21.2	956	22.8	139	1				
45-54	1001	14.9	577	14.2	624	15.0	107	1				
55-64	741	11.0	369	9.1	314	7.5	120	1				
65+	1206	17.9	467	11.5	509	12.2	169	22				
Total Adults 18+	6735	100.0	4075	100.0	4185	100.0	740	10				
GENDER												
Men	3167	47.0	2218	54.4	2055	49.1	307	4				
Women	3568	53.0	1857	45.6	2131	50.9	434	5				
MARITAL STATUS												
Married	3683	54.7	2103	51.6	2201	52.6	476	6				
Single (Never Married)	1809	26.9	1306	32.1	1251	29.9	152	2				
Widowed/Divorced/Separated	1243	18.5	666	16.3	733	17.5	113	1				
EMPLOYMENT STATUS												
Full-Time	3386	50.3	2248	55.2	2332	55.7	291	3				
Part-Time	799	11.9	545	13.4	478	11.4	110	1				
Homemaker	730	10.8	387	9.5	417	10.0	109	1				
Student	236	3.5	170	4.2	190	4.5	31					
Retired	1056	15.7	399	9.8	453	10.8	172	2				
Other	528	7.8	326	8.0	315	7.5	27					
OCCUPATION												
Professional Specialty	748	11.1	414	10.2	421	10.0	78	1				
Executive/Administrative/Mngmt.	646	9.6	401	8.8	442	10.6	60					
Sales	437	6.5	318	7.8	310	7.4	43					
Administrative Support [Clerical)	839	12.4	535	13.1	536	12.8	88	1				
Technicians & Related Support	269	4.0	190	4.7	209	5.0	23					
Service	544	8.1	408	10.0	349	8.3	49					
Other	702	10.4	527	12.9	543	13.0	60					
HOME OWNERSHIP												
Own	4700	69.8	2728	66.9	2875	68.7	638	8				
Rent	1884	28.0	1220	29.9	1198	28.6	80	1				
Other	151	2.2	127	3.1	113	2.7	21					
ANNUAL HOUSEHOLD INCOME												
Less than $20,000	1120	16.6	628	15.4	621	14.8	77	1				
$20,000 - $34,999	1836	27.3	1091	26.8	1132	27.0	204	2				
$35,000 - $49,999	1649	24.5	1081	26.5	1011	24.2	143	1				
$50,000 - $75,000	1206	17.9	746	18.3	819	19.6	177	2				
$75,000+	924	13.7	530	13.0	602	14.4	138	1				
HOUSEHOLD SIZE												
One	925	13.7	451	11.1	467	11.1	64					
Two	2349	34.9	1280	31.4	1329	31.8	303	4				
Three or more	3461	51.4	2344	57.5	2389	57.1	374	5				
NUMBER OF CHILDREN UNDER 18 IN HH												
None	4199	62.3	2366	58.1	2404	57.4	501	6				
One	1119	16.6	753	18.5	778	18.6	124	1				
Two or more	1417	21.0	956	23.5	1003	24.0	116	15.6	654	22.4	408	
RADIO: MON-SUN, 6A-12M												
Listened	6491	96.4	3956	97.1	4081	97.5	720	97.2	2850	97.4	1537	96.0

Scarborough is in 59 markets. Arbitron's RetailDirect is in 39 markets. Result: Qualitative data are available to Arbitron clients in 98 markets.

Scarborough

Scarborough Research provides media usage, retail/shopping habits, demographics and lifestyle information in the top 50 markets as well as nine others.

The Consumer Profiles Report Pages

Here, top-line data provide a profile of the buyers and users of certain products and services in this market: for example, the ages [1] and percentage of Adults 18+ [2] in this Metro; the number of Persons who visited a fast-foot restaurant [3]; the percent and ages of those visitors [4]; plus other information about air trips, incomes of new vehicle purchasers, radio listening and more. When used along with ratings data, it's an effective way to reach a target group.

(continued on page 28)

1 99,900 adults in this Metro are between the ages of 18 and 24.

2 21.1% of Adults 18+ in this Metro are between the ages of 35 and 44.

3 Of the Adults 18+ in this Metro that visited a fast-food restaurant three or more times in the past month, 95,600 are between the ages of 35 and 44.

4 Of the Adults 18+ in this Metro that visited a fast-food restaurant three or more times in the past month, 15% are between the ages of 45 and 54.

5 Of the Adults 18+ who made three or more domestic air trips in the past year, 168,600 are employed full-time (35 hours or more per week).

6 Of the Adults 18+ who made three or more domestic air trips in the past year, 71.4% own a home.

7 Of the Adults 18+ who paid $20,000 or more for a new vehicle in the past year, 14,300 have an annual household income between $35,000 and $49,999.

8 19.3% of Adults 18+ who spent $20,000 or more for a new vehicle in the past year have an annual household income between $35,000 and $49,999.

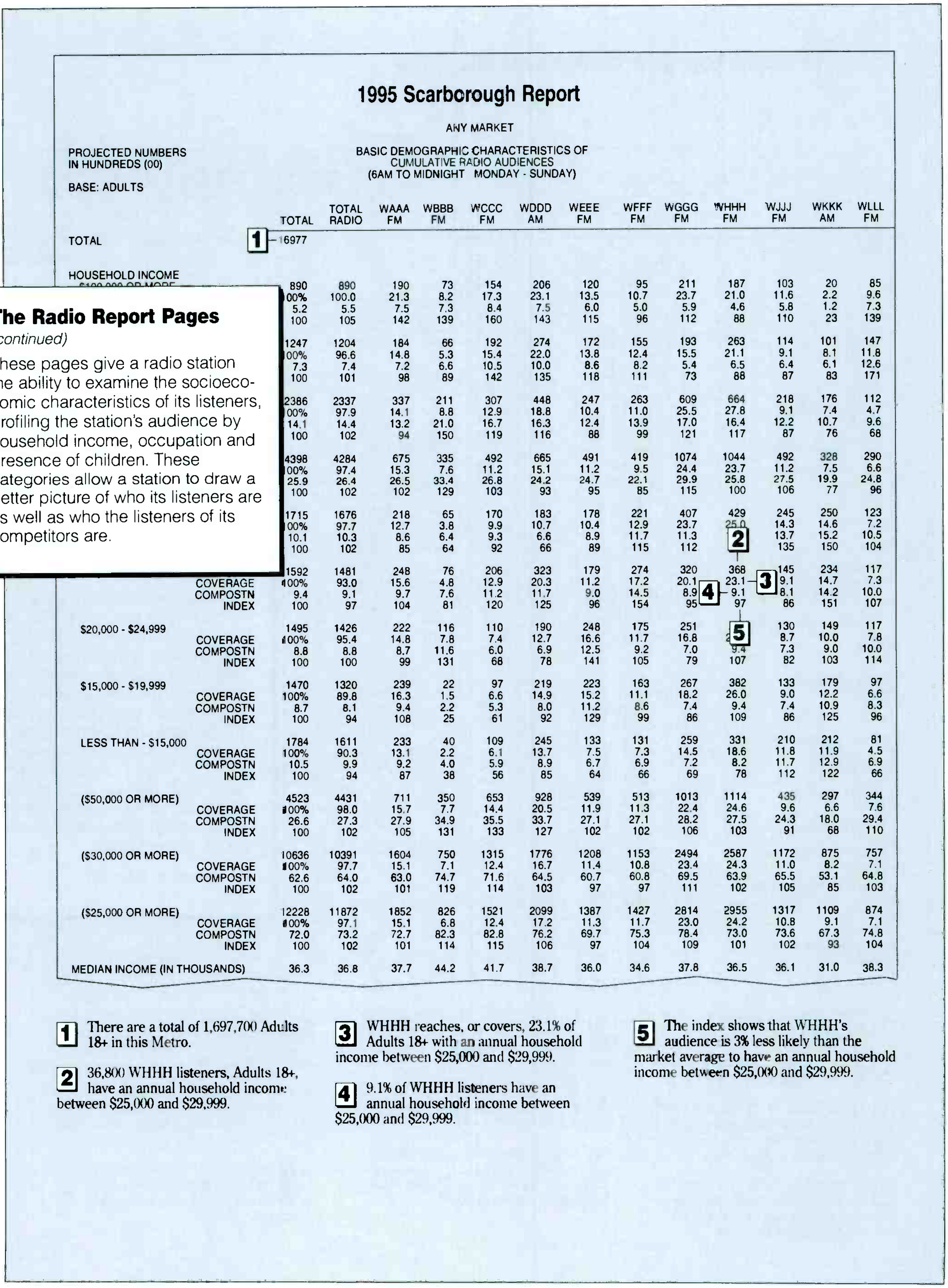
9 Of the Adults 18+ who spent $250 or more on furniture purchases in the past year, 153,700 listened to radio in an average week (Mon-Sun 6AM-Mid).

10 96% of Adults 18+ who spent $250 or more on furniture purchases in the past year listen to radio in an average week (Mon-Sun 6AM-Mid).

The Radio Report Pages

(continued)

These pages give a radio station the ability to examine the socioeconomic characteristics of its listeners, profiling the station's audience by household income, occupation and presence of children. These categories allow a station to draw a better picture of who its listeners are as well as who the listeners of its competitors are.



1995 Scarborough Report

ANY MARKET

BASIC DEMOGRAPHIC CHARACTERISTICS OF
CUMULATIVE RADIO AUDIENCES
(6AM TO MIDNIGHT MONDAY - SUNDAY)

PROJECTED NUMBERS
IN HUNDREDS (00)

BASE: ADULTS

		TOTAL	TOTAL RADIO	WAAA FM	WBBB FM	WCCC FM	WDDD AM	WEEE FM	WFFF FM	WGGG FM	WHHH FM	WJJJ FM	WKKK AM	WLLL FM
TOTAL		16977												
HOUSEHOLD INCOME														
$100,000 OR MORE		890	890	190	73	154	206	120	95	211	187	103	20	85
		00%	100.0	21.3	8.2	17.3	23.1	13.5	10.7	23.7	21.0	11.6	2.2	9.6
		5.2	5.5	7.5	7.3	8.4	7.5	6.0	5.0	5.9	4.6	5.8	1.2	7.3
		100	105	142	139	160	143	115	96	112	88	110	23	139
		1247	1204	184	66	192	274	172	155	193	263	114	101	147
		00%	96.6	14.8	5.3	15.4	22.0	13.8	12.4	15.5	21.1	9.1	8.1	11.8
		7.3	7.4	7.2	6.6	10.5	10.0	8.6	8.2	5.4	6.5	6.4	6.1	12.6
		100	101	98	89	142	135	118	111	73	88	87	83	171
		2386	2337	337	211	307	448	247	263	609	664	218	176	112
		00%	97.9	14.1	8.8	12.9	18.8	10.4	11.0	25.5	27.8	9.1	7.4	4.7
		14.1	14.4	13.2	21.0	16.7	16.3	12.4	13.9	17.0	16.4	12.2	10.7	9.6
		100	102	94	150	119	116	88	99	121	117	87	76	68
		4398	4284	675	335	492	665	491	419	1074	1044	492	328	290
		00%	97.4	15.3	7.6	11.2	15.1	11.2	9.5	24.4	23.7	11.2	7.5	6.6
		25.9	26.4	26.5	33.4	26.8	24.2	24.7	22.1	29.9	25.8	27.5	19.9	24.8
		100	102	102	129	103	93	95	85	115	100	106	77	96
		1715	1676	218	65	170	183	178	221	407	429	245	250	123
		00%	97.7	12.7	3.8	9.9	10.7	10.4	12.9	23.7	25.0	14.3	14.6	7.2
		10.1	10.3	8.6	6.4	9.3	6.6	8.9	11.7	11.3	[illegible]	13.7	15.2	10.5
		100	102	85	64	92	66	89	115	112	[illegible]	135	150	104
		1592	1481	248	76	206	323	179	274	320	368	145	234	117
	COVERAGE	100%	93.0	15.6	4.8	12.9	20.3	11.2	17.2	20.1	23.1	9.1	14.7	7.3
	COMPOSTN	9.4	9.1	9.7	7.6	11.2	11.7	9.0	14.5	8.9	9.1	8.1	14.2	10.0
	INDEX	100	97	104	81	120	125	96	154	95	97	86	151	107
$20,000 - $24,999		1495	1426	222	116	110	190	248	175	251	[illegible]	130	149	117
	COVERAGE	100%	95.4	14.8	7.8	7.4	12.7	16.6	11.7	16.8	[illegible]	8.7	10.0	7.8
	COMPOSTN	8.8	8.8	8.7	11.6	6.0	6.9	12.5	9.2	7.0	9.4	7.3	9.0	10.0
	INDEX	100	100	99	131	68	78	141	105	79	107	82	103	114
$15,000 - $19,999		1470	1320	239	22	97	219	223	163	267	382	133	179	97
	COVERAGE	100%	89.8	16.3	1.5	6.6	14.9	15.2	11.1	18.2	26.0	9.0	12.2	6.6
	COMPOSTN	8.7	8.1	9.4	2.2	5.3	8.0	11.2	8.6	7.4	9.4	7.4	10.9	8.3
	INDEX	100	94	108	25	61	92	129	99	86	109	86	125	96
LESS THAN - $15,000		1784	1611	233	40	109	245	133	131	259	331	210	212	81
	COVERAGE	100%	90.3	13.1	2.2	6.1	13.7	7.5	7.3	14.5	18.6	11.8	11.9	4.5
	COMPOSTN	10.5	9.9	9.2	4.0	5.9	8.9	6.7	6.9	7.2	8.2	11.7	12.9	6.9
	INDEX	100	94	87	38	56	85	64	66	69	78	112	122	66
($50,000 OR MORE)		4523	4431	711	350	653	928	539	513	1013	1114	435	297	344
	COVERAGE	100%	98.0	15.7	7.7	14.4	20.5	11.9	11.3	22.4	24.6	9.6	6.6	7.6
	COMPOSTN	26.6	27.3	27.9	34.9	35.5	33.7	27.1	27.1	28.2	27.5	24.3	18.0	29.4
	INDEX	100	102	105	131	133	127	102	102	106	103	91	68	110
($30,000 OR MORE)		10636	10391	1604	750	1315	1776	1208	1153	2494	2587	1172	875	757
	COVERAGE	100%	97.7	15.1	7.1	12.4	16.7	11.4	10.8	23.4	24.3	11.0	8.2	7.1
	COMPOSTN	62.6	64.0	63.0	74.7	71.6	64.5	60.7	60.8	69.5	63.9	65.5	53.1	64.8
	INDEX	100	102	101	119	114	103	97	97	111	102	105	85	103
($25,000 OR MORE)		12228	11872	1852	826	1521	2099	1387	1427	2814	2955	1317	1109	874
	COVERAGE	100%	97.1	15.1	6.8	12.4	17.2	11.3	11.7	23.0	24.2	10.8	9.1	7.1
	COMPOSTN	72.0	73.2	72.7	82.3	82.8	76.2	69.7	75.3	78.4	73.0	73.6	67.3	74.8
	INDEX	100	102	101	114	115	106	97	104	109	101	102	93	104
MEDIAN INCOME (IN THOUSANDS)		36.3	36.8	37.7	44.2	41.7	38.7	36.0	34.6	37.8	36.5	36.1	31.0	38.3

1 There are a total of 1,697,700 Adults 18+ in this Metro.

2 36,800 WHHH listeners, Adults 18+, have an annual household income between $25,000 and $29,999.

3 WHHH reaches, or covers, 23.1% of Adults 18+ with an annual household income between $25,000 and $29,999.

4 9.1% of WHHH listeners have an annual household income between $25,000 and $29,999.

5 The index shows that WHHH's audience is 3% less likely than the market average to have an annual household income between $25,000 and $29,999.

III

WHAT YOU CAN/CAN'T DO WITH THE NUMBERS

Certain estimates can be added together and others cannot. Since it's often difficult to remember which estimates are compatible, here's a convenient chart:

DO'S AND DON'TS

	Station + Station	**Demographic + Demographic**	**Daypart + Daypart**
AQH Persons	YES	YES	NO
AQH Ratings	YES	NO	NO
AQH Shares	YES	NO	NO
Cume Persons	NO	YES	NO
Cume Ratings	NO	NO	NO

This chart assumes a constant geography and nonoverlapping demographics/dayparts (Metro compared to Metro/18-34 added to 35-64).

AQH Persons, Ratings, Shares

Stations: For all AQH estimates (Persons, Ratings and Shares), stations may be added together *so long as the demo and daypart for the individual station estimates are the same.*

Demographics: For AQH Persons, demographic cells may be added together to produce broader demographics (e.g., Teens and Persons 18-24 can be added together to produce Persons 12-24) *so long as the daypart is held constant.* However, for AQH Ratings, demos are not additive because their denominators are entirely different populations. Likewise, for AQH shares, demos are not additive because their denominators are entirely different AQH PUR* Totals.

In order to combine demos for Ratings, it is necessary to uncalculate the station rating, combine the demos, then recalculate the Rating:

$$\begin{array}{c}\text{Men 18-24}\\ \text{AQH Rating}\end{array} + \begin{array}{c}\text{Men 25-34}\\ \text{AQH Rating}\end{array} = \frac{\begin{array}{c}\text{M18-24}\\ \text{AQH Pers}\end{array}}{\text{M18-24 Pop}} + \frac{\begin{array}{c}\text{M25-34}\\ \text{AQH Pers}\end{array}}{\text{M25-34 Pop}} =$$

$$\frac{\begin{array}{c}\text{M18-24}\\ \text{AQH Pers}\end{array} + \begin{array}{c}\text{M25-34}\\ \text{AQH Pers}\end{array}}{\text{M18-24 Pop} + \text{M25-34 Pop}} = \frac{\begin{array}{c}\text{M18-34}\\ \text{AQH Persons}\end{array}}{\text{M18-34 Pop}} = \begin{array}{c}\text{Men 18-34}\\ \text{Rating}\end{array}$$

---

* *PUR = Persons Using Radio. It is a convenient shorthand for Metro or DMA Totals.*

Similarly, in order to combine demos for Shares, it is necessary to uncalculate the station Share, combine the demos, then recalculate the Share:

$$\text{Men 18-24 Share} + \text{Men 25-34 Share} = \frac{\text{M18-24 AQH Pers}}{\text{M18-24 AQH PUR}} + \frac{\text{M25-34 AQH Pers}}{\text{M25-34 AQH PUR}} =$$

$$\frac{\text{M18-24 AQH Pers} + \text{M25-34 AQH Pers}}{\text{M18-24 AQH PUR} + \text{M25-34 AQH PUR}} = \frac{\text{M18-34 AQH Persons}}{\text{M18-34 AQH PUR}} = \text{Men 18-34 Share}$$

Dayparts: Daypart AQH estimates are not additive under any circumstance, since by definition, daypart is not held constant. It was demonstrated above that AQH Ratings and Shares for combined demos are not the sums of the Ratings and Shares for the individual demos, but the weighted averages of the Ratings and Shares for the individual demos. Likewise for combined dayparts: they are the weighted averages of the component dayparts, not the sum of the component dayparts; and they, too, are computed by first unaveraging AQH Persons for the component dayparts, summing the Quarter-Hour Persons, and then dividing by the number of quarter-hours in the combined daypart to get the Average Quarter-Hours Persons for the combined daypart:

$$\text{Mon-Fri 6A-7P AQH Persons} + \text{Mon-Fri 7P-MID AQH Persons} =$$

$$\frac{\left(\text{Mon-Fri 6A-7P AQH Pers} \times 260 \text{ QHs}\right) + \left(\text{Mon-Fri 7P-MID AQH Pers} \times 100 \text{ QHs}\right)}{360 \text{ QHs}} =$$

$$\frac{\text{Mon-Fri 6A-7P QH}^{*}\text{ Persons} + \text{Mon-Fri 7P-MID QH Persons}}{360 \text{ QHs}} = \frac{\text{Mon-Fri 6A-MID QH Persons}}{360} = \text{Mon-Fri 6A-MID AQH Persons}$$

Cume Persons, Ratings

Stations: The definition of Cume is the number of *different* persons listening to a particular station or group of stations. Cume estimates for individual stations cannot be added together because of possible duplication: the same listener would be counted more than once if she/he listened to more than one of the stations in the combination.

Demographics: Cume Persons for nonoverlapping demographic groups may be added together, since there is no possibility of counting the same person twice, *so long as the daypart for the individual station estimates is the same.* However, Cume Ratings are not additive, for the same reason that AQH Ratings are not additive: because they are calculated using different denominators (i.e., population bases).

Dayparts: Cume estimates for different dayparts are not additive under any circumstances—for the same reason that AQH estimates for different dayparts are not additive and also because of possible duplication of Cume persons across dayparts.

---

* *QH Persons* = Σ *(PPDV x QHs)*

IV

BASIC EQUATIONS AND BUYING/SELLING FORMULAS

This section contains equations and formulas you can use to make the most of the audience estimates in your Radio Market Report. Whether you're buying or selling radio, following these simple equations can give you the information you need to be on top of any buying/selling situation.

Designed in a workbook format, this section allows you to provide your own information and apply your ratings skills right away using your own current Radio Market Report.

Basic Reference Data

Metro: ____________________

Station: ____________________

Daypart: ____________________

Demo: ____________________

Station				Metro*	
Persons 12+ AQH Persons	Demo AQH Persons	Demo Cume Persons	Demo Exclusive Cume Persons	Demo Total AQH Persons (AQH PUR)	Demo Population

With this information, you'll be able to calculate:

- Average Quarter-Hour Rating
- Average Quarter-Hour Share
- Cume Rating
- Target Audience Efficiency
- Exclusive Cume Percent
- Exclusive Cume Rating
- Time Spent Listening
- Turnover

* *Could also be calculated for TSA or DMA, so long as all estimates and populations reflect the same geography.*

Basic Calculations

Average Quarter-Hour Rating expresses the AQH Persons estimate for a demographic group as a percentage of that population in a geographic area. A rating of 1 represents 1% of the population.

$$\frac{\textbf{AQH Persons}}{\textbf{Population}} \times 100 = \textbf{Average Quarter-Hour Rating}$$

Metro: ____________________

Station: ____________________

Daypart: ____________________

Demo: ____________________

$$\frac{\text{AQH Persons (\qquad)}}{\text{Population (\qquad)}} \times 100 = \text{AQH Rating (\qquad)}$$

Average Quarter-Hour Share is a station's AQH Persons audience expressed as a percentage of total radio listening (Metro Total or DMA Total) for a demographic group.

$$\frac{\textbf{AQH Persons}}{\textbf{Metro Total AQH Persons}} \times 100 = \textbf{AQH Share}$$

Metro: ____________________

Station: ____________________

Daypart: ____________________

Demo: ____________________

$$\frac{\text{AQH Persons (\qquad)}}{\text{Metro Total AQH Persons (\qquad)}} \times 100 = \text{AQH Share (\qquad)}$$

Cume Rating expresses the Cume Persons estimate for a demographic group as a percentage of that population in a geographic area. A Cume Rating of 20 means that a station is reaching an estimated 20% of the 12+ population.

$$\frac{\textbf{Cume Persons}}{\textbf{Population}} \times 100 = \textbf{Cume Rating}$$

Metro: ______

Station: ______

Daypart: ______

Demo: ______

$$\frac{\text{Cume Persons (} \qquad \text{)}}{\text{Population (} \qquad \text{)}} \times 100 = \text{Cume Rating (} \qquad \text{)}$$

Target Audience Efficiency (Audience Composition) expresses a station's AQH Persons audience for a particular demographic target as a percentage of the station's total (Persons 12+) audience. This figure demonstrates a station's coverage of a particular demographic target and is valuable when deciding between two alternatives; the more precisely targeted station (i.e., the station with the higher percent) is the more efficient. This concept can also be applied to Cume and Time Spent Listening.

$$\frac{\textbf{Station Demo AQH Persons}}{\textbf{Station P12+ AQH Persons}} \times 100 = \textbf{TAE}$$

Metro: ______

Station: ______

Daypart: ______

Demo: ______

$$\frac{\text{Station Demo AQH Persons (} \qquad \text{)}}{\text{Station P12+ AQH Persons (} \qquad \text{)}} \times 100 = \text{TAE (} \qquad \text{)}$$

Exclusive Cume Percent is a station's Exclusive Cume Persons audience expressed as a percentage of its total Cume Persons audience. This figure is the percent of a station's total Cume audience which listens only to that station and reflects the loyalty of the station's audience.

$$\frac{\textbf{Exclusive Cume Persons}}{\textbf{Cume Persons}} \times 100 = \textbf{Exclusive Cume Percent}$$

Metro: ______________________________

Station: ______________________________

Daypart: ______________________________

Demo: ______________________________

$$\frac{\text{Exclusive Cume Persons (}\qquad\text{)}}{\text{Cume Persons (}\qquad\text{)}} \times 100 = \text{Exclusive Cume Percent (}\qquad\text{)}$$

Exclusive Cume Rating is a station's Exclusive Cume Persons audience for a target demographic expressed as a percentage of the population for that demographic. This figure demonstrates the percentage of target customers which can only be reached by that station.

$$\frac{\textbf{Exclusive Cume Persons}}{\textbf{Population}} \times 100 = \textbf{Exclusive Cume Rating}$$

Metro: ______________________________

Station: ______________________________

Daypart: ______________________________

Demo: ______________________________

$$\frac{\text{Exclusive Cume Persons (}\qquad\text{)}}{\text{Population (}\qquad\text{)}} \times 100 = \text{Exclusive Cume Rating (}\qquad\text{)}$$

Time Spent Listening (TSL) is the amount of time the average listener spends with a particular station during a daypart. It is calculated by dividing the total amount of listening (in quarter-hours) by the total number of listeners. Total quarter-hours is computed by "unaveraging" Average Quarter-Hour Persons – that is, multiplying AQH Persons by the number of quarter-hours in the daypart *(see calculation below):*

$$\frac{\textbf{AQH Persons x Quarter-Hours in Daypart}}{\textbf{Cume Persons}} = \textbf{TSL}$$

Metro: ______________________________

Station: ______________________________

Daypart: ______________________________

Demo: ______________________________

$$\frac{\text{AQH Persons (}\qquad\text{) x QHs in Daypart (}\qquad\text{)}}{\text{Cume Persons (}\qquad\text{)}} = \text{TSL (}\qquad\text{)}$$

Turnover is the number of different groups of persons that make up a station's audience. It is the ratio Cume Persons to AQH Persons. The lower the turnover factor, the more loyal the station's audience. The higher the turnover factor, the faster the rate of Cume growth. Turnover reflects the relationship between AQH and Cume.

$$\frac{\textbf{Cume Persons}}{\textbf{AQH Persons}} = \textbf{Turnover factor}$$

Metro: ______________________________

Station: ______________________________

Daypart: ______________________________

Demo: ______________________________

$$\frac{\text{Cume Persons (}\qquad\text{)}}{\text{AQH Persons (}\qquad\text{)}} = \text{Turnover (}\qquad\text{)}$$

How to calculate Quarter-Hours in Daypart:

		# days in daypart	X	# hours in daypart	X	# QHs in an hour	=	# QHs in a daypart
Example: *Mon-Fri 6A-10A*	=	5 days	X	4 hours	X	4 QHs	=	80 QHs in daypart

Buying/Selling Formulas

Gross Impressions (GIs) are the number of impressions a schedule will deliver. GIs are computed by multiplying the AQH Persons estimate for the particular daypart by the number of spots to be run in the daypart. The GIs for the individual dayparts are then summed to obtain the total number of GIs a schedule will deliver.

Note: As the name implies, Gross Impressions represent the total number of times a spot will be heard – not the number of persons who will hear it.

Metro: ______________________________

Station: ______________________________

Demo: ______________________________

Daypart	**AQH Persons**	x	**# Spots**	=	**GIs**
Ex: M-F 6A-10A	*4700*	x	*5*	=	*23500*
( )	( )	x	( )	=	( )
( )	( )	x	( )	=	( )
( )	( )	x	( )	=	( )
( )	( )	x	( )	=	( )
( )	( )	x	( )	=	( )
			Total Schedule GIs	=	( )

Gross Rating Points (GRPs) are the number of rating points a schedule will deliver. The most precise way to compute GRPs is to compute GIs as shown above, and then divide Schedule GIs by the population for the particular demographic group.

Note: Although Gross Rating Points are Gross Impressions expressed as a percentage of the population, GRPs should not be understood as the actual percentage of the population which would be exposed to the spot (more below).

$$\frac{\textbf{Schedule Gross Impressions}}{\textbf{Population}} = \textbf{Schedule GRPs}$$

Metro: ______________________________

Station: ______________________________

Demo: ______________________________

Daypart: ______________________________

$$\frac{\text{Schedule GIs (\quad)}}{\text{Population (\quad)}} = \text{Schedule GRPs (\quad)}$$

An alternative method of computing GRPs is to multiply the AQH Rating for each daypart by the number of spots to be run in the daypart. Then, sum the GRPs for the individual dayparts to obtain the Schedule GRPs.

Metro: ______________________

Station: ______________________

Demo: ______________________

Daypart	**AQH Rating**	x	**# Spots**	=	**GRPs**
Ex: M-F 6A-10A	*2.3*	x	*5*	=	*11.5*
( )	( )	x	( )	=	( )
( )	( )	x	( )	=	( )
( )	( )	x	( )	=	( )
( )	( )	x	( )	=	( )
( )	( )	x	( )	=	( )
			Total Schedule GRPs	=	( )

Caution: 100 GRPs do not deliver 100% of the market

Some users of audience ratings mistakenly believe that if they buy 100 Gross Rating Points in a market, they are buying 100% of the available listeners. It sounds reasonable: If one rating point equals 1% of the population, then 100 rating points must equal everyone in the market.

But remember that Gross Impressions (the basis for Gross Rating Points) equals the number of spots times the estimated number of persons hearing the spot, and does not necessarily represent different people; in fact, there is always some duplication, and there may be quite a lot of duplication.

For example, in a Metro consisting of 125,000 Persons 12+, it wouldn't even be possible for 125,000 GIs (or 100 GRPs) to represent everyone in the market. First, not every person in a market listens to radio; then, of those who do listen to radio (approximately 95%), many listen to more than one station. So, even if was considered desirable to completely avoid duplication, it probably wouldn't be achievable.

One final note: Just as 100 GRPs does not represent 100% coverage of a market, 200 or 300 GRPs does not represent reaching the entire market two or three times. Three hundred (300) GRPs, for example, may represent a reach of 30 and an average frequency of 10 – or a reach of 50 and an average frequency of 6.

Reverse Gross Impressions is a term often used when calculating the number of spots needed on a competing station to match your station's Gross Impressions.

$$\frac{\textbf{Your Station Gross Impressions}}{\textbf{Competing Station AQH Persons}} = \textbf{\# of spots needed}$$

Metro: ____________________

Demo: ____________________

Daypart: ____________________

Your Station: ____________________

Competing Station: ____________________

$$\frac{\text{Your Station GIs (}\qquad\text{)}}{\text{Competing Station AQH (}\qquad\text{)}} = \text{\# of spots (}\qquad\text{)}$$

Cost Per Gross Rating Point ("Cost Per Point") is the average cost of one GRP in a given schedule. It is calculated by dividing the total cost of the schedule by total number of GRPs the schedule is expected to deliver.

$$\frac{\textbf{Cost of Schedule}}{\textbf{GRPs}} = \textbf{Cost Per Point}$$

Metro: ____________________

Station: ____________________

Demo: ____________________

Daypart: ____________________

$$\frac{\text{Cost of Schedule (}\qquad\text{)}}{\text{GRPs (}\qquad\text{)}} = \text{Cost Per Point (}\qquad\text{)}$$

Cost Per Thousand (CPM) is the estimated cost of each 1,000 Gross Impressions delivered by a schedule.

$$\frac{\textbf{Cost of Schedule}}{\textbf{GIs}} \times 1000 = \textbf{CPM}$$

Metro: ____________________________

Station: ____________________________

Demo: ____________________________

Daypart: ____________________________

$$\frac{\text{Cost of Schedule (}\quad\quad\text{)}}{\text{GIs (}\quad\quad\text{)}} \times 1000 = \text{CPM (}\quad\quad\text{)}$$

Reverse Cost Per Thousand is the maximum rate per spot a competing station can charge to be as cost-effective as your station.

$$\frac{\textbf{Your Station CPM} \times \textbf{Competing Station AQH Persons}}{\textbf{1,000}} = \textbf{Reverse CPM}$$

Metro: ____________________________

Demo: ____________________________

Daypart: ____________________________

Your Station: ____________________________

Competing Station: ____________________________

$$\frac{\text{Your Station CPM} \times \text{Competing Station AQH (}\quad\text{)}}{1{,}000} = \text{Reverse CPM (}\quad\quad\text{)}$$

Listeners Per Dollar expresses the number of persons reached (or impressions achieved) with a single advertising dollar. This calculation often demonstrates the advantage of radio over direct mail.

$$\frac{\textbf{AQH Persons}}{\textbf{Spot Cost}} = \textbf{Listeners Per Dollar}$$

Metro: ______________________________

Station: ______________________________

Demo: ______________________________

Daypart: ______________________________

$$\frac{\text{AQH Persons (\qquad)}}{\text{Spot Cost (\$\qquad)}} = \text{Listeners Per Dollar (\qquad)}$$

Reach and Frequency

Reach and Frequency is the process of answering two questions:

- How many different people hear the spot at least once during its series of plays on the air?
- How many times, on average, does the listener hear the spot?

Reach identifies the estimated number of different people reached by a schedule. It is the unduplicated audience a station delivers. Reach can be expressed either as different persons or as a rating.

Frequency is the average number of times the unduplicated listener will hear an advertising message.

$$\textbf{Frequency} = \frac{\textbf{Gross Impressions}}{\textbf{Reach of Schedule (Persons)}}$$

OR

$$\textbf{Frequency} = \frac{\textbf{Gross Rating Points}}{\textbf{Reach of Schedule (Rating)}}$$

Advertisers have been using Reach and Frequency for many years to estimate the delivery of advertising schedules. This estimate helps determine the total number of different people that will hear an advertising schedule at least once. However, since the spot is not on the air constantly, the estimate is less than the station's Cume estimate for the same time period. Once Reach has been determined, Frequency can be easily calculated.

Most Reach and Frequency formulas used for evaluating radio advertising schedules are models or mathematical simulations. Reach, when calculated on models, uses probability analysis to determine an estimated audience size.

Arbitron's software applications (Maximi$er for radio stations, Media Professional for advertisers and ad agencies) provide an efficient and easy way to calculate Reach and Frequency.

Station: ______________________________

Daypart: ______________________________

Demo: ______________________________

AQH Persons: ______________________________

Cume Persons: ______________________________

No. of Spots in Schedule: ______________________________

Gross Impressions: ______________________________

Cost-Per-Thousand Net Reach is the cost of reaching 1,000 different people on a station.

$$\frac{\textbf{Cost of Schedule \$ (000)}}{\textbf{Net Reach of Schedule}} = \textbf{CPM Net Reach}$$

Daypart: ______________________________

Demo: ______________________________

Station: ______________________________

$$\frac{\text{Cost of Schedule (\$ \qquad)}}{\text{Net Reach of Schedule (\qquad)}} = \text{CPM Net Reach (\$ \qquad)}$$

V

RADIO RATINGS REVIEW QUIZ

Here's a brief True/False quiz to help you test your knowledge of radio audience estimates and the information contained in your Radio Market Report. All the answers are provided in this Guide.

True or False

________ 1. A station's share is based on population.

________ 2. To calculate Gross Impressions, multiply the number of spots by the AQH Persons audience.

________ 3. To find changes in a station's market share over time, you would refer to the Target Listener Trends section.

________ 4. You can't add Cume estimates across stations.

________ 5. Cume Ratings can indicate the audience penetration of stations.

________ 6. 100 GRPs deliver 100% of the available audience of a market.

________ 7. Exclusive Cume listening estimates identify the number of different people who listened to one station during a time period.

________ 8. If a station has an average audience of 12,000 and a cost-per-spot of $45, the cost-per-thousand for 20 spots would be $3.75.

________ 9. You can add Cume Ratings across stations and dayparts.

________ 10. A person listening to all quarter-hours during a time period counts more in the Cume Persons estimate than someone only tuning in during one quarter-hour.

________ 11. A station has an Average persons audience of 25,700 and a Cume persons audience of 135,500. The TSL for M-F 6AM-10AM is 15.2 quarter-hours.

________ 12. Using the above example, the turnover factor for this station is 5.3.

________ 13. Average Quarter-Hour Ratings and Cume Ratings have the same base.

________ 14. Gross Impressions represent the number of people that have heard an advertising spot.

________ 15. The higher the turnover factor, the faster the rate of Cume growth.

Answers

1. F 3. T 5. T 7. T 9. F 11. T 13. T 15. T

2. T 4. T 6. F 8. T 10. F 12. T 14. F

VI

THE ARBITRON LIBRARY

The Arbitron Company offers several publications to assist radio stations, advertisers and advertising agencies in learning more about radio markets, audience listening patterns and the broadcast industry in general. To receive any one of these items, simply contact your Arbitron representative.

Description of Methodology: The set of statistical and sampling procedures Arbitron uses to produce the Local Market Report. It explains diary placement, survey area determination, ratings reliability, research terminology and more.

Market Survey Schedule and Population Rankings: A pocket guide of scheduled surveys in each market, ranked by Metro, DMA and TSA populations.

Beyond the Ratings: Arbitron client magazine highlights the Company's involvement in the radio industry and discusses current trends and how others use Arbitron ratings information to their advantage.

Turning the Numbers into Sales Strategies: A guide for radio stations to help them understand the ratings and use them for their sales and research needs.

VII

GLOSSARY OF TERMS AND ABBREVIATIONS

In the back of every Radio Market Report you'll find a list of "Arbitron Terms." Those terms and others are listed below, along with some easy-to-use formulas.

Glossary of Terms

Average Quarter-Hour (AQH) Persons: The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Average Quarter-Hour (AQH) Rating: The AQH Persons estimate expressed as a percentage of the population being measured.

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{AQH Rating (\%)}$$

Away-From-Home Listening: An estimate reported for a listening location outside of the home. It could identify listening taking place either in-car, at-work or some other place.

Cost Per Gross Rating Point (or "Cost Per Point"): The cost of achieving a number of impressions equivalent to one percent of the population in a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRPs}} = \text{Cost Per Gross Rating Point}$$

Cost Per Thousand (CPM): The cost of delivering 1,000 Gross Impressions (GIs).

$$\frac{\text{Cost of Schedule}}{\text{Gross Impressions}} \times 1{,}000 = \text{CPM}$$

OR

$$\frac{\text{Spot Cost}}{\text{AQH Persons}} \times 1{,}000 = \text{CPM}$$

Cume Duplication Percent: The percentage of one station's estimated Cume audience that listened to a second station.

Cume Persons: The estimated number of *different* persons who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. (Cume estimates may also be referred to as *cumulative* or *unduplicated* estimates.)

Cume Rating: The cume persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating (\%)}$$

Daypart: A part of the day recognized by the industry to identify time periods of radio listening, e.g., Saturday 6AM-10AM or Monday-Friday 7PM-MID.

Demographics: This term identifies population groups according to age, sex, ethnicity, etc.

Designated Market Area (DMA): The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by the A.C. Nielsen Co., based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA. Arbitron reports radio listening estimates for the Top 50 DMAs (ranked on TV households) in the Radio Market Reports of all Standard radio markets whose Metros are located within the DMA *and* whose names are contained in the DMA name.

Discrete Demographics: This term refers to uncombined or nonoverlapping sex/age groups, such as Men and/or Women 18-24, 25-34, 35-44, as opposed to "target" or aggregate demographics, such as Men and/or Women 18+, 18-34, 18-49 or 25-49.

Effective Sample Base (ESB): The theoretical sample size used to estimate the sampling error of audience estimates.

Exclusive Cume: The number of different persons listening to only one station during a reported daypart.

Frequency: The average number of times a person is exposed to a radio spot schedule.

$$\frac{\text{Gross Impressions}}{\text{Net Reach}} = \text{Frequency}$$

Frequency: An FCC-authorized AM or FM band designation assigned to a city service area and a radio station licensee.

Gross Impressions (GIs): The sum of the AQH Persons audience for all spots in a given schedule.

$$\text{AQH Persons} \times \begin{array}{c}\text{The number of spots}\\ \text{in an advertising schedule}\end{array} = \text{GIs}$$

Gross Rating Points (GRPs): The total number of rating points achieved for a particular spot schedule.

$$\frac{\text{AQH Persons} \;\times\; \begin{array}{c}\text{The number of spots}\\ \text{in an advertising schedule}\end{array}}{\text{Population}} = \text{GRPs}$$

OR

$$\text{AQH Rating} \;\times\; \begin{array}{c}\text{The number of spots}\\ \text{in an advertising schedule}\end{array} = \text{GRPs}$$

Group Quarters: Residences of 10 or more unrelated individuals, e.g., people living in college dormitories, hospitals, rooming houses and military barracks.

In-Tab Sample: The number of usable diaries actually tabulated to produce the market report.

Metro: Arbitron Metros generally correspond to the Metropolitan Statistical Areas (MSAs, PMSAs, CMSAs) defined by the U.S. Government's Office of Management and Budget. They are subject to exceptions dictated by historical industry usage and other marketing considerations as determined by Arbitron.

Metro Totals and/or DMA Totals (Total listening in the Metro and/or DMA): These total listening estimates include listening to reported stations, stations not meeting Minimum Reporting Standards, non-commercial stations and unidentified stations.

Minimum Reporting Standards (MRS): Criteria used to determine which stations qualify to be listed in a market report.

Net Reach: The number of different persons reached in a given schedule.

Persons-Per-Diary Value (PPDV): The weight which is assigned to each diary by sample balancing (based on the diarykeeper's age, sex, county and race, if applicable) immediately prior to report processing. It is the number of persons in the population which that diary represents for purposes of processing audience estimates.

Persons Using Radio (PUR): The total amount of listening to radio for a particular demo/daypart/geography. The term PUR can refer to Persons or Ratings, AQH or Cume. (See also Metro Totals and/or DMA Totals.)

Rating (AQH or Cume): The AQH or Cume Persons audience expressed as a percentage of the total population.

$$\frac{\text{Persons}}{\text{Population}} \times 100 = \text{Rating (\%)}$$

Sampling Unit: A geographic area, consisting of a county or split county.

Sex/Age Populations: Various sex/age groups are determined from population estimates within a county.

Share: The percentage of those listening to radio in the Metro (or DMA) who are listening to a particular radio station.

$$\frac{\text{Station AQH Persons}}{\text{Metro AQH Persons}} \times 100 = \text{Share (\%)}$$

Simulcast: The uninterrupted broadcasting of identical programming over two stations (noted in the Station Information section, from information supplied to Arbitron by stations).

Target Demographics: Audience groups consisting of multiple discrete demographic cells (Ex: Men 18-34, Women 25-54).

Technical Difficulties: Time periods of at least five consecutive minutes during the survey period for which an RMR-qualifying station notified Arbitron, in writing, of reduced power, intermittent power, signal interference or time off-air during the station's authorized broadcast day.

Time Spent Listening (TSL): An estimate of the number of quarter-hours the average person spends listening during a specified time period.

$$\frac{\text{AQH Persons} \times \text{Quarter-Hours in Daypart}}{\text{Cume Persons}} = \text{TSL}$$

Total Survey Area (TSA): A geographic area that encompasses the Metro and may include additional counties outside the Metro which meet certain criteria for inclusion.

Turnover: The total number of different groups of persons that make up a station's audience.

$$\frac{\text{Cume Persons}}{\text{AQH Persons}} = \text{Turnover}$$

Universe: The estimated population for an age/sex group in a geographic area.

Frequently Used Abbreviations

AQH	Average Quarter-Hour
CMSA	Consolidated Metropolitan Statistical Area
CPM	Cost Per Thousand
CRMR	Condensed Radio Market Report
DMA	A.C. Nielsen Company's Designated Market Area
DST	Differential Survey Treatment
EMRC	Electronic Media Rating Council
ERP	Effective Radiated Power
ESB	Effective Sample Base
GIs	Gross Impressions
GRPs	Gross Rating Points
HAAT	Height Above Average Terrain
HDBA	High-Density Black Area
HDHA	High-Density Hispanic Area
MRS	Minimum Reporting Standards
MSA	Metropolitan Statistical Area
PMSA	Primary Metropolitan Statistical Area
PPDV	Persons-Per-Diary Value
PUR	Persons Using Radio
RMR	Radio Market Report
SRMR	Standard Radio Market Report
TSA	Total Survey Area
TSL	Time Spent Listening

ARBITRON

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

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

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

Los Angeles
5670 Wilshire Blvd., Suite 600
Los Angeles, California 90036-5606
(213) 932-6500

Dallas
One Galleria Tower
13355 Noel Road, Suite 1120
Dallas, Texas 75240-6646
(214) 385-5388

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

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