

Winter 1998
Delivery Schedule
Inside!

ARBITRON
THE ARBITRON COMPANY

NEW

**Instant Qualitative
Profile inside!**

Radio Market Report

Philadelphia

Includes Instant Qualitative Profile with
Scarborough qualitative information



Accredited by
Media
Rating Council®

182 Philadelphia
Fall 1997

ARBITRON

Fall 1997
September 18 - December 10

A special message for Arbitron radio station subscribers

Sample increase plan still available

If your market has yet to sign up for the sample increase plan created by our Radio Advisory Council and Arbitron, we want you to know that our offer is still on the table.

Bigger samples mean better measures

181 markets have signed for the Arbitron sample increase plan. The larger sample targets in these markets mean better audience measurement for radio stations and their advertisers.

If you run a station, you still have a chance to bring better audience measurement to your market.

The best bargain in radio

When every Arbitron station subscriber in your market agrees to a small surcharge on the base contract (4% in continuously measured markets, 2% in the Spring/Fall markets), we will increase your sample target – 70% in the year-round markets and 40% in the Spring/Fall markets.* That's the best bargain in radio.

Call your Arbitron representative today. (You can find the number in the back of this report.) Say "yes" to the Arbitron sample increase program and get ready for better audience measurement.

* Sample target increases based on Fall 1993 sample targets.

**Welcome,
Winter 1998
sample increase
markets!**

70% sample increase

Dayton, OH
Spokane, WA
Tucson, AZ

ARBITRON

Radio Market Report

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

1997-98 Survey Schedule

Fall 1997

September 18 - December 10

Winter 1998

January 8 - April 1

Spring 1998

April 2 - June 24

Summer 1998

July 2 - September 23

Fall 1998

September 24 - December 16



What MRC accreditation means

The Arbitron Radio Service has been accredited by the Media Rating Council (MRC) since 1968. To merit continued MRC

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

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

Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Fall 1997 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

Warning

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

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

DMA® is a registered service mark of Nielsen Media Research, Inc., and is used pursuant to a license from Nielsen Media Research, Inc.

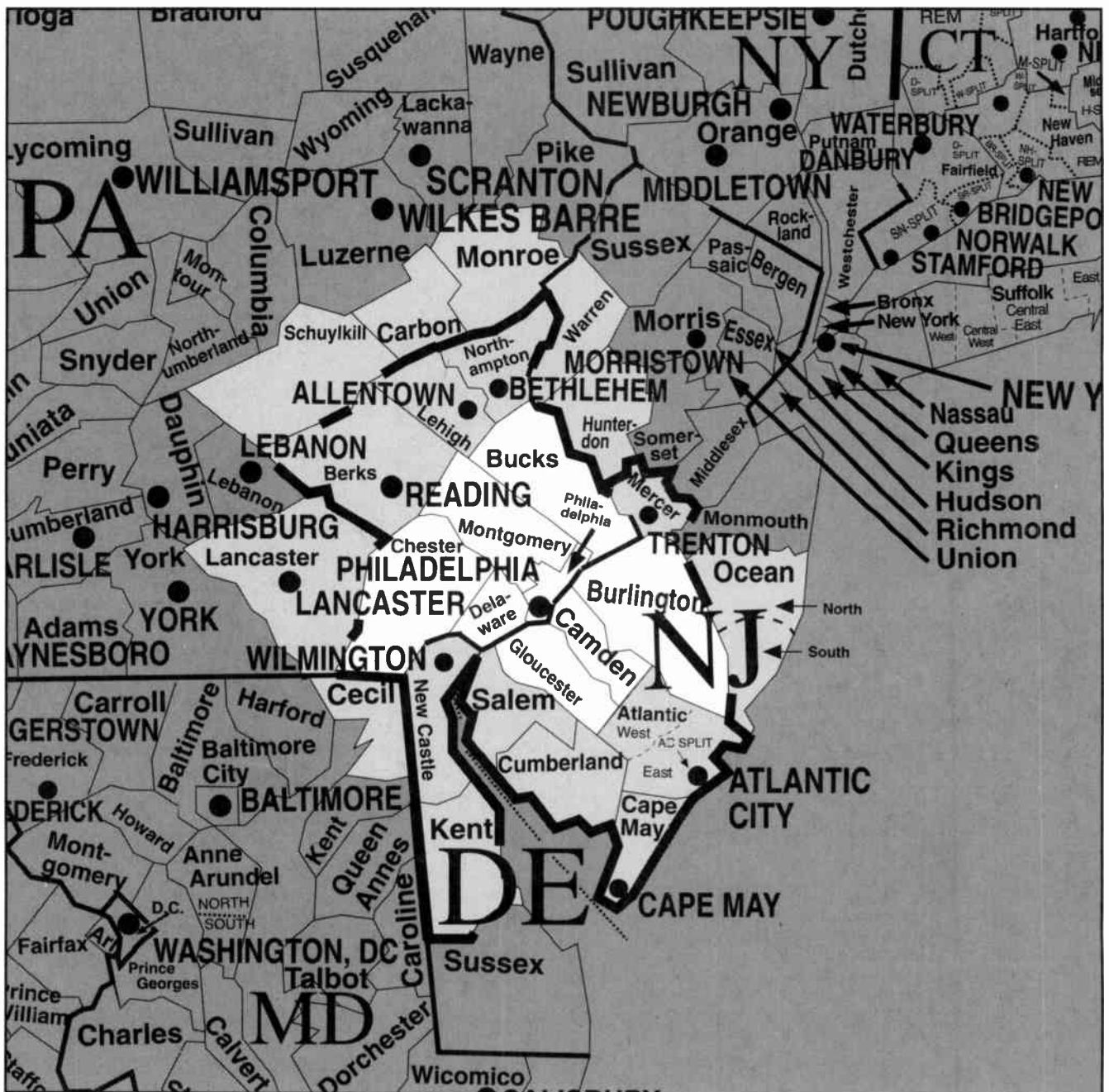
Contents

The Market	2
Station Information	5
Metro Market Profile	6
Media Targeting 2000/National Profile	10
Rating Distortion/Rating Bias Policies & Procedures	12
Special Notices and Station Activities	13
Listener Estimates	14
Target Listener Trends/Estimates	14
Listener Composition	174
Listening Locations	180
Time Spent Listening	182
Cume Duplication Percent	186
Exclusive & Overnight Listening	189
Ethnic Composition	190
TSA Target Listeners (includes Metro)	193
DMA Target Listeners	196
Methodology	M1
Arbitron Radio Reliability Tables	M1
Description of Methodology	M3
Metro Market Profile Sources	M6
Selected Arbitron Terms	M7
Arbitron Radio Market Survey Schedule	M8
Media Targeting 2000	MT
Instant Qualitative Profile	Q1

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

Philadelphia

and Philadelphia DMA®



© 1998 The Arbitron Company

Nonsubscribers to this report may not reproduce this map for any purpose, including but not limited to sales, marketing, advertising or promotional 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 the terms Metro, TSA and DMA, see Page M3, Paragraph 1, and Page M7, "Selected Arbitron Terms."

Metro Rank: 5

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

KYW-AM	WBEB-FM	WDAS-AM	WDAS-FM	WIOQ-FM	WIP-AM
WJZ-FM	WKXW-FM	WMGK-FM	WMMR-FM	WUGL-FM	WPEN-AM
WPHI-FM	WPHT-AM	WPLY-FM	WRDR-FM	WUSL-FM	WWDB-FM
WXTU-FM	WXXM-FM	WYSP-FM	WYXR-FM		

* Station subscribers as of release to print.

ARBITRON

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

Estimated P12+ Population		In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.	Estimated P12+ Population		In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.
344,700	412	MTD	BURLINGTON	NJ	B		110,900	162	TD	CUMBERLAND	NJ		
412,800	469	MTD	CAMDEN	NJ	B	H	101,700	93	T	HUNTERDON	NJ		
204,100	208	MTD	GLOUCESTER	NJ			280,600	725	TD	MERCER	NJ	B	
484,100	495	MTD	BUCKS	PA			323,900	552	T	OCEAN NORTH COUNTY	NJ		
347,600	429	MTD	CHESTER	PA			86,600	125	T	OCEAN SOUTH COUNTY	NJ		
456,300	516	MTD	DELAWARE	PA	B		53,000	142	TD	SALEM	NJ		
604,100	681	MTD	MONTGOMERY	PA			82,000	319	T	WARREN	NJ		
1,219,400	1,524	MTD	PHILADELPHIA	PA	B	H	298,400	450	TD	BERKS	PA		
102,700	118	TD	KENT	DE			50,500	160	T	CARBON	PA		
397,500	1,014	TD	NEW CASTLE	DE	B		371,700	875	T	LANCASTER	PA		
65,900	159	T	CECIL	MD			250,800	736	TD	LEHIGH	PA		
37,700	163	TD	ATLANTIC AC-SPLIT	NJ			103,000	182	T	MONROE	PA		
137,500	677	TD	ATLANTIC EAST	NJ			217,800	691	TD	NORTHAMPTON	PA		
24,800	115	TD	ATLANTIC WEST	NJ			129,900	136	T	SCHUYLKILL	PA		
83,700	445	TD	CAPE MAY	NJ									

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

HDA - High-Density Area
(Black or Hispanic)

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

High-Density Area

Black/Hispanic

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA	829	712,600	663	523,700
HDHA	77	56,800	41	31,800

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

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

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1997 zip code population estimates (1990 Census-based).

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

Population Estimates and In-Tab Diary Sample by Demographics

	Metro					TSA					DMA				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men															
12-24	408,600	10.0	457	9.7	10.0	734,100	9.9	1,196	9.4	9.9					
18-24	212,700	5.2	223	4.7	5.2	383,200	5.2	550	4.3	5.2	322,600	5.3	448	4.4	5.3
25-34	362,500	8.9	372	7.9	8.9	645,600	8.7	964	7.5	8.7	538,900	8.9	792	7.8	8.9
35-44	384,500	9.4	412	8.7	9.4	699,100	9.5	1,202	9.4	9.5	573,900	9.5	954	9.4	9.5
45-49	168,600	4.1	210	4.4	4.1	307,300	4.2	584	4.6	4.2	251,700	4.1	462	4.5	4.1
50-54	138,900	3.4	166	3.5	3.4	252,500	3.4	492	3.9	3.4	207,900	3.4	386	3.8	3.4
55-64	207,800	5.1	220	4.6	5.1	377,600	5.1	645	5.0	5.1	311,500	5.1	496	4.9	5.1
65+	259,800	6.4	292	6.2	6.4	504,000	6.8	808	6.3	6.8	394,900	6.5	619	6.1	6.5
18+	1,734,800	42.6	1,895	40.0	42.6	3,169,300	42.9	5,245	41.1	42.9	2,601,400	42.9	4,157	40.9	42.9
Women															
12-24	400,000	9.8	521	11.0	9.8	718,100	9.7	1,313	10.3	9.7					
18-24	212,900	5.2	226	4.8	5.2	382,400	5.2	586	4.6	5.2	322,200	5.3	480	4.7	5.3
25-34	365,800	9.0	463	9.8	9.0	642,900	8.7	1,122	8.8	8.7	537,600	8.9	917	9.0	8.9
35-44	407,000	10.0	516	10.9	10.0	726,800	9.8	1,421	11.1	9.8	600,600	9.9	1,125	11.1	9.9
45-49	182,700	4.5	250	5.3	4.5	326,200	4.4	691	5.4	4.4	269,900	4.4	544	5.3	4.4
50-54	150,900	3.7	178	3.8	3.7	268,200	3.6	516	4.0	3.6	223,500	3.7	403	4.0	3.7
55-64	232,600	5.7	267	5.6	5.7	419,800	5.7	745	5.8	5.7	345,900	5.7	584	5.7	5.7
65+	403,400	9.9	410	8.7	9.9	761,500	10.3	1,074	8.4	10.3	604,700	10.0	861	8.5	10.0
18+	1,955,300	48.0	2,310	48.8	48.0	3,527,800	47.8	6,155	48.2	47.8	2,904,400	47.9	4,914	48.3	47.9
P18+	3,690,100	90.6	4,205	88.8	90.6	6,697,100	90.7	11,400	89.3	90.7	5,505,800	90.7	9,071	89.2	90.7
Teens 12-17	383,000	9.4	529	11.2	9.4	686,600	9.3	1,373	10.7	9.3	562,700	9.3	1,101	10.8	9.3
Black P12+	769,700	18.9	983	20.8	18.9										
Hispanic P12+	162,500	4.0	155	3.3	4.0										
Total P12+	4,073,100		4,734			7,383,700		12,773			6,068,500		10,172		

Diary Placement/Return

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,817	8,328	6,594
UNL - Est. Usable Households in Sample	3,114	7,764	6,464
TOT - Est. Usable Households in Sample	5,931	16,092	13,058
LST - Est. Persons in Usable Households	6,173	18,164	14,271
UNL - Est. Persons in Usable Households	7,339	18,224	15,126
TOT - Est. Persons in Usable Households	13,512	36,388	29,397
LST - Contacted Households	2,713	7,938	6,275
UNL - Contacted Households	2,879	7,160	5,945
TOT - Contacted Households	5,592	15,098	12,220
LST - Households Accepting Diaries	2,037	5,788	4,605
UNL - Households Accepting Diaries	2,043	4,828	4,070
TOT - Households Accepting Diaries	4,080	10,616	8,675
LST - Persons Sent Diaries	4,487	12,707	10,034
UNL - Persons Sent Diaries	4,859	11,439	9,616
TOT - Persons Sent Diaries	9,346	24,146	19,650
LST - Diaries In-Tab	2,363	7,127	5,500
UNL - Diaries In-Tab	2,371	5,646	4,672
TOT - Diaries In-Tab	4,734	12,773	10,172
Sample Target	4,630		
Metro In-Tab/Target Index	102		

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

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

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1997 zip code population estimates (1990 Census-based).

LST - Listed UNL - Unlisted TOT - Total

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

Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

- (s) **KYW-AM 1060**
Independence Mall E
Philadelphia, PA 19106
(215) 238-4971 Fax: (215) 238-4545
Format: All News
Sales Rep: Group W Radio Sales
Network: WESTWD, ABC, CNN
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000
- (s) **WBEB-FM 101.1**
10 Presidential Blvd
Bala Cynwyd, PA 19004
(610) 667-8400 Fax: (610) 667-6795
Format: Adult Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 14,000/287
- (s) **WDAS-AM 1480**
23 West City Line Ave
Bala Cynwyd, PA 19004
(610) 617-8500 Fax: (610) 617-8501
Format: Religious
Sales Rep: Eastman Radio, Inc
Network: AURN
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/1,000
- (s) **WDAS-FM 105.3**
23 West City Line Ave
Bala Cynwyd, PA 19004
(610) 617-8500 Fax: (610) 617-8501
Format: Urban Adult Contemporary
Sales Rep: Eastman Radio, Inc
Network: ABC
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,500/266
- (s) **WFIL-AM 560**
117 Ridge Pike
Lafayette Hill, PA 19444
(610) 828-6965 Fax: (610) 828-8879
Format: Religious
Sales Rep: Salem Radio Representatives
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000
- (s) **WHAT-AM 1340**
2471 N 54th St
Philadelphia, PA 19131
(215) 581-5161 Fax: (215) 581-5185
Format: News Talk Information
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 1,000/1,000
- (s) **WIOQ-FM 102.1**
2 Bala Plz 2nd Fl
Bala Cynwyd, PA 19004
(610) 667-8102 Fax: (610) 668-4657
Format: Contemporary Hit Radio
Sales Rep: Banner Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 27,000/204
- (s) **WIP-AM 610**
441 N 5th St
Philadelphia, PA 19123
(215) 922-5000 Fax: (215) 922-2364
Format: All Sports
Sales Rep: Interep
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000
- (s) **WJZZ-FM 106.1**
One Bala Plz Ste 243
Bala Cynwyd, PA 19004
(610) 667-3939 Fax: (610) 667-6148
Format: New AC (NAC)/Smooth Jazz
Sales Rep: Christal Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 22,500/226
- (s) **WMGK-FM 102.9**
3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Oldies
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 8,500/360
- (s) **WMMR-FM 93.3**
One Bala Plaza #424
Bala Cynwyd, PA 19004
(610) 771-0933 Fax: (610) 771-9710
Format: Album Oriented Rock
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/252
- (s) **WOGF-FM 98.1**
City Line + Monument Aves
Philadelphia, PA 19131
(610) 668-5940 Fax: (610) 667-1904
Format: Oldies
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 12,500/305
- (s) **WPEN-AM 950**
3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Adult Standards
Sales Rep: McGavren Guild
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000
- (s) **WPHI-FM 103.9**
100 Old York Rd Ste A-1
Jenkintown, PA 19046
(215) 884-9400 Fax: (215) 884-2608
Format: Urban Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Jenkintown/Phila, PA
County/Split Co.: Montgomery, PA
ERP (watts) / HAAT (meters): 340/305
- (s) **WPHT-AM 1210**
City Line And Monument Rd
Philadelphia, PA 19131
(610) 668-5881 Fax: (610) 668-5888
Format: Talk/Personality
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000

- (s) Station subscribers as of release to print
* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
< > 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 Abbreviations

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

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

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

continued...

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

(s) WPLY-FM 100.3

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

(s) WWDB-FM 96.5

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

(s) WXXM-FM 95.7

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

WURD-AM 900

419 S 2nd St Ste 301
Philadelphia, PA 19147
(215) 238-1010 Fax: (215) 829-9991
Format: Spanish Language
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 1,000/NA

WWJZ-AM 640

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

(s) WYSP-FM 94.1

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

(s) WUSL-FM 98.9

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

(s) WXTU-FM 92.5

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

(s) WYXR-FM 104.5

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

Outside Arbitron Radio Metro Area But Home to the DMA

WAEB-AM 790

1541 Alta Dr Ste 400
Whitehall, PA 18052
(610) 434-1742 Fax: (610) 434-6288
Format: News Talk Information
Sales Rep: Katz Radio
Network: WESTWD, CBS
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
Power Day/Night (watts): 3,600/1,500

WAEB-FM 104.1

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

WAYV-FM 95.1

Bayport 1 8025 Blackhorse Pk
West Atlantic City, NJ 08232
(609) 484-8444 Fax: (609) 646-6331
Format: Hot Adult Contemporary
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Atlantic City, NJ
County/Split Co.: Atlantic Ac-Split, NJ
ERP (watts) / HAAT (meters): 50,000/101

WBNJ-FM 105.5 (simulcast w/WTTH-FM)†

2922 Atlantic Ave Ste 201
Atlantic City, NJ 08401
(609) 348-4040 Fax: (609) 348-1303
Format: Urban Adult Contemporary
Sales Rep: N/A
Network: ABC
City of Lic./Alt City ID: Cape May Cths/Widwd, NJ
County/Split Co.: Cape May, NJ
ERP (watts) / HAAT (meters): 3,300/90

WBYN-FM 107.5

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

WCTO-FM 96.1

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

continued...

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

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

Network Affiliation Abbreviations

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

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

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

Station Information *(continued)*

For Stations Listed in This Report

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

WDSB-FM 92.9

595 West 5 Denny's Rd
Dover, DE 19904
(302) 674-1410 Fax: (302) 674-5978
Format: Country
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: <Smyrna/Wilmington>, DE
County/Split Co.: Kent, DE
ERP (watts) / HAAT (meters): 1,700/115

WJBR-AM 1290

3001 Philadelphia Pike
Claymont, DE 19703
(302) 791-4110 Fax: (302) 791-9669
Format: Nostalgia
Sales Rep: Katz Radio
Network: APNET, WESTWD
City of Lic./Alt City ID: Wilmington, DE
County/Split Co.: New Castle, DE
Power Day/Night (watts): 2,500/500

(s) WKXW-FM 101.5

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

WPST-FM 97.5

221 Witherspoon St
Princeton, NJ 08542
(609) 924-3600 Fax: (609) 924-1725
Format: Contemporary Hit Radio
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Trenton/Philadelphia, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 50,000/131

WRFY-FM 102.5

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

WEEU-AM 850

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

WJBR-FM 99.5

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

WLEV-FM 100.7

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

(s) WRDR-FM 104.9

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

WSTW-FM 93.7

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

WFPG-FM 96.9

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

WKAP-AM 1470

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

WDEE-FM 99.9

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

WRDX-FM 94.7

3001 Philadelphia Pke
Claymont, DE 19703
(302) 793-4200 Fax: (302) 791-4127
Format: Album Oriented Rock
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: <Dover/Wilmington>, DE
County/Split Co.: Kent, DE
ERP (watts) / HAAT (meters): 50,000/115

WTHH-FM 96.1

(simulcast w/WBNU-FM)
2922 Atlantic Ave Suite 201
Atlantic City, NJ 08401
(609) 348-4040 Fax: (609) 348-1303
Format: Urban Adult Contemporary
Sales Rep: N/A
Network: ABC
City of Lic./Alt City ID: Mrgate City/Attn City, NJ
County/Split Co.: Atlantic East, NJ
ERP (watts) / HAAT (meters): 2,800/122

(s) Station subscribers as of release to print

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

The data above are the most current data provided to Arbitron as of the last day of this survey period. 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 I3 for additional station information.

continued...

Network Affiliation Abbreviations

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

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

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

Station Information *(continued)*

For Stations Listed in This Report

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

WZXL-FM 100.7

3010 New Jersey Ave
Wildwood, NJ 08260
(609) 522-1416 Fax: (609) 729-9264
Format: Album Oriented Rock
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID: Wildwood/Atlntc Cty, NJ
County/Split Co.: Cape May, NJ
ERP (watts) / HAAT (meters): 38,000/101

WZZO-FM 95.1

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

Outside Arbitron Radio Metro Area and the DMA

WFAN-AM 660

34-12 36th St
Astoria, NY 11106
(718) 706-7690 Fax: (718) 361-1076
Format: All Sports
Sales Rep: Infinity Radio Sales
Network: WESTWD, CBS
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
Power Day/Night (watts): 50,000/50,000

WIOV-FM 105.1

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

WOR-AM 710

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

(s) Station subscribers as of release to print

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

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

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

< > 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 Abbreviations

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

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

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

Notations

Metro Market Profile



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

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	1,802,200	100.0	Seasonal Housing Units	3,453	.2
Households by Income			Education: Persons 25+		
Under \$10,000	147,407	8.2	Elementary 0-8 grade	245,079	7.7
\$10,000-19,999	187,874	10.4	High school 1-3 yrs	516,807	16.4
\$20,000-29,999	177,560	9.9	High school grad	1,042,876	32.9
\$30,000-39,999	180,987	10.0	College 1-3 yrs	641,096	20.2
\$40,000-49,999	170,065	9.4	College 4+ yrs	720,494	22.8
\$50,000-74,999	363,237	20.2	Colleges & Universities	78	
\$75,000-99,999	247,980	13.8	Total enrollment	250,865	100.0
\$100,000+	327,090	18.1	Full-time enrollment	139,174	55.5
Median income: \$52,240			Occupation		
Value of Owner-Occupied Housing Units			Managerial	681,585	29.5
Less than \$50,000	201,618	11.3	Technical	807,405	35.0
\$50,000-74,999	139,974	7.9	Service worker	274,871	11.9
\$75,000-99,999	192,871	10.9	Farm worker	23,038	1.0
\$100,000-149,999	265,061	14.9	Precision production	237,616	10.3
\$150,000-249,999	206,424	11.6	Operator	283,042	12.3
\$250,000+	72,872	4.1	Farm Population	10,441	
Median value: \$100,800			Transportation to Work		
Monthly Gross Rent			Public	265,207	11.6
Less than \$200	36,209	2.0	Driving to work	1,545,143	67.8
\$200-349	60,202	3.4	Carpool	271,619	11.9
\$350-499	143,904	8.1	Other	198,590	8.7
\$500-649	144,950	8.2	Average Travel Time to Work (Min.)	25	
\$650-749	55,375	3.1	Car Ownership by Household		
\$750+	76,408	4.3	0 Cars	337,300	18.7
Median rent: \$516			1 Car	648,300	36.0
Household Size			2 Cars	598,200	33.2
1 Person	461,200	25.6	3+ Cars	218,400	12.1
2 Persons	555,800	30.8			
3-4 Persons	572,200	31.8			
5+ Persons	213,000	11.8			

Group Quarters Population Estimates

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

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

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on the 1990 Census, updated by Market Statistics to 1/1/98.

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

Population Estimates	Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
Persons 12+	769,700	100.0	18.9	162,500	100.0	4.0
Teens 12-17	84,300	11.0	22.0	22,800	14.0	6.0
Men						
18-24	48,800	6.3	22.9	11,700	7.2	5.5
25-34	68,900	9.0	19.0	19,900	12.2	5.5
35-44	66,400	8.6	17.3	17,700	10.9	4.6
45-49	28,000	3.6	16.6	6,500	4.0	3.9
50-54	23,000	3.0	16.6	4,200	2.6	3.0
55-64	34,900	4.5	16.8	5,600	3.4	2.7
65+	37,400	4.9	14.4	4,400	2.7	1.7
Women						
18-24	48,400	6.3	22.7	12,000	7.4	5.6
25-34	76,000	9.9	20.8	18,400	11.3	5.0
35-44	81,500	10.6	20.0	17,000	10.5	4.2
45-49	35,600	4.6	19.5	6,100	3.8	3.3
50-54	28,700	3.7	19.0	4,300	2.6	2.8
55-64	45,000	5.8	19.3	5,800	3.6	2.5
65+	62,800	8.2	15.6	6,100	3.8	1.5

Area Lifestyle Profile

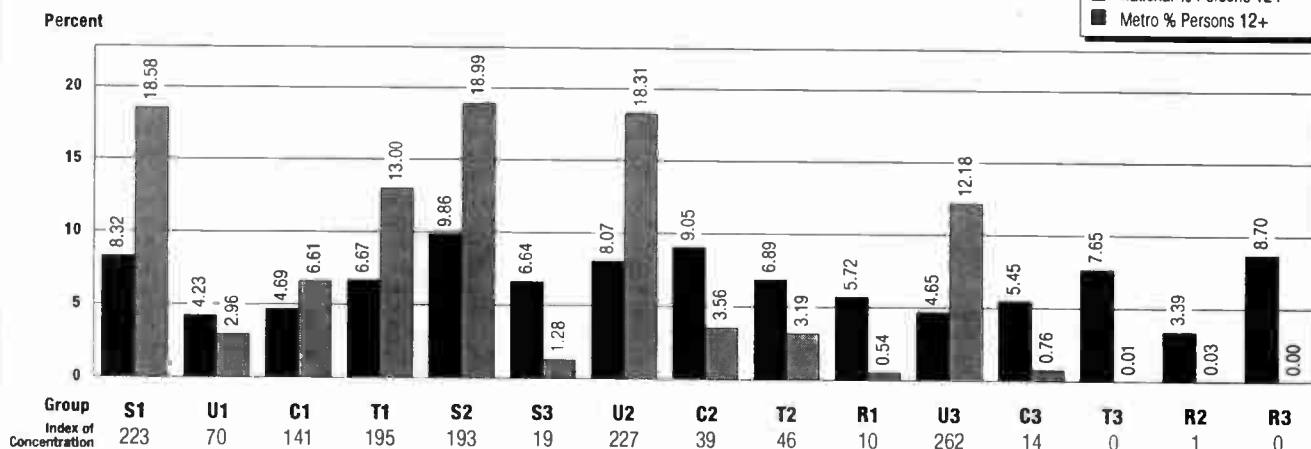
by PRIZM® Groups

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

The 15 PRIZM social groups are identified by codes that are listed below 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 national composition for each PRIZM group. An index of 100 indicates that the market has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page M6.)



PRIZM® Groups

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Metro Market Profile *(continued)*

Sales Data



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

Metro Income*

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

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

Metro Retail Sales Data (\$000)

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

Car Registrations



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

Manufacturer	%
Chrysler Corporation	9.4
Ford Motor Company	14.3
General Motors Corporation	26.7
Honda	11.4
Mazda	2.6
Mitsubishi	2.6
Nissan	6.9
Toyota	10.3
Other	15.8

* Note: Figures are shown for January through June of the 1997 model year.

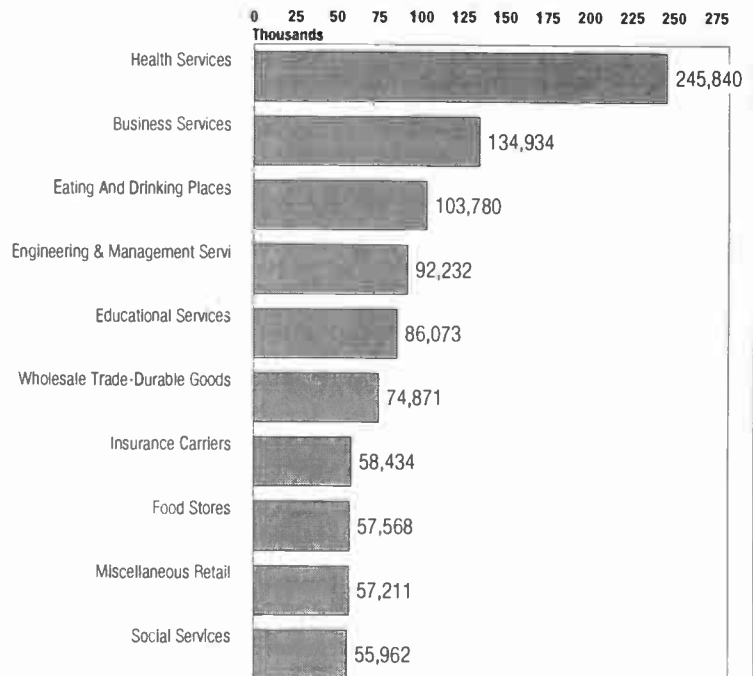
Top Ten Employer Industries

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

Metro Employer Industries

Total Employees
1,855,552

Top 10 Total Employees
966,905
52.1% of Total



Magazines

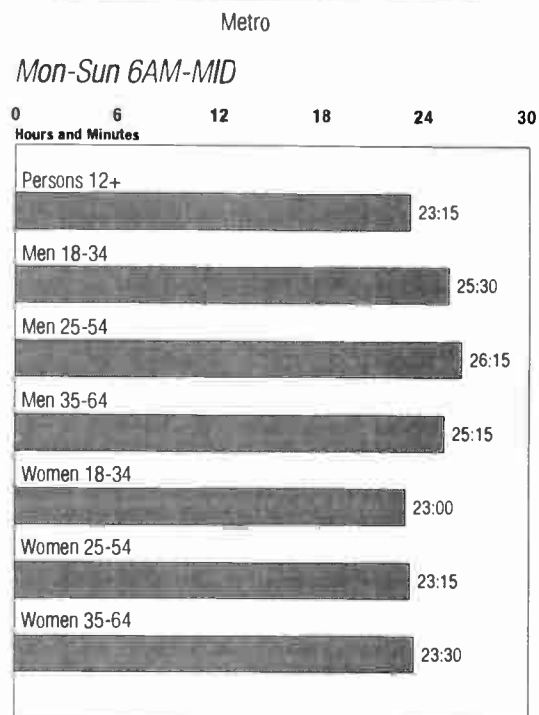
Magazine	Circulation	%	Magazine	Circulation	%
MODR MATUR	454,092	25.3	NATL ENDR	42,109	2.3
TV GUIDE	282,174	15.7	US NWS&WR	41,886	2.3
RDRS DIGST	248,497	13.8	YM	41,669	2.3
BTR HOME	128,840	7.2	PARENTS	36,290	2.0
NAT GEO	118,807	6.6	COOKING LT	31,353	1.7
FAMLY CRCL	100,481	5.6	MENS HLTH	30,850	1.7
TIME	100,131	5.6	SP OP DGST	30,811	1.7
GD HSEKPNG	91,492	5.1	LIFE	30,799	1.7
LS HOME JN	86,792	4.8	GOLF DIGST	30,790	1.7
WOMANS DAY	81,986	4.6	ROLLING STN	30,728	1.7
MCCALLS	78,943	4.4	CTRY LVNG	30,392	1.7
NEWSWEEK	71,397	4.0	POP SCIENC	29,208	1.6
SPORTS ILS	70,219	3.9	TEEN	28,393	1.6
PREVENTION	67,320	3.7	ENTERTNMNT	28,066	1.6
PEOPLE	63,132	3.5	KIPLINGERS	25,324	1.4
COSMOPLTAN	61,152	3.4	MADEMOSELL	24,575	1.4
EBONY	60,865	3.4	BOYS LIFE	24,096	1.3
PLAYBOY	52,835	2.9	SELF	24,026	1.3
REDBOOK	52,049	2.9	GOLF MGZNE	23,903	1.3
STAR	50,090	2.8	POP MECHAN	22,426	1.2
MONEY	49,029	2.7	NEW WOMAN	22,087	1.2
SMTHSONIAN	48,050	2.7	FIELD STRM	19,599	1.1
GLAMOUR	47,942	2.7	OUTDR LIFE	14,555	0.8
MARTHA STW	45,581	2.5	SOU LVNG	-	-
SEVENTEEN	44,094	2.5	SUNSET	-	-

Newspapers

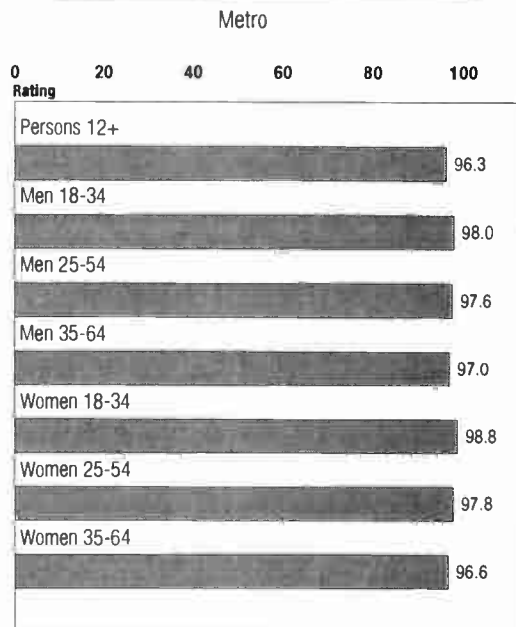
Paper	Circulation	%
PHILADELPHIA INQUIRER	392,585	22
PHILADELPHIA DAILY NEWS	163,374	9
CAMDEN COURIER POST	88,742	5
BUCKS COUNTY COURIER TIMES	69,895	4
DELAWARE COUNTY TIMES	52,169	3
DOYLESTOWN INTELLIGENCER	45,273	3
BURLINGTON COUNTY TIMES	40,224	2
WEST CHESTER DAILY LOCAL NEWS	34,174	2
GLOUCESTER COUNTY TIMES	27,736	2
USA TODAY	27,049	2
NORRISTOWN TIMES HERALD	25,245	1
POTTSTOWN MERCURY	22,327	1
LANSDALE REPORTER	19,640	1
TRENTONIAN	13,666	1
TRENTON TIMES	12,114	1
ALLENTOWN MORNING CALL	7,996	-
PHOENIXVILLE, THE PHOENIX	4,637	-
WILMINGTON NEWS JOURNAL	4,251	-
PRESS OF ATLANTIC CITY	1,014	-
VINELAND DAILY JOURNAL	987	-
LANCASTER INTELLIGENCER-JRNL	967	-
SALEM, TODAY'S SUNBEAM	203	-

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

Radio Time Spent Listening*



Radio 24-Hour Cume*



* Based on Arbitron's Fall 1997 radio survey.

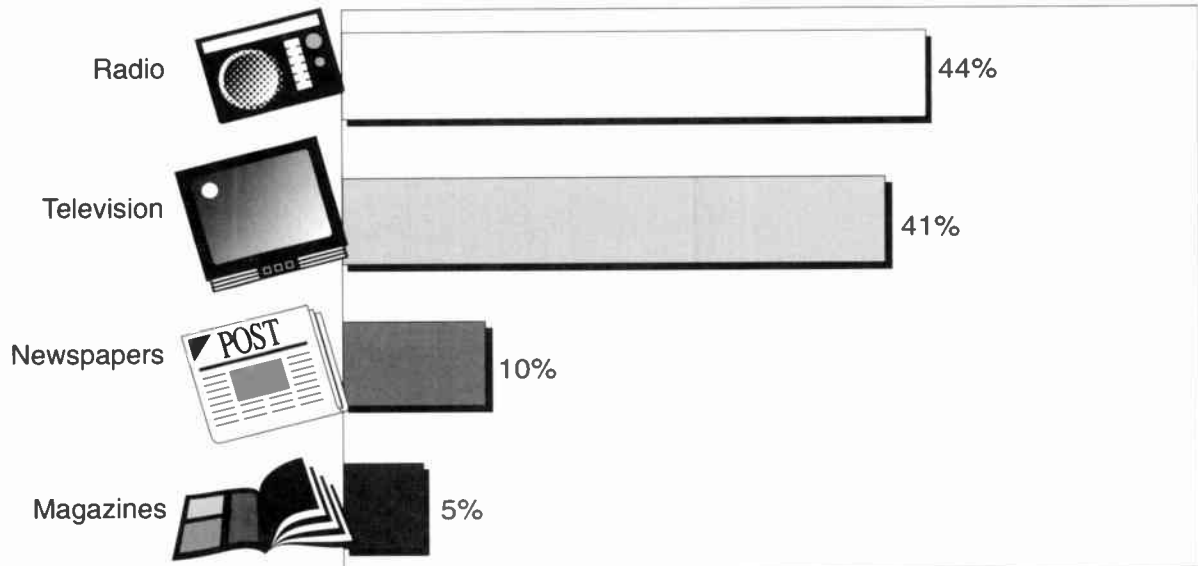
Media Targeting 2000SM

A National Study of Consumers and Media



People Spend More Time with Radio!

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



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

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

*Within the U.S. 48 contiguous states.

How to Read

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

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

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

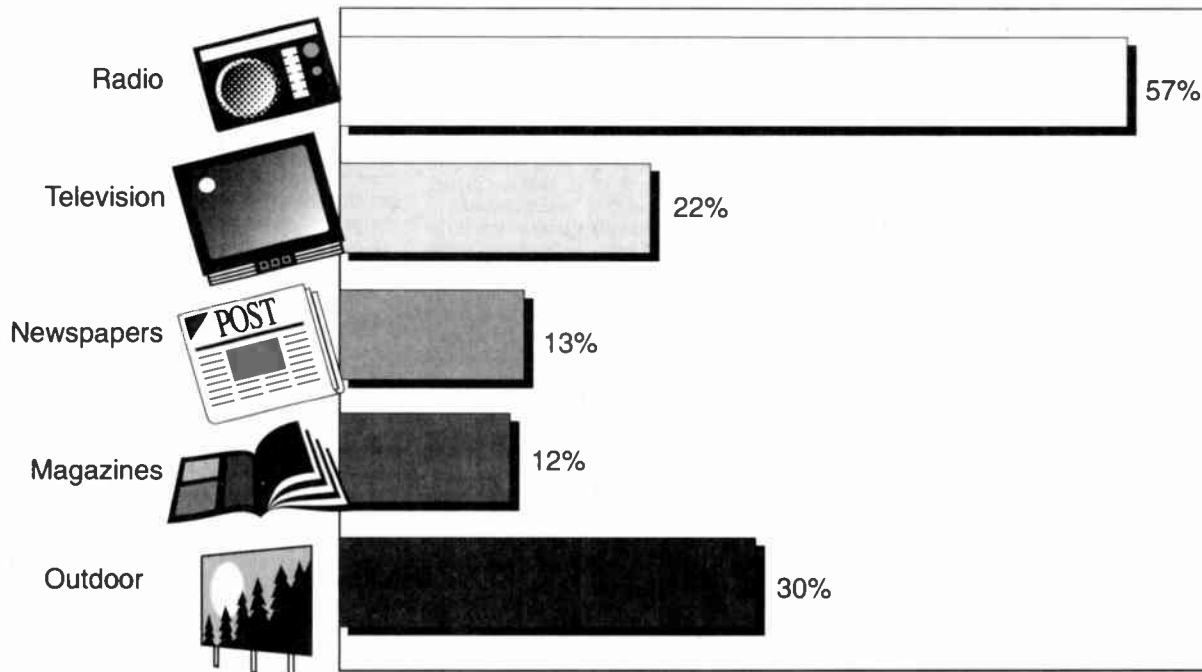
Media Targeting 2000SM

A National Study of Consumers and Media



Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

*Within the U.S. 48 contiguous states.

How to Read

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

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

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

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

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

Improper Promotional Activities are those which may not directly appeal to diarykeepers, but which may nevertheless cause diarykeepers to misreport their actual listening. Improper Promotional Activities include, but are not limited to, contests which may cause diarykeepers to misreport their actual listening by offering prizes based on amounts of listening recorded or claimed; attempts to cause diarykeepers to lose their anonymity; promotions which might cause a diarykeeper to surrender a diary.

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

Rating Distortion Violations

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

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

Rating Bias

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

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

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

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

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

Rating Bias/Extemporaneous Comments Violations

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

General Information

General information with respect to Rating Distortion and Rating Bias:

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

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

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

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

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

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

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

Industry Statements

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

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

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

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

Special Notices and Station Activities

The Market

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

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

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

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

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

Metro Ethnic Controls/ Effective with the Spring 1997 survey, Hispanic ethnic controls were implemented for the first time. Ethnic control procedures in this market include:

- Differential Survey Treatment for all households identifying themselves as Hispanic in the Metro placement interview.
- Bilingual diaries for Hispanic respondents.
- Hispanic/Non-Hispanic stratification of returned diaries for sample balancing.

Please refer to Page 4 for estimates of Hispanic population in the Metro and total in-tab.

Metro Target Increase/ Effective with the Winter 1994 survey, all Continuous Measurement Markets received a 15% in-tab target increase. Also effective with the Winter 1994 survey, markets which supported the 70% Metro target increase program received an additional 15% increase for a total increase of 30%. A total of 72 Continuous Measurement markets, including all top 25 radio markets, have now received the full 70% increase. Sample target increases are based on Fall 1993 targets.

Two additional markets have agreed to support the 70% increase and will receive an extra 55% increase to be phased in over a two year period. This brings a total of 74 Continuous Measurement markets supporting the 70% Metro target increase.

The Philadelphia market has received the total 70% increase.

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

The Sample

High Density Area/ Effective with the Spring 1997 survey, a High Density Hispanic Area (HDHA) was established/eliminated as a separate sampling unit.

Please refer to Page 3 for estimates of total Metro Hispanic population and total in-tab.

Survey Period	Counties Added	Counties Deleted
Spring 1997	Philadelphia, PA	(none)

High Density Area/ Effective with the Fall 1997 survey, a High Density Hispanic Area (HDHA) was established/eliminated as a separate sampling unit.

Please refer to Page 3 for estimates of total Metro Hispanic population and total in-tab.

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

The Stations

New Stations, Call Letter Changes And Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/Date of Change
WLEV-FM	WFMZ-FM	SU97 SP97 WI97 FA96	09/15/97
WPHI-FM	WDRE-FM	WI97 FA96	04/18/97
WXXM-FM	WFLN-FM	SU97 SP97 WI97 FA96	10/02/97

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

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

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

Station	Affected Date and Time	Problem
WOR-AM	SU 09/28/97 04:15A to 04:50A	OFF
	SA 10/25/97 12:30P to 06:10P	REDUCED
	TH 12/04/97 02:30A to 02:36A	OFF

Simulcasting

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

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

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

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	489	11786	1.2	6.8	1248	8141	3.1	11.6	414	4802	1.0	4.2	480	5528	1.2	5.7	156	2343	.4	4.4
SU '97	462	11439	1.1	6.3	1156	8010	2.8	11.2	416	4677	1.0	4.0	425	5381	1.0	5.1	159	2483	.4	4.3
SP '97	460	11416	1.1	6.3	1218	8227	3.0	11.2	365	4191	.9	3.7	425	4741	1.0	5.0	143	2256	.4	4.0
WI '97	511	12768	1.3	7.1	1359	8846	3.3	12.6	410	4846	1.0	4.3	487	5569	1.2	5.8	175	2792	.4	5.1
4-Book	481	11852	1.2	6.6	1245	8306	3.1	11.7	401	4629	1.0	4.1	454	5305	1.1	5.4	158	2469	.4	4.5
FA '96	529	12461	1.3	7.3	1340	8989	3.3	12.6	464	5019	1.1	4.7	512	5826	1.3	6.0	181	2886	.4	5.1
WBEB-FM																				
FA '97	430	6247	1.1	5.9	562	3341	1.4	5.2	789	3179	1.9	8.0	524	3517	1.3	6.2	143	1804	.4	4.0
SU '97	418	6105	1.0	5.7	505	2999	1.2	4.9	781	3271	1.9	7.6	501	3379	1.2	6.0	129	1771	.3	3.5
SP '97	440	6142	1.1	6.0	576	3389	1.4	5.3	809	3133	2.0	8.2	537	3561	1.3	6.3	151	1992	.4	4.2
WI '97	446	6304	1.1	6.2	564	3073	1.4	5.2	775	3081	1.9	8.1	540	3526	1.3	6.4	183	1965	.5	5.3
4-Book	434	6200	1.1	6.0	552	3201	1.4	5.2	789	3166	1.9	8.0	526	3496	1.3	6.2	152	1883	.4	4.3
FA '96	410	6092	1.0	5.7	565	3370	1.4	5.3	754	3122	1.9	7.6	493	3499	1.2	5.8	175	1938	.4	4.9
WDAS-AM																				
FA '97	89	1024	.2	1.2	153	485	.4	1.4	97	390	.2	1.0	87	388	.2	1.0	38	245	.1	1.1
SU '97	71	991	.2	1.0	130	504	.3	1.3	77	349	.2	.7	47	363	.1	.6	11	169	.1	.3
SP '97	91	1189	.2	1.2	136	554	.3	1.2	113	442	.3	1.1	63	297	.2	.7	16	213	.1	.4
WI '97	79	1031	.2	1.1	146	458	.4	1.3	84	395	.2	.9	44	321	.1	.5	21	134	.1	.6
4-Book	83	1059	.2	1.1	141	500	.4	1.3	93	394	.2	.9	60	342	.2	.7	22	190	.1	.6
FA '96	61	1045	.2	.8	104	486	.3	1.0	61	325	.2	.6	38	303	.1	.4	17	115	.1	.5
WDAS-FM																				
FA '97	399	4389	1.0	5.5	561	2336	1.4	5.2	522	2105	1.3	5.3	430	2362	1.1	5.1	275	1891	.7	7.8
SU '97	402	3953	1.0	5.5	516	2128	1.3	5.0	540	2089	1.3	5.3	441	2303	1.1	5.3	301	1889	.7	8.2
SP '97	356	3928	.9	4.9	467	2100	1.1	4.3	464	2120	1.1	4.7	388	2241	1.0	4.5	257	1680	.6	7.1
WI '97	388	4329	1.0	5.4	508	2332	1.2	4.7	551	2216	1.4	5.7	470	2496	1.2	5.6	223	1808	.5	6.5
4-Book	386	4150	1.0	5.3	513	2224	1.3	4.8	519	2133	1.3	5.3	432	2351	1.1	5.1	264	1817	.6	7.4
FA '96	366	4017	.9	5.1	439	2077	1.1	4.1	473	2135	1.2	4.8	434	2372	1.1	5.1	266	1847	.7	7.5
WFIL-AM																				
FA '97	25	636	.1	.3	64	337	.2	.6	19	197	.1	.2	22	238	.1	.3	18	189	.1	.5
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	25	605	.1	.3	44	305	.1	.4	32	248	.1	.3	32	229	.1	.4	15	146	.1	.4
WI '97	26	541	.1	.4	58	329	.1	.5	28	209	.1	.3	22	171	.1	.3	21	171	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	26	587	.1	.4	52	281	.1	.5	30	190	.1	.3	26	235	.1	.3	14	67	.1	.4
WHAT-AM																				
FA '97	69	950	.2	1.0	109	411	.3	1.0	106	433	.3	1.1	54	252	.1	.6	15	190	.1	.4
SU '97	63	769	.2	.9	104	424	.3	1.0	76	364	.2	.7	50	269	.1	.6	29	167	.1	.8
SP '97	118	1067	.3	1.6	288	742	.7	2.6	116	476	.3	1.2	72	317	.2	.8	51	243	.1	1.4
WI '97	73	1001	.2	1.0	172	493	.4	1.6	73	351	.2	.8	46	287	.1	.5	23	114	.1	.7
4-Book	81	947	.2	1.1	168	518	.4	1.6	93	406	.3	1.0	56	281	.1	.6	30	179	.1	.8
FA '96	100	917	.2	1.4	230	608	.6	2.2	105	439	.3	1.1	61	325	.2	.7	55	278	.1	1.6
WIOQ-FM																				
FA '97	235	5525	.6	3.2	275	2289	.7	2.5	301	2629	.7	3.1	294	3119	.7	3.5	167	2036	.4	4.7
SU '97	301	6656	.7	4.1	274	2582	.7	2.7	426	3502	1.0	4.1	379	3818	.9	4.5	193	2633	.5	5.2
SP '97	266	5918	.7	3.6	273	2542	.7	2.5	342	2975	.8	3.5	366	3548	.9	4.3	186	2240	.5	5.2
WI '97	319	6634	.8	4.5	359	2922	.9	3.3	360	2905	.9	3.8	431	3942	1.1	5.1	242	2884	.6	7.0
4-Book	280	6183	.7	3.9	295	2584	.8	2.8	357	3003	.9	3.6	368	3607	.9	4.4	197	2448	.5	5.5
FA '96	347	7101	.9	4.8	378	3218	.9	3.6	396	3365	1.0	4.0	460	4317	1.1	5.4	273	3179	.7	7.7
WIP -AM																				
FA '97	270	4627	.7	3.7	514	2822	1.3	4.8	353	1999	.9	3.6	372	2721	.9	4.4	92	1398	.2	2.6
SU '97	268	4316	.7	3.7	527	2806	1.3	5.1	346	2322	.9	3.4	355	2632	.9	4.2	96	1138	.2	2.6
SP '97	247	4809	.6	3.4	431	2339	1.1	4.0	289	1842	.7	2.9	325	2426	.8	3.8	142	1637	.3	3.9
WI '97	262	4779	.6	3.7	485	2776	1.2	4.5	352	1960	.9	3.7	331	2650	.8	3.9	125	1410	.3	3.6
4-Book	262	4633	.7	3.6	489	2686	1.2	4.6	335	2031	.9	3.4	346	2607	.9	4.1	114	1396	.3	3.2
FA '96	259	4517	.6	3.6	446	2554	1.1	4.2	384	2151	.9	3.9	366	2588	.9	4.3	91	1315	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

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
WJJZ-FM																				
FA '97	306	4258	.8	4.2	305	1932	.7	2.8	495	2085	1.2	5.0	451	2633	1.1	5.3	173	1594	.4	4.9
SU '97	309	4134	.8	4.2	322	1843	.8	3.1	502	2250	1.2	4.9	389	2437	1.0	4.6	180	1598	.4	4.9
SP '97	282	4096	.7	3.9	306	1955	.8	2.8	418	2100	1.0	4.2	386	2395	.9	4.5	158	1516	.4	4.4
WI '97	295	4351	.7	4.1	295	1807	.7	2.7	444	1967	1.1	4.6	409	2270	1.0	4.8	173	1642	.4	5.0
4-Book	298	4210	.8	4.1	307	1884	.8	2.9	465	2101	1.1	4.7	409	2434	1.0	4.8	171	1588	.4	4.8
FA '96	308	4356	.8	4.3	339	1945	.8	3.2	521	2178	1.3	5.3	373	2542	.9	4.4	171	1687	.4	4.8
WMGK-FM																				
FA '97	339	5696	.8	4.7	362	2844	.9	3.4	560	2864	1.4	5.7	476	3497	1.2	5.6	152	1820	.4	4.3
SU '97	328	6154	.8	4.5	362	2710	.9	3.5	562	3276	1.4	5.5	447	3749	1.1	5.3	132	1900	.3	3.6
SP '97	318	5889	.8	4.4	337	2747	.8	3.1	517	2976	1.3	5.2	406	3542	1.0	4.7	139	2014	.3	3.9
WI '97	291	5099	.7	4.1	357	2254	.9	3.3	523	2583	1.3	5.5	380	3100	.9	4.5	105	1680	.3	3.0
4-Book	319	5710	.8	4.4	355	2639	.9	3.3	541	2925	1.4	5.5	427	3472	1.1	5.0	132	1854	.3	3.7
FA '96	339	5162	.8	4.7	409	2680	1.0	3.9	641	2793	1.6	6.5	430	3130	1.1	5.0	145	1730	.4	4.1
WMMR-FM																				
FA '97	228	4996	.6	3.2	340	2431	.8	3.2	368	2344	.9	3.8	281	2755	.7	3.3	95	1289	.2	2.7
SU '97	283	5267	.7	3.9	346	2197	.9	3.4	516	2468	1.3	5.0	362	2986	.9	4.3	108	1535	.3	2.9
SP '97	331	5571	.8	4.5	490	2695	1.2	4.5	574	2767	1.4	5.8	369	3317	.9	4.3	116	1695	.3	3.2
WI '97	249	5037	.6	3.5	342	2352	.8	3.2	421	2402	1.0	4.4	305	2727	.8	3.6	85	1343	.2	2.5
4-Book	273	5218	.7	3.8	380	2419	.9	3.6	470	2495	1.2	4.8	329	2946	.8	3.9	101	1466	.3	2.8
FA '96	263	5120	.6	3.7	365	2417	.9	3.4	455	2417	1.1	4.6	349	2956	.9	4.1	88	1395	.2	2.5
WGLL-FM																				
FA '97	365	6421	.9	5.0	473	2865	1.2	4.4	555	2995	1.4	5.7	418	3415	1.0	4.9	135	1879	.3	3.8
SU '97	397	6807	1.0	5.4	479	3108	1.2	4.6	634	3644	1.6	6.2	461	3922	1.1	5.5	163	1920	.4	4.4
SP '97	398	6393	1.0	5.5	479	3067	1.2	4.4	578	2877	1.4	5.8	434	3356	1.1	5.1	172	1955	.4	4.8
WI '97	324	6061	.8	4.5	417	2887	1.0	3.9	507	2630	1.2	5.3	385	3279	.9	4.6	117	1494	.3	3.4
4-Book	371	6421	.9	5.1	462	2982	1.2	4.3	569	3037	1.4	5.8	425	3493	1.0	5.0	147	1812	.4	4.1
FA '96	361	6102	.9	5.0	455	2912	1.1	4.3	524	2911	1.3	5.3	440	3465	1.1	5.2	163	1796	.4	4.6
WPEN-AM																				
FA '97	260	3151	.6	3.6	390	1728	1.0	3.6	404	2002	1.0	4.1	261	1542	.6	3.1	81	726	.2	2.3
SU '97	345	3479	.8	4.7	504	2013	1.2	4.9	478	2267	1.2	4.7	415	2011	1.0	4.9	138	900	.3	3.7
SP '97	294	3156	.7	4.0	462	1752	1.1	4.2	445	2091	1.1	4.5	315	1674	.8	3.7	65	611	.2	1.8
WI '97	357	3432	.9	5.0	542	2066	1.3	5.0	530	2260	1.3	5.5	369	2009	.9	4.4	121	772	.3	3.5
4-Book	314	3305	.8	4.3	475	1890	1.2	4.4	464	2155	1.2	4.7	340	1809	.8	4.0	101	752	.3	2.8
FA '96	325	3103	.8	4.5	470	1813	1.2	4.4	518	2138	1.3	5.2	374	1867	.9	4.4	91	919	.2	2.6
+WPHI-FM																				
FA '97	254	4262	.6	3.5	258	1985	.6	2.4	203	1939	.5	2.1	336	2612	.8	4.0	281	2235	.7	7.9
SU '97	303	4510	.7	4.2	277	2039	.7	2.7	347	2564	.9	3.4	398	2954	1.0	4.7	296	2566	.7	8.0
SP '97	285	4503	.7	3.9	252	2141	.6	2.3	257	2225	.6	2.6	417	2866	1.0	4.9	285	2452	.7	7.9
WI '97	195	3666	.5	2.7	176	1479	.4	1.6	204	1583	.5	2.1	268	2246	.7	3.2	178	1748	.4	5.2
4-Book	259	4235	.6	3.6	241	1911	.6	2.3	253	2078	.6	2.6	355	2670	.9	4.2	260	2250	.6	7.3
FA '96	139	3397	.3	1.9	142	1408	.3	1.3	176	1461	.4	1.8	218	2063	.5	2.6	87	1434	.2	2.5
WPHT-AM																				
FA '97	50	1593	.1	.7	63	514	.2	.6	74	499	.2	.8	52	495	.1	.6	29	420	.1	.8
SU '97	59	1934	.1	.8	74	529	.2	.7	53	577	.1	.5	54	668	.1	.6	80	711	.2	2.2
SP '97	61	1966	.2	.8	68	602	.2	.6	62	589	.2	.6	64	514	.2	.7	78	705	.2	2.2
WI '97	40	1262	.1	.6	93	642	.2	.9	39	451	.1	.4	50	491	.1	.6	17	224	.1	.5
4-Book	53	1689	.1	.7	75	572	.2	.7	57	529	.2	.6	55	542	.1	.6	51	515	.1	1.4
FA '96	32	981	.1	.4	71	436	.2	.7	35	379	.1	.4	27	303	.1	.3	17	196	.1	.5
WPLY-FM																				
FA '97	188	4919	.5	2.6	226	2232	.6	2.1	190	2076	.5	1.9	263	2822	.6	3.1	154	2005	.4	4.3
SU '97	240	5529	.6	3.3	284	2473	.7	2.8	321	2621	.8	3.1	305	3414	.8	3.6	167	2336	.4	4.5
SP '97	199	4961	.5	2.7	292	2363	.7	2.7	239	2168	.6	2.4	249	2781	.6	2.9	117	1695	.3	3.3
WI '97	198	5269	.5	2.8	292	2550	.7	2.7	238	2135	.6	2.5	271	3177	.7	3.2	106	1737	.3	3.1
4-Book	206	5170	.5	2.9	274	2405	.7	2.6	247	2250	.6	2.5	272	3049	.7	3.2	136	1943	.4	3.8
FA '96	190	5302	.5	2.6	284	2719	.7	2.7	210	2089	.5	2.1	246	2902	.6	2.9	115	1940	.3	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
WURD-AM																			
FA '97	44	440	.1	.6	82	283	.2	.8	59	312	.1	.6	37	297	.1	.4	18	184	.5
SU '97	27	374	.1	.4	37	197	.1	.4	44	230	.1	.4	18	158	.2	.2	5	49	.1
SP '97	37	406	.1	.5	59	225	.1	.5	38	196	.1	.4	40	260	.1	.5	20	171	.6
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																			
FA '97	341	5467	.8	4.7	372	2759	.9	3.4	312	2463	.8	3.2	454	3087	1.1	5.4	332	2521	.8
SU '97	333	5296	.8	4.6	340	2522	.8	3.3	412	2824	1.0	4.0	368	2957	.9	4.4	284	2418	.7
SP '97	365	5533	.9	5.0	393	2872	1.0	3.6	398	2762	1.0	4.0	453	3175	1.1	5.3	339	2600	.8
WI '97	442	5912	1.1	6.2	476	3223	1.2	4.4	422	2792	1.0	4.4	588	3696	1.4	7.0	449	3054	1.1
4-Book	370	5552	.9	5.1	395	2844	1.0	3.7	386	2710	1.0	3.9	466	3229	1.1	5.5	351	2648	.9
FA '96	464	5906	1.1	6.4	507	3160	1.2	4.8	471	2975	1.2	4.8	606	3489	1.5	7.1	403	3113	1.0
WWDB-FM																			
FA '97	332	4322	.8	4.6	551	2156	1.4	5.1	479	2268	1.2	4.9	282	1706	.7	3.3	164	1395	.4
SU '97	342	4970	.8	4.7	481	2131	1.2	4.7	507	2460	1.2	4.9	342	2153	.8	4.1	176	1537	.4
SP '97	365	4918	.9	5.0	554	2267	1.4	5.1	517	2544	1.3	5.2	474	2781	1.2	5.5	157	1366	.4
WI '97	381	5147	.9	5.3	501	2191	1.2	4.6	551	2627	1.4	5.7	469	2746	1.2	5.5	151	1414	.4
4-Book	355	4839	.9	4.9	522	2186	1.3	4.9	514	2475	1.3	5.2	392	2347	1.0	4.6	162	1428	.4
FA '96	352	4772	.9	4.9	423	1988	1.0	4.0	597	2698	1.5	6.0	405	2508	1.0	4.7	175	1443	.4
WWJZ-AM																			
FA '97	31	507	.1	.4	42	274	.1	.4	47	309	.1	.5	36	245	.1	.4	4	63	.1
SU '97	28	420	.1	.4	30	189	.1	.3	43	219	.1	.4	36	207	.1	.4	8	100	.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	25	309	.1	.3	26	170	.1	.2	48	227	.1	.5	22	191	.1	.3	3	41	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	28	291	.1	.4	37	157	.1	.3	38	179	.1	.4	30	150	.1	.4	10	87	.3
WXTU-FM																			
FA '97	271	3877	.7	3.7	399	2125	1.0	3.7	377	2046	.9	3.8	291	2299	.7	3.4	103	1154	.3
SU '97	308	4138	.8	4.2	391	2304	1.0	3.8	476	2382	1.2	4.6	392	2617	1.0	4.7	113	1243	.3
SP '97	292	3780	.7	4.0	397	2170	1.0	3.6	430	2112	1.1	4.3	352	2459	.9	4.1	107	1261	.3
WI '97	317	3782	.8	4.4	460	2180	1.1	4.3	484	2192	1.2	5.0	353	2481	.9	4.2	111	1208	.3
4-Book	297	3894	.8	4.1	412	2195	1.0	3.9	442	2183	1.1	4.4	347	2464	.9	4.1	109	1217	.3
FA '96	280	3916	.7	3.9	387	2223	1.0	3.7	386	2253	.9	3.9	372	2629	.9	4.4	99	1286	.2
+WXXM-FM																			
WFLN-FM																			
FA '97	118	3053	.3	1.6	109	1291	.3	1.0	150	1232	.4	1.5	168	1829	.4	2.0	73	1206	.2
SU '97	178	2609	.4	2.4	193	1240	.5	1.9	287	1365	.7	2.8	244	1621	.6	2.9	83	827	.2
SP '97	187	3030	.5	2.6	221	1480	.5	2.0	275	1488	.7	2.8	225	1637	.6	2.6	96	964	.2
WI '97	230	3388	.6	3.2	236	1557	.6	2.2	344	1782	.8	3.6	253	1937	.6	3.0	135	1218	.3
4-Book	178	3020	.5	2.5	190	1392	.5	1.8	264	1467	.7	2.7	223	1756	.6	2.6	97	1054	.2
FA '96	233	3463	.6	3.2	272	1653	.7	2.6	319	1828	.8	3.2	272	1954	.7	3.2	137	1185	.3
WYSP-FM																			
FA '97	454	7909	1.1	6.3	1266	4777	3.1	11.7	568	3278	1.4	5.8	310	2554	.8	3.7	94	1338	.2
SU '97	385	7318	.9	5.3	1181	4551	2.9	11.5	428	3113	1.1	4.2	281	2672	.7	3.3	111	1654	.3
SP '97	461	7010	1.1	6.3	1279	4665	3.1	11.7	608	3329	1.5	6.1	419	3173	1.0	4.9	122	1644	.3
WI '97	391	6677	1.0	5.5	1199	4603	2.9	11.1	430	2907	1.1	4.5	310	2625	.8	3.7	108	1419	.3
4-Book	423	7229	1.0	5.9	1231	4649	3.0	11.5	509	3157	1.3	5.2	330	2756	.8	3.9	109	1514	.3
FA '96	347	7091	.9	4.8	969	3928	2.4	9.1	356	2638	.9	3.6	287	2644	.7	3.4	88	1480	.2
WYXR-FM																			
FA '97	217	4885	.5	3.0	280	2180	.7	2.6	332	1841	.8	3.4	294	2422	.7	3.5	118	1706	.3
SU '97	265	5795	.7	3.6	267	2290	.7	2.6	392	2723	1.0	3.8	318	3174	.8	3.8	185	2141	.5
SP '97	252	5301	.6	3.5	321	2441	.8	2.9	395	2414	1.0	4.0	332	2967	.8	3.9	129	1857	.3
WI '97	183	4979	.5	2.6	236	2035	.6	2.2	265	1989	.7	2.8	224	2419	.6	2.6	104	1801	.3
4-Book	229	5240	.6	3.2	276	2237	.7	2.6	346	2242	.9	3.5	292	2746	.7	3.5	134	1876	.4
FA '96	255	5298	.6	3.5	313	2506	.8	3.0	361	2436	.9	3.6	349	3126	.9	4.1	135	1970	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

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
WBYN-FM																				
FA '97	23	437	.1	.3	26	193	.1	.2	35	165	.1	.4	21	159	.1	.2	13	148		.4
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	24	399	.1	.3	33	262	.1	.3	28	187	.1	.3	29	202	.1	.3	13	171		.4
WJBR-FM																				
FA '97	28	863	.1	.4	40	327	.1	.4	36	287	.1	.4	36	375	.1	.4	18	213		.5
SU '97	31	721	.1	.4	45	254	.1	.4	51	278	.1	.5	35	294	.1	.4	15	165		.4
SP '97	45	920	.1	.6	58	384	.1	.5	83	415	.2	.8	52	368	.1	.6	14	264		.4
WI '97	37	829	.1	.5	39	330	.1	.4	69	328	.2	.7	48	390	.1	.6	18	279		.5
4-Book	35	833	.1	.5	46	324	.1	.4	60	327	.2	.6	43	357	.1	.5	16	230		.5
FA '96	61	1017	.2	.8	81	515	.2	.8	102	434	.3	1.0	69	509	.2	.8	22	238	.1	.6
WKXW-FM																				
FA '97	68	1367	.2	.9	101	616	.2	.9	93	605	.2	.9	122	854	.3	1.4	37	372	.1	1.0
SU '97	60	1392	.1	.8	85	569	.2	.8	103	660	.3	1.0	80	739	.2	1.0	16	321		.4
SP '97	41	1223	.1	.6	52	485	.1	.5	64	529	.2	.6	60	599	.1	.7	14	222		.4
WI '97	63	1411	.2	.9	99	570	.2	.9	90	582	.2	.9	85	754	.2	1.0	15	200		.4
4-Book	58	1348	.2	.8	84	560	.2	.8	88	594	.2	.9	87	737	.2	1.0	21	279		.6
FA '96	55	1128	.1	.8	95	459	.2	.9	93	542	.2	.9	62	583	.2	.7	18	293		.5
+WLEV-FM																				
WFMZ-FM																				
FA '97	41	591	.1	.6	38	211	.1	.4	84	285	.2	.9	56	288	.1	.7	17	201		.5
SU '97	36	649	.1	.5	49	281	.1	.5	66	305	.2	.6	32	332	.1	.4	7	144		.2
SP '97	38	503	.1	.5	47	254	.1	.4	61	224	.2	.6	47	276	.1	.5	11	129		.3
WI '97	64	859	.2	.9	68	394	.2	.6	122	423	.3	1.3	69	482	.2	.8	24	232	.1	.7
4-Book	45	651	.1	.6	51	285	.1	.5	83	309	.2	.9	51	345	.1	.6	15	177		.4
FA '96	49	660	.1	.7	63	356	.2	.6	86	373	.2	.9	57	334	.1	.7	10	171		.3
WPST-FM																				
FA '97	83	2843	.2	1.1	95	1197	.2	.9	103	1051	.3	1.0	105	1531	.3	1.2	61	1223	.1	1.7
SU '97	113	3459	.3	1.5	95	1157	.2	.9	163	1541	.4	1.6	152	1899	.4	1.8	61	1217	.2	1.7
SP '97	91	2910	.2	1.2	108	1215	.3	1.0	117	1318	.3	1.2	128	1677	.3	1.5	66	1028	.2	1.8
WI '97	97	2834	.2	1.4	120	1123	.3	1.1	123	1016	.3	1.3	142	1682	.3	1.7	63	984	.2	1.8
4-Book	96	3012	.2	1.3	105	1173	.3	1.0	127	1232	.3	1.3	132	1697	.3	1.6	63	1113	.2	1.8
FA '96	104	2958	.3	1.4	130	1169	.3	1.2	151	1092	.4	1.5	134	1628	.3	1.6	61	1086	.2	1.7
WRDR-FM																				
FA '97	55	891	.1	.8	65	374	.2	.6	92	558	.2	.9	79	540	.2	.9	9	207		.3
SU '97	32	564	.1	.4	42	245	.1	.4	54	315	.1	.5	27	291	.1	.3	10	95		.3
SP '97	53	760	.1	.7	57	407	.1	.5	102	490	.3	1.0	58	429	.1	.7	12	177		.3
WI '97	29	503	.1	.4	43	232	.1	.4	35	261	.1	.4	30	351	.1	.4	16	143		.5
4-Book	42	680	.1	.6	52	315	.1	.5	71	406	.2	.7	49	403	.1	.6	12	156		.4
FA '96	26	492	.1	.4	29	183	.1	.3	29	247	.1	.3	28	221	.1	.3	15	163		.4
WRFY-FM																				
FA '97	22	486	.1	.3	33	191	.1	.3	40	210	.1	.4	33	233	.1	.4	3	71		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	24	306	.1	.3	26	107	.1	.2	40	163	.1	.4	22	119	.1	.3	14	78		.4
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	23	432	.1	.3	36	175	.1	.3	27	192	.1	.3	33	91	.1	.4	4	31		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	7231	39206	17.8	10789	34875	26.5	9811	29912	24.1	8471	33235	20.8	3541	23122	8.7					
SU '97	7295	39318	17.9	10310	33823	25.4	10279	31869	25.3	8396	33917	20.7	3685	23822	9.1					
SP '97	7299	39409	18.0	10888	34899	26.8	9892	30393	24.3	8560	33581	21.1	3596	23799	8.8					
WI '97	7161	39169	17.6	10817	34589	26.6	9591	29498	23.6	8458	33703	20.8	3454	22959	8.5					
4-Book	7247	39276	17.8	10701	34547	26.3	9893	30418	24.3	8471	33609	20.9	3569	23426	8.8					
FA '96	7201	39243	17.7	10602	34467	26.1	9914	30498	24.4	8529	33727	21.0	3543	24134	8.7					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Persons 12+																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
FA '97	691	10923	1.7	7.1	357	6423	.9	6.7	879	3413	2.2	14.8	407	1984	1.0	4.8	240	1125	.6	4.1
4-Book	677	10811	1.7	7.0	350	6586	.9	6.6	853	3446	2.1	14.7	392	1923	1.0	4.5	242	1153	.6	4.0
WBEB-FM																				
FA '97	637	5194	1.6	6.6	256	3228	.6	4.8	257	860	.6	4.3	497	1412	1.2	5.9	327	1083	.8	5.6
4-Book	635	5126	1.6	6.6	266	3181	.7	5.0	271	872	.7	4.7	507	1407	1.2	5.8	334	997	.8	5.5
WDAS-AM																				
FA '97	111	685	.3	1.1	85	768	.2	1.6	86	153	.2	1.4	81	189	.2	1.0	32	114	.1	.5
4-Book	98	673	.3	1.0	97	838	.2	1.8	72	151	.2	1.2	79	165	.2	.9	33	78	.1	.5
WDAS-FM																				
FA '97	505	3484	1.2	5.2	293	2557	.7	5.5	232	649	.6	3.9	436	1056	1.1	5.2	396	936	1.0	6.8
4-Book	490	3414	1.2	5.1	283	2477	.7	5.3	240	664	.6	4.1	461	1052	1.2	5.3	345	824	.9	5.7
WFIL-AM																				
FA '97	34	506	.1	.4	13	270	.2	.2	18	72	.3	.3	19	64	.2	.2	11	27	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	91	661	.2	.9	68	642	.2	1.3	74	180	.2	1.2	88	211	.2	1.0	56	143	.1	1.0
4-Book	104	701	.3	1.1	74	621	.2	1.4	80	200	.2	1.4	101	216	.2	1.1	48	113	.1	.8
WIOQ-FM																				
FA '97	291	4562	.7	3.0	180	2947	.4	3.4	138	550	.3	2.3	284	1108	.7	3.4	210	856	.5	3.6
4-Book	342	5110	.8	3.6	227	3490	.5	4.3	150	631	.4	2.6	405	1532	1.0	4.6	311	1146	.8	5.1
WIP -AM																				
FA '97	408	4055	1.0	4.2	144	2087	.4	2.7	183	657	.4	3.1	209	752	.5	2.5	128	437	.3	2.2
4-Book	386	3947	1.0	4.0	140	2172	.4	2.6	200	687	.5	3.4	204	768	.5	2.3	134	499	.3	2.2
WJJZ-FM																				
FA '97	423	3502	1.0	4.4	188	2285	.5	3.5	151	519	.4	2.5	358	1025	.9	4.3	258	747	.6	4.4
4-Book	399	3386	1.0	4.1	204	2313	.5	3.8	162	546	.4	2.8	346	961	.9	4.0	276	760	.7	4.6
WMGK-FM																				
FA '97	473	4851	1.2	4.9	224	3063	.5	4.2	201	730	.5	3.4	483	1461	1.2	5.7	309	1076	.8	5.3
4-Book	448	4768	1.1	4.6	215	3085	.5	4.0	177	655	.4	3.0	451	1441	1.1	5.2	311	1055	.8	5.1
WMMR-FM																				
FA '97	333	4113	.8	3.4	130	2287	.3	2.5	152	604	.4	2.6	277	936	.7	3.3	144	654	.4	2.5
4-Book	399	4296	1.0	4.1	164	2599	.4	3.1	180	651	.5	3.1	326	1134	.8	3.8	205	773	.5	3.4
WVGL-FM																				
FA '97	488	5050	1.2	5.0	304	3670	.7	5.7	266	932	.7	4.5	586	1702	1.4	7.0	410	1269	1.0	7.0
4-Book	492	5075	1.2	5.1	310	3686	.8	5.8	288	940	.7	5.0	568	1612	1.4	6.5	366	1160	.9	6.0
WPEN-AM																				
FA '97	356	2673	.9	3.7	213	2124	.5	4.0	363	982	.9	6.1	404	1044	1.0	4.8	223	619	.5	3.8
4-Book	429	2824	1.1	4.4	255	2272	.6	4.8	417	1057	1.0	7.2	506	1243	1.3	5.8	310	846	.8	5.1
+WPHI-FM																				
FA '97	261	3623	.6	2.7	224	2619	.5	4.2	163	553	.4	2.7	303	994	.7	3.6	274	910	.7	4.7
4-Book	281	3616	.7	2.9	220	2545	.5	4.1	139	475	.3	2.4	358	1139	.9	4.1	316	955	.8	5.2
WPHT-AM																				
FA '97	64	1071	.2	.7	40	629	.1	.8	46	139	.1	.8	50	162	.1	.6	23	82	.1	.4
4-Book	62	1164	.2	.7	38	676	.1	.7	47	134	.1	.8	44	180	.1	.5	24	91	.1	.4
WPLY-FM																				
FA '97	223	4115	.5	2.3	146	2691	.4	2.8	99	550	.2	1.7	240	1000	.6	2.9	228	866	.6	3.9
4-Book	263	4407	.6	2.7	153	2827	.4	2.9	101	505	.3	1.7	266	1156	.6	3.1	205	854	.5	3.4
WURD-AM																				
FA '97	60	410	.1	.6	33	269	.1	.6	40	102	.1	.7	57	150	.1	.7	36	85	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

	Persons 12+																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	375	4625	.9	3.9	288	3326	.7	5.4	213	721	.5	3.6	446	1318	1.1	5.3	374	1128	.9	6.4
4-Book	414	4754	1.0	4.3	306	3289	.8	5.7	212	689	.5	3.7	489	1471	1.2	5.6	399	1125	1.0	6.6
WWDB-FM																				
FA '97	441	3391	1.1	4.5	252	2533	.6	4.8	425	1000	1.0	7.2	279	741	.7	3.3	145	478	.4	2.5
4-Book	479	3840	1.2	4.9	266	2801	.7	5.0	402	1047	1.0	6.9	319	902	.8	3.7	175	511	.5	2.9
WWJZ-AM																				
FA '97	42	438	.1	.4	31	338	.1	.6	55	149	.1	.9	52	206	.1	.6	23	52	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	358	3321	.9	3.7	231	2423	.6	4.4	229	809	.6	3.9	488	1301	1.2	5.8	252	778	.6	4.3
4-Book	404	3391	1.0	4.2	236	2406	.6	4.4	255	813	.6	4.4	449	1220	1.1	5.2	288	884	.7	4.8
+WXXM-FM																				
WFLN-FM																				
FA '97	143	2558	.4	1.5	105	1756	.3	2.0	102	387	.3	1.7	243	831	.6	2.9	141	639	.3	2.4
4-Book	229	2482	.6	2.4	145	1732	.4	2.7	113	422	.3	1.9	259	785	.6	3.0	167	565	.4	2.8
WYSP-FM																				
FA '97	704	6159	1.7	7.3	253	4006	.6	4.8	151	544	.4	2.5	185	746	.5	2.2	159	709	.4	2.7
4-Book	676	6148	1.7	7.0	184	2928	.5	3.5	154	498	.4	2.7	257	962	.6	2.9	205	782	.5	3.4
WYXR-FM																				
FA '97	304	3694	.7	3.1	128	2431	.3	2.4	100	478	.2	1.7	194	835	.5	2.3	157	727	.4	2.7
4-Book	308	4050	.8	3.2	154	2685	.4	2.9	135	549	.3	2.4	275	1031	.7	3.1	198	782	.5	3.2
WBYN-FM																				
FA '97	28	328	.1	.3	22	308	.1	.4	12	59	.2	.2	48	164	.1	.6	25	65	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	38	644	.1	.4	19	433	.1	.4	23	78	.1	.4	32	183	.1	.4	11	59	.1	.2
4-Book	51	599	.1	.6	22	403	.1	.4	25	84	.1	.4	38	139	.1	.5	26	91	.1	.5
WKXW-FM																				
FA '97	104	1229	.3	1.1	26	402	.1	.5	42	125	.1	.7	52	163	.1	.6	58	156	.1	1.0
4-Book	86	1115	.2	.9	33	506	.1	.6	38	124	.1	.7	55	175	.1	.7	46	134	.1	.8
+WLEV-FM																				
WFMZ-FM																				
FA '97	61	411	.1	.6	23	301	.1	.4	25	64	.1	.4	31	121	.1	.4	27	118	.1	.5
4-Book	63	498	.1	.6	32	365	.1	.6	38	102	.1	.7	54	150	.1	.6	32	98	.1	.5
WPST-FM																				
FA '97	101	2279	.2	1.0	64	1442	.2	1.2	50	238	.1	.8	114	565	.3	1.4	93	555	.2	1.6
4-Book	122	2451	.3	1.2	73	1511	.2	1.4	49	226	.1	.9	134	618	.3	1.6	101	506	.2	1.7
WRDR-FM																				
FA '97	80	767	.2	.8	42	579	.1	.8	40	126	.1	.7	62	213	.2	.7	54	181	.1	.9
4-Book	58	573	.2	.6	35	410	.1	.7	44	114	.1	.8	57	167	.2	.7	45	147	.1	.7
WRFY-FM																				
FA '97	36	385	.1	.4	10	176	.2	.2	18	52	.3	.3	18	63	.2	.2	7	50	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	30	276	.1	.3	20	168	.4	.4	21	64	.1	.4	31	70	.1	.4	9	29	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	9703	38524	23.8		5299	33284	13.0		5937	16220	14.6		8417	20403	20.7		5841	15520	14.3	
4-Book	9706	38651	23.9		5328	33415	13.1		5811	15917	14.3		8735	21243	21.5		6087	15855	15.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	154	836	.4	4.3	754	2871	1.9	16.3	262	1263	.6	4.1	178	832	.4	3.8	109	734	.3	3.9
4-Book	138	805	.4	3.9	700	2862	1.8	15.4	281	1441	.7	4.6	181	857	.4	3.8	130	796	.3	4.5
WBEB-FM																				
FA '97	130	569	.3	3.6	193	623	.5	4.2	299	969	.7	4.7	258	828	.6	5.5	88	433	.2	3.2
4-Book	156	636	.4	4.4	180	599	.5	4.0	314	1024	.8	5.1	257	806	.6	5.5	108	522	.3	3.7
WDAS-AM																				
FA '97	32	47	.1	.9	221	460	.5	4.8	158	452	.4	2.5	49	134	.1	1.0	34	67	.1	1.2
4-Book	17	42	.1	.5	295	595	.7	6.5	207	516	.5	3.4	62	140	.2	1.3	30	80	.1	1.0
WDAS-FM																				
FA '97	206	635	.5	5.8	180	446	.4	3.9	230	564	.6	3.6	210	476	.5	4.4	420	804	1.0	15.2
4-Book	226	651	.6	6.4	152	391	.4	3.3	196	575	.5	3.2	205	476	.5	4.3	402	776	1.0	13.9
WFIL-AM																				
FA '97	13	59	.4	.4	28	102	.1	.6	7	46	.1	.1	3	25	.1	.1	5	37	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	13	30	.4	.4	155	316	.4	3.3	111	320	.3	1.7	44	93	.1	.9	15	40	.5	.5
4-Book	25	79	.7	.7	159	322	.4	3.5	101	308	.3	1.6	68	129	.2	1.4	24	68	.1	.8
WIOQ-FM																				
FA '97	237	828	.6	6.6	60	261	.1	1.3	180	911	.4	2.8	149	582	.4	3.2	152	561	.4	5.5
4-Book	234	897	.6	6.7	83	348	.2	1.8	244	1046	.6	4.0	211	804	.5	4.5	149	587	.4	5.1
WIP -AM																				
FA '97	64	186	.2	1.8	151	541	.4	3.3	184	713	.5	2.9	169	524	.4	3.6	73	367	.2	2.6
4-Book	98	356	.3	2.8	113	433	.3	2.5	148	648	.4	2.4	142	497	.3	3.0	85	374	.2	2.9
WJJZ-FM																				
FA '97	152	482	.4	4.3	111	431	.3	2.4	211	670	.5	3.3	149	466	.4	3.2	95	312	.2	3.4
4-Book	157	511	.4	4.5	112	408	.3	2.5	245	734	.6	4.0	201	545	.5	4.3	118	388	.3	4.1
WMGK-FM																				
FA '97	127	501	.3	3.6	81	388	.2	1.7	281	1036	.7	4.4	221	811	.5	4.7	75	340	.2	2.7
4-Book	129	530	.3	3.6	80	365	.2	1.7	245	969	.6	4.0	211	768	.5	4.5	98	425	.2	3.4
WMMR-FM																				
FA '97	58	346	.1	1.6	120	379	.3	2.6	163	678	.4	2.5	73	310	.2	1.5	50	224	.1	1.8
4-Book	85	392	.2	2.4	123	429	.3	2.7	200	789	.5	3.2	129	532	.3	2.7	61	310	.2	2.1
WOGL-FM																				
FA '97	165	575	.4	4.6	288	889	.7	6.2	343	1146	.8	5.3	225	812	.6	4.8	141	423	.3	5.1
4-Book	188	674	.5	5.3	293	865	.7	6.5	344	1172	.9	5.6	267	841	.7	5.7	157	509	.4	5.4
WPEN-AM																				
FA '97	92	338	.2	2.6	146	539	.4	3.2	225	668	.6	3.5	185	446	.5	3.9	79	280	.2	2.9
4-Book	103	366	.3	3.0	141	491	.4	3.1	236	733	.6	3.8	253	602	.7	5.3	91	296	.2	3.1
+WPHI-FM																				
FA '97	306	938	.8	8.6	103	400	.3	2.2	205	690	.5	3.2	252	672	.6	5.3	168	552	.4	6.1
4-Book	278	833	.7	7.9	79	286	.2	1.7	197	709	.5	3.2	231	698	.6	4.9	142	494	.4	4.9
WPHT-AM																				
FA '97	25	87	.1	.7	54	210	.1	1.2	70	211	.2	1.1	43	128	.1	.9	8	25	.3	.3
4-Book	29	110	.1	.8	46	143	.1	1.1	61	229	.2	1.0	44	163	.1	.9	12	49	.4	.4
WPLY-FM																				
FA '97	122	604	.3	3.4	73	373	.2	1.6	192	844	.5	3.0	122	574	.3	2.6	78	411	.2	2.8
4-Book	119	607	.3	3.4	68	345	.2	1.5	198	910	.5	3.2	162	740	.4	3.4	88	483	.2	3.0
WURD-AM																				
FA '97	8	23	.2	.2	28	67	.1	.6	50	136	.1	.8	41	102	.1	.9	7	17	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

	Persons 12+																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	319	1003	.8	8.9	203	662	.5	4.4	312	951	.8	4.9	245	706	.6	5.2	165	542	.4	6.0
4-Book	334	1047	.8	9.5	186	587	.5	4.1	308	993	.8	5.0	263	726	.7	5.6	226	669	.6	7.8
WWDB-FM																				
FA '97	197	668	.5	5.5	307	949	.8	6.6	386	926	.9	6.0	117	318	.3	2.5	157	563	.4	5.7
4-Book	168	568	.4	4.8	332	1013	.8	7.3	451	1012	1.1	7.3	120	363	.3	2.6	152	524	.4	5.3
WWJZ-AM																				
FA '97	4	27	.1	.1	55	156	.1	1.2	45	141	.1	.7	19	56	.4	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	97	409	.2	2.7	212	692	.5	4.6	316	903	.8	4.9	170	641	.4	3.6	73	306	.2	2.6
4-Book	96	438	.2	2.7	188	617	.5	4.2	312	949	.8	5.1	205	653	.5	4.4	89	367	.2	3.1
+WXXM-FM																				
WFLN-FM																				
FA '97	82	458	.2	2.3	27	154	.1	.6	98	514	.2	1.5	91	407	.2	1.9	42	265	.1	1.5
4-Book	86	367	.2	2.5	87	358	.2	1.9	201	714	.5	3.3	166	494	.4	3.5	74	315	.2	2.5
WYSP-FM																				
FA '97	101	424	.2	2.8	68	245	.2	1.5	700	2334	1.7	10.9	540	1870	1.3	11.4	100	468	.2	3.6
4-Book	112	450	.3	3.1	73	246	.2	1.6	316	1153	.8	5.1	263	925	.7	5.6	81	388	.2	2.8
WYXR-FM																				
FA '97	104	519	.3	2.9	82	332	.2	1.8	135	641	.3	2.1	113	563	.3	2.4	125	490	.3	4.5
4-Book	108	515	.3	3.0	80	339	.2	1.8	168	745	.4	2.7	141	610	.4	3.0	112	500	.3	3.8
WBYN-FM																				
FA '97	10	45	.3	.3	11	60	.2	.2	34	104	.1	.5	30	67	.1	.6	4	30	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	8	39	.2	.2	12	70	.3	.3	30	101	.1	.5	22	86	.1	.5	11	56	.1	.4
4-Book	13	67	.4	.4	12	56	.3	.3	30	119	.1	.5	18	73	.1	.4	15	67	.1	.5
WKXW-FM																				
FA '97	18	47	.5	.5	14	90	.3	.3	16	84	.2	.2	12	60	.3	.3	1	8	.1	.1
4-Book	15	63	.5	.5	33	124	.1	.7	45	156	.1	.7	25	91	.1	.6	11	54	.1	.4
+WLEV-FM																				
WFMZ-FM																				
FA '97	10	36	.3	.3	18	59	.4	.4	32	111	.1	.5	21	109	.1	.4	21	84	.1	.8
4-Book	12	53	.4	.4	43	127	.1	.9	45	124	.1	.8	26	102	.1	.5	12	52	.1	.4
WPST-FM																				
FA '97	50	295	.1	1.4	21	107	.1	.5	66	450	.2	1.0	66	363	.2	1.4	47	260	.1	1.7
4-Book	57	341	.2	1.6	33	190	.1	.7	81	436	.2	1.3	82	377	.2	1.7	43	233	.1	1.5
WRDR-FM																				
FA '97	18	108	.5	.5	28	150	.1	.6	47	185	.1	.7	73	211	.2	1.5	18	68	.1	.7
4-Book	18	91	.5	.5	27	86	.1	.6	42	131	.1	.7	36	118	.1	.7	11	45	.1	.4
WRFY-FM																				
FA '97	2	16	.1	.1	10	46	.2	.2	16	78	.2	.2	7	31	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97					27	68	.1	.6	32	49	.1	.5	34	67	.1	.7	6	28	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	3567	11057	8.8		4633	13570	11.4		6417	17433	15.8		4722	12755	11.6		2761	8722	6.8	
4-Book	3528	11033	8.7		4540	13062	11.2		6179	17063	15.2		4732	12466	11.7		2905	9035	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	15	884	.2	1.3	49	521	.6	3.6	7	177	.1	.6	18	230	.2	1.2	3	82	.3	
SU '97	12	623	.1	.9	29	343	.4	2.2	17	155	.2	1.0	11	178	.1	.7	4	83	.4	
SP '97	13	632	.2	1.1	38	394	.5	2.8	12	124	.1	1.0	9	159	.1	.6	4	89	.4	
WI '97	18	999	.2	1.6	47	619	.6	3.6	21	261	.3	1.9	17	273	.2	1.2	7	200	.1	
4-Book	15	785	.2	1.2	41	469	.5	3.1	14	179	.2	1.1	14	210	.2	.9	5	114	.5	
FA '96	18	707	.2	1.5	61	486	.8	4.4	10	121	.1	.8	13	176	.2	.8	7	85	.1	
WBEB-FM																				
FA '97	53	1114	.7	4.4	53	426	.7	3.9	81	456	1.0	7.1	70	563	.9	4.6	38	421	.5	
SU '97	46	1178	.6	3.6	39	427	.5	3.0	57	442	.7	3.5	52	479	.6	3.3	33	429	.4	
SP '97	52	1184	.6	4.4	46	458	.6	3.4	79	369	1.0	6.5	71	514	.9	4.5	35	499	.4	
WI '97	55	1234	.7	4.9	46	432	.6	3.5	56	377	.7	5.0	77	519	.9	5.2	60	569	.7	
4-Book	52	1178	.7	4.3	46	436	.6	3.5	68	411	.9	5.5	68	519	.8	4.4	42	480	.5	
FA '96	55	1342	.7	4.6	51	524	.6	3.7	83	401	1.0	6.9	72	667	.9	4.6	48	558	.6	
WDAS-AM																				
FA '97	7	82	.1	.6	9	26	.1	.7	9	20	.1	.8	7	30	.1	.5	2	17	.2	
SU '97	6	93	.1	.5	13	52	.2	1.0	9	46	.1	.6	6	54	.1	.4	1	28	.1	
SP '97	2	93	.2	.2	2	30	.1	.1	2	8	.2	.2	1	6	.1	.1		8		
WI '97	3	94	.3	.3	4	29	.3	.3	3	17	.3	.3	1	15	.1	.1				
4-Book	5	91	.1	.4	7	34	.1	.5	6	23	.1	.5	4	26	.1	.3	1	13	.1	
FA '96	2	84	.2	.2	1	13	.1	.1	1	12	.1	.1	2	12	.1	.1	3	15	.3	
WDAS-FM																				
FA '97	43	777	.5	3.6	36	283	.4	2.7	43	235	.5	3.8	44	299	.5	2.9	42	369	.5	
SU '97	38	647	.5	3.0	42	301	.5	3.2	53	270	.7	3.2	49	313	.6	3.1	29	314	.4	
SP '97	33	620	.4	2.8	40	246	.5	3.0	41	266	.5	3.4	36	297	.4	2.3	30	248	.4	
WI '97	32	768	.4	2.8	41	290	.5	3.2	41	249	.5	3.7	36	327	.4	2.5	19	271	.2	
4-Book	37	703	.5	3.1	40	280	.5	3.0	45	255	.6	3.5	41	309	.5	2.7	30	301	.4	
FA '96	37	767	.5	3.1	36	276	.4	2.6	39	314	.5	3.3	43	352	.5	2.7	36	317	.4	
WFIL-AM																				
FA '97		23								7			2	12		.1		5		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	1	15		.1	3	15		.2	3	6		.2	1	6		.1		18		
WI '97		45			2	26		.2					1	10		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		26			1	9		.1						9						
WHAT-AM																				
FA '97	1	42		.1						8			1	10		.1		34	.1	
SU '97	2	30		.2	6	25		.5	1	12		.1	1	13		.1		6		
SP '97	1	37		.1		8				10				5						
WI '97	1	40		.1	3	31		.2		7										
4-Book	1	37		.1	2	16		.2		9			1	7		.1		10		
FA '96	6	69		.5	7	51		.5	8	26		.7	5	19		.3	4	20	.4	
W10Q-FM																				
FA '97	108	2649	1.3	9.1	101	1045	1.2	7.5	87	1062	1.1	7.6	150	1561	1.9	9.8	113	1225	1.4	
SU '97	136	2950	1.7	10.6	91	1147	1.1	6.9	170	1653	2.1	10.4	175	1898	2.2	11.1	127	1478	1.6	
SP '97	124	2844	1.5	10.4	105	1248	1.3	7.8	113	1314	1.4	9.3	193	1860	2.4	12.2	123	1318	1.5	
WI '97	155	3141	1.9	13.8	157	1422	1.9	12.1	118	1294	1.5	10.6	225	2068	2.8	15.3	155	1711	1.9	
4-Book	131	2896	1.6	11.0	114	1216	1.4	8.6	122	1331	1.5	9.5	186	1847	2.3	12.1	130	1433	1.6	
FA '96	195	3567	2.4	16.4	201	1766	2.5	14.4	162	1633	2.0	13.5	269	2342	3.3	17.1	197	2018	2.4	
WIP -AM																				
FA '97	26	603	.3	2.2	37	363	.5	2.7	25	187	.3	2.2	40	367	.5	2.6	13	210	.2	
SU '97	30	590	.4	2.3	63	350	.8	4.8	40	302	.5	2.5	35	282	.4	2.2	10	150	.1	
SP '97	19	673	.2	1.6	26	206	.3	1.9	15	129	.2	1.2	17	181	.2	1.1	25	282	.3	
WI '97	20	535	.2	1.8	37	290	.5	2.8	20	150	.2	1.8	23	196	.3	1.6	19	181	.2	
4-Book	24	600	.3	2.0	41	302	.5	3.1	25	192	.3	1.9	29	257	.4	1.9	17	206	.2	
FA '96	23	561	.3	1.9	38	295	.5	2.7	23	184	.3	1.9	23	172	.3	1.5	18	210	.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZZ-FM																				
FA '97	10	305	.1	.8	12	119	.1	.9	13	140	.2	1.1	11	140	.1	.7	13	103	.2	1.2
SU '97	8	253	.1	.6	4	91		.3	12	122	.1	.7	10	115	.1	.6	5	104	.1	.5
SP '97	14	305	.2	1.2	19	100	.2	1.4	14	92	.2	1.2	15	124	.2	1.0	6	82	.1	.6
WI '97	15	360	.2	1.3	8	78	.1	.6	19	96	.2	1.7	27	133	.3	1.8	17	147	.2	1.6
4-Book	12	306	.2	1.0	11	97	.1	.8	15	113	.2	1.2	16	128	.2	1.0	10	109	.2	1.0
FA '96	9	307	.1	.8	5	53	.1	.4	10	87	.1	.8	13	141	.2	.8	8	150	.1	.8
WMGK-FM																				
FA '97	66	1169	.8	5.5	55	481	.7	4.1	91	508	1.1	8.0	102	658	1.3	6.6	45	437	.6	4.0
SU '97	46	1177	.6	3.6	41	439	.5	3.1	77	558	.9	4.7	68	675	.8	4.3	29	422	.4	2.7
SP '97	52	1251	.6	4.4	41	409	.5	3.0	67	560	.8	5.5	59	692	.7	3.7	46	507	.6	4.3
WI '97	45	875	.6	4.0	43	308	.5	3.3	91	466	1.1	8.2	67	491	.8	4.6	18	314	.2	1.7
4-Book	52	1118	.7	4.4	45	409	.6	3.4	82	523	1.0	6.6	74	629	.9	4.8	35	420	.5	3.2
FA '96	58	1107	.7	4.9	58	524	.7	4.2	94	566	1.2	7.9	94	708	1.2	6.0	31	460	.4	3.0
WMMR-FM																				
FA '97	30	1008	.4	2.5	38	367	.5	2.8	37	387	.5	3.2	37	462	.5	2.4	28	307	.3	2.5
SU '97	56	1322	.7	4.4	55	406	.7	4.2	93	544	1.1	5.7	81	743	1.0	5.1	36	457	.4	3.4
SP '97	36	1291	.4	3.0	38	419	.5	2.8	52	516	.6	4.3	48	712	.6	3.0	22	414	.3	2.1
WI '97	34	1133	.4	3.0	37	381	.5	2.8	50	509	.6	4.5	44	545	.5	3.0	17	328	.2	1.6
4-Book	39	1189	.5	3.2	42	393	.6	3.2	58	489	.7	4.4	53	616	.7	3.4	26	377	.3	2.4
FA '96	36	1139	.4	3.0	41	389	.5	2.9	52	432	.6	4.3	53	573	.7	3.4	18	316	.2	1.7
WOGL-FM																				
FA '97	17	790	.2	1.4	17	245	.2	1.3	17	269	.2	1.5	23	335	.3	1.5	14	224	.2	1.2
SU '97	29	819	.4	2.3	27	239	.3	2.1	54	302	.7	3.3	32	365	.4	2.0	12	220	.1	1.1
SP '97	20	712	.2	1.7	33	280	.4	2.4	14	181	.2	1.2	19	267	.2	1.2	15	181	.2	1.4
WI '97	9	575	.1	.8	8	171	.1	.6	9	152	.1	.8	15	218	.2	1.0	7	149	.1	.7
4-Book	19	724	.2	1.6	21	234	.3	1.6	24	226	.3	1.7	22	296	.3	1.4	12	194	.2	1.1
FA '96	27	771	.3	2.3	30	276	.4	2.2	33	206	.4	2.8	41	380	.5	2.6	18	202	.2	1.7
WPEN-AM																				
FA '97		22								7							1	15		.1
SU '97	3	70		.2	2	8		.2	7	16	.1	.4	4	15		.3				
SP '97	4	43		.3	2	26		.1	5	25	.1	.4	7	25	.1	.4	2	17		.2
WI '97	2	62		.2		9			4	20		.4	4	26		.3	1	23		.1
4-Book	2	49		.2	1	11		.1	4	17	.1	.3	4	17		.3	1	14		.1
FA '96	4	36		.3	3	10		.2	15	26	.2	1.3	2	30		.1		10		
+WPHI-FM																				
FA '97	175	2763	2.2	14.7	173	1355	2.1	12.8	121	1179	1.5	10.6	240	1789	3.0	15.6	205	1594	2.5	18.2
SU '97	189	2775	2.3	14.7	160	1193	2.0	12.2	204	1714	2.5	12.5	241	1902	3.0	15.2	208	1762	2.6	19.7
SP '97	192	2787	2.4	16.1	153	1401	1.9	11.3	146	1400	1.8	12.0	288	1873	3.5	18.3	210	1692	2.6	19.8
WI '97	110	2080	1.4	9.8	94	862	1.2	7.2	93	845	1.1	8.3	159	1341	2.0	10.8	125	1222	1.5	11.9
4-Book	167	2601	2.1	13.8	145	1203	1.8	10.9	141	1285	1.7	10.9	232	1726	2.9	15.0	167	1568	2.3	17.4
FA '96	69	1641	.8	5.8	69	678	.8	4.9	79	750	1.0	6.6	104	974	1.3	6.6	55	759	.7	5.2
WPHT-AM																				
FA '97	1	42		.1	1	18		.1	1	10		.1					1	7		.1
SU '97	2	94		.2	2	7		.2		9			1	15		.1	5	28		.1
SP '97	2	106		.2	2	9		.1	2	35		.2	4	27		.3	3	62		.3
WI '97	1	25		.1	3	25		.2		6										
4-Book	2	67		.2	2	15		.2	1	15		.1	1	11		.1	2	24		.2
FA '96	1	38		.1	1	17		.1	3	10		.3		20				10		
WPLY-FM																				
FA '97	99	2400	1.2	8.3	104	1094	1.3	7.7	79	960	1.0	6.9	134	1510	1.7	8.7	104	1222	1.3	9.2
SU '97	120	2585	1.5	9.4	102	1089	1.3	7.8	148	1339	1.8	9.1	162	1724	2.0	10.2	111	1333	1.4	10.5
SP '97	106	2469	1.3	8.9	147	1143	1.8	10.9	104	1145	1.3	8.6	139	1468	1.7	8.8	83	1024	1.0	7.8
WI '97	83	2501	1.0	7.4	118	1198	1.5	9.1	82	1048	1.0	7.3	110	1542	1.4	7.5	61	1057	.8	5.8
4-Book	102	2489	1.3	8.5	118	1131	1.5	8.9	103	1123	1.3	8.0	136	1561	1.7	8.8	90	1159	1.1	8.3
FA '96	88	2510	1.1	7.4	115	1294	1.4	8.2	80	1041	1.0	6.7	114	1416	1.4	7.3	73	1136	.9	7.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
FA '97	5	113	.1	.4	5	42	.1	.4	4	58	.4	7	89	.1	.5	5	70	.1	.4	
SU '97	8	95	.1	.6	9	55	.1	.7	15	65	.2	8	40	.1	.5	1	22		.1	
SP '97	4	67		.3	5	28	.1	.4	1	10		3	37	.2		1	23		.1	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																				
FA '97	185	2974	2.3	15.5	176	1541	2.2	13.0	132	1210	1.6	11.6	255	1784	3.2	16.6	227	1712	2.8	20.2
SU '97	185	2752	2.3	14.4	171	1244	2.1	13.0	210	1490	2.6	12.9	216	1653	2.7	13.6	182	1421	2.2	17.2
SP '97	180	2876	2.2	15.1	162	1512	2.0	12.0	148	1405	1.8	12.2	261	1895	3.2	16.5	203	1603	2.5	19.2
WI '97	232	2935	2.9	20.6	237	1675	2.9	18.2	187	1316	2.3	16.8	306	2007	3.8	20.8	272	1807	3.3	25.9
4-Book	196	2884	2.4	16.4	187	1493	2.3	14.1	169	1355	2.1	13.4	260	1835	3.2	16.9	221	1636	2.7	20.6
FA '96	247	2907	3.0	20.8	244	1654	3.0	17.5	172	1371	2.1	14.4	341	1948	4.2	21.7	282	1954	3.5	26.9
WWDB-FM																				
FA '97	2	96		.2	3	14		.2	1	17		1	25		.1		18			
SU '97	4	162		.3	2	14		.2	9	60	.1	.6	3	57		.2	4	55		.4
SP '97	7	252	.1	.6	3	52		.2	8	87	.1	.7	17	87	.2	1.1	2	17		.2
WI '97	7	213	.1	.6	1	27		.1	12	50	.1	1.1	11	93	.1	.7	7	56	.1	.7
4-Book	5	181	.1	.4	2	27		.2	8	54	.1	.6	8	66	.1	.5	3	37		.3
FA '96	10	256	.1	.8	12	51	.1	.9	19	91	.2	1.6	13	131	.2	.8	4	52		.4
WWJZ-AM																				
FA '97																				
SU '97	2	7		.2					2	7		.1	4	7		.3	1	7		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		7																7		
WXTU-FM																				
FA '97	13	342	.2	1.1	20	149	.2	1.5	18	139	.2	1.6	16	196	.2	1.0	7	156	.1	.6
SU '97	30	583	.4	2.3	31	274	.4	2.4	45	399	.6	2.8	39	318	.5	2.5	17	207	.2	1.6
SP '97	23	495	.3	1.9	25	199	.3	1.9	23	186	.3	1.9	22	281	.3	1.4	21	200	.3	2.0
WI '97	27	346	.3	2.4	26	197	.3	2.0	30	198	.4	2.7	27	194	.3	1.8	25	215	.3	2.4
4-Book	23	442	.3	1.9	26	205	.3	2.0	29	231	.4	2.3	26	247	.3	1.7	18	195	.2	1.7
FA '96	32	487	.4	2.7	29	263	.4	2.1	33	226	.4	2.8	44	306	.5	2.8	33	271	.4	3.1
+VXXM-FM																				
WFLN-FM																				
FA '97	48	1379	.6	4.0	45	605	.6	3.3	43	503	.5	3.8	67	908	.8	4.4	46	689	.6	4.1
SU '97	6	211	.1	.5	8	101	.1	.6	5	56	.1	.3	8	127	.1	.5	3	76		.3
SP '97	3	129		.3	1	30		.1	2	41		.2	3	45		.2	3	53		.3
WI '97	8	211	.1	.7	8	86	.1	.6	10	74	.1	.9	8	82	.1	.5	7	73	.1	.7
4-Book	16	483	.2	1.4	16	206	.2	1.2	15	169	.2	1.3	22	291	.3	1.4	15	223	.2	1.4
FA '96	12	180	.1	1.0	10	70	.1	.7	6	57	.1	.5	10	85	.1	.6	17	142	.2	1.6
WYSP-FM																				
FA '97	109	1932	1.3	9.1	251	1202	3.1	18.6	129	811	1.6	11.3	94	824	1.2	6.1	43	454	.5	3.8
SU '97	103	2021	1.3	8.0	262	1151	3.2	20.0	127	912	1.6	7.8	89	952	1.1	5.6	41	639	.5	3.9
SP '97	113	2080	1.4	9.5	276	1282	3.4	20.5	133	924	1.6	11.0	120	1090	1.5	7.6	47	684	.6	4.4
WI '97	101	1747	1.2	9.0	235	1124	2.9	18.1	110	774	1.4	9.9	86	799	1.1	5.9	50	577	.6	4.8
4-Book	107	1945	1.3	8.9	256	1190	3.2	19.3	125	855	1.6	10.0	97	916	1.2	6.3	45	589	.6	4.2
FA '96	70	1709	.9	5.9	174	973	2.1	12.5	70	714	.9	5.8	66	749	.8	4.2	34	510	.4	3.2
WYXR-FM																				
FA '97	48	1425	.6	4.0	50	504	.6	3.7	58	399	.7	5.1	44	564	.5	2.9	58	730	.7	5.2
SU '97	74	1779	.9	5.8	43	492	.5	3.3	93	798	1.1	5.7	88	811	1.1	5.6	85	881	1.0	8.0
SP '97	53	1557	.7	4.4	40	471	.5	3.0	67	620	.8	5.5	66	765	.8	4.2	59	737	.7	5.6
WI '97	35	1552	.4	3.1	27	434	.3	2.1	34	497	.4	3.0	41	587	.5	2.8	53	775	.7	5.0
4-Book	53	1578	.7	4.3	40	475	.5	3.0	63	579	.8	4.8	60	682	.7	3.9	64	781	.8	6.0
FA '96	62	1647	.8	5.2	64	620	.8	4.6	71	552	.9	5.9	77	820	.9	4.9	59	736	.7	5.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WBYN-FM																					
FA '97		23				7							1	16		.1					
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96																					
WJBR-FM																					
FA '97	3	161		.3	1	23		.1	1	24		.1	5	84		.3	4	54		.4	
SU '97	4	173		.3	4	41		.3	4	47		.2	4	42		.3	7	42		.1	
SP '97	7	234		.6	4	81		.3	12	98		1.0	5	74		.3	9	138		.8	
WI '97	5	158		.4	5	42		.4	8	49		.7	7	96		.5	3	69		.3	
4-Book	5	182		.4	4	47		.3	6	55		.5	5	74		.4	6	76		.6	
FA '96	5	205		.4	8	92		.6	1	45		.1	5	54		.3	7	88		.7	
WKXW-FM																					
FA '97	6	176		.5	5	57		.4	11	71		1.0	17	127		1.1	2	54		.2	
SU '97	4	98		.3	1	18		.1	12	48		.7	6	60		.4	2	30		.2	
SP '97	2	132		.2	3	41		.2	3	47		.2	2	41		.1	1	25		.1	
WI '97	2	109		.2	2	9		.1	4	19		.4	4	51		.3	1	19		.1	
4-Book	4	129		.3	2	31		.2	8	46		.6	7	70		.5	1	32		.1	
FA '96	3	129		.3	2	44		.1	2	36		.2	7	64		.4	3	56		.3	
+WLEV-FM																					
WFMZ-FM																					
FA '97	1	62		.1	1	18		.1		19			1	26		.1	1	33		.1	
SU '97		37							1	15		.1	1	15		.1					
SP '97	2	28		.2	2	19		.1	4	9		.3	3	18		.2					
WI '97	1	29		.1	1	29		.1						12			1	9		.1	
4-Book	1	39		.1	1	17		.1	1	11		.1	1	18		.1	1	11		.1	
FA '96		43								11				9				9			
WPST-FM																					
FA '97	38	1262		3.2	42	555		3.1	31	412		2.7	42	738		2.7	42	698		3.7	
SU '97	59	1623		4.6	32	484		2.4	80	787		4.9	82	927		5.2	44	779		4.2	
SP '97	46	1526		3.9	50	662		3.7	42	666		3.5	61	880		3.9	45	682		4.2	
WI '97	47	1582		4.2	48	573		3.7	32	498		2.9	72	931		4.9	49	689		4.7	
4-Book	48	1498		4.0	43	569		3.2	46	591		3.5	64	869		4.2	45	712		4.2	
FA '96	45	1402		3.8	52	531		3.7	34	465		2.8	58	805		3.7	43	634		4.1	
WRDR-FM																					
FA '97		21																			
SU '97																					
SP '97																					
WI '97		26				9							2	26		.1					
4-Book		12				2							1	7							
FA '96		19												10				9			
WRFY-FM																					
FA '97	2	108		.2	1	32		.1	4	33		.4	5	45		.3	1	16		.1	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WDR -AM																					
FA '97																					
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	16			**	**	**	**	**	**	**	**	**	**	**	**	**	1	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																					
FA '97	1193	7797	14.8		1349	6344	16.7		1140	5011	14.1		1538	6656	19.0		1125	5913	13.9		
SU '97	1282	7872	15.8		1312	5958	16.1		1632	6255	20.1		1583	6784	19.5		1056	5945	13.0		
SP '97	1192	7836	14.7		1349	6315	16.6		1212	5290	14.9		1578	6745	19.4		1059	5915	13.0		
WI '97	1126	7796	13.9		1300	6236	16.0		1116	4848	13.7		1469	6686	18.1		1051	5888	12.9		
4-Book	1198	7825	14.8		1328	6213	16.4		1275	5351	15.7		1542	6718	19.0		1073	5915	13.2		
FA '96	1189	7878	14.6		1395	6376	17.2		1197	5178	14.7		1569	6798	19.3		1050	6199	12.9		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
FA '97	23	792	.3	1.7	9	240	.1	.9	18	94	.2	2.5	5	33	.1	.3	3	18	.2
4-Book	22	664	.3	1.7	8	282	.1	.8	17	95	.2	2.7	8	59	.1	.5	3	24	.3
WBEB-FM																			
FA '97	69	858	.9	5.2	34	529	.4	3.4	32	108	.4	4.4	50	157	.6	3.4	41	125	.5
4-Book	61	858	.8	4.5	40	559	.5	4.2	30	103	.4	4.8	71	196	.9	4.6	53	136	.7
WDAS-AM																			
FA '97	8	43	.1	.6	6	50	.1	.6	8	8	.1	1.1	5	12	.1	.3	1	8	.1
4-Book	6	50	.1	.4	5	55	.1	.6	3	4	.1	.4	4	10	.1	.3	1	6	.1
WDAS-FM																			
FA '97	41	475	.5	3.1	47	436	.6	4.7	30	76	.4	4.1	52	142	.6	3.5	41	78	.5
4-Book	42	496	.5	3.1	31	343	.4	3.2	25	62	.3	3.9	40	104	.5	2.6	26	71	.3
WFIL-AM																			
FA '97	1	12	.1	.1		23													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																			
FA '97		18			1	18		.1									5	10	.1
4-Book	1	26		.1	2	21		.2	1	3		.1	1	3		.1	2	4	.2
WIOQ-FM																			
FA '97	111	2145	1.4	8.4	98	1576	1.2	9.9	71	318	.9	9.8	131	562	1.6	8.9	116	501	1.4
4-Book	139	2436	1.7	10.2	117	1790	1.4	12.2	64	291	.8	10.2	190	787	2.4	12.5	150	582	1.9
WIP -AM																			
FA '97	33	556	.4	2.5	21	238	.3	2.1	13	40	.2	1.8	39	89	.5	2.7	24	56	.3
4-Book	31	468	.4	2.2	16	258	.2	1.6	15	51	.2	2.4	22	75	.3	1.5	14	47	.2
WJZ-FM																			
FA '97	12	244	.1	.9	5	118	.1	.5	11	34	.1	1.5	12	39	.1	.8	6	23	.1
4-Book	14	214	.2	1.0	9	130	.1	1.0	6	22	.1	1.0	19	44	.2	1.3	8	28	.1
WMGK-FM																			
FA '97	83	932	1.0	6.2	51	688	.6	5.2	29	116	.4	4.0	114	309	1.4	7.8	70	227	.9
4-Book	68	890	.8	5.0	37	600	.5	3.8	19	84	.3	2.9	72	252	.9	4.7	55	196	.7
WMMR-FM																			
FA '97	37	729	.5	2.8	19	465	.2	1.9	23	100	.3	3.2	35	151	.4	2.4	38	173	.5
4-Book	52	930	.7	3.7	26	539	.3	2.7	26	110	.3	4.2	47	194	.6	3.1	41	167	.5
WGL-FM																			
FA '97	19	561	.2	1.4	18	352	.2	1.8	13	73	.2	1.8	36	126	.4	2.5	24	90	.3
4-Book	23	506	.3	1.6	18	334	.2	1.8	13	51	.2	2.1	38	113	.5	2.5	21	80	.3
WPEN-AM																			
FA '97		7				5													
4-Book	3	27		.2	2	28		.2	1	7		.2	4	8		.2	3	6	.2
+WPHI-FM																			
FA '97	173	2374	2.1	13.0	156	1816	1.9	15.8	121	426	1.5	16.7	211	743	2.6	14.4	195	656	2.4
4-Book	170	2260	2.1	12.3	145	1650	1.8	14.9	80	285	1.0	12.5	217	730	2.7	14.2	214	653	2.6
WPHT-AM																			
FA '97	1	28	.1	.1	1	7		.1					1	4		.1	2	4	.1
4-Book	2	35		.1	1	15		.1											
WPLY-FM																			
FA '97	104	2020	1.3	7.8	87	1421	1.1	8.8	47	285	.6	6.5	130	507	1.6	8.9	145	509	1.8
4-Book	118	2152	1.5	8.6	83	1478	1.0	8.5	40	224	.5	6.3	133	586	1.6	8.7	118	467	1.5
WURD-AM																			
FA '97	5	102	.1	.4	4	61		.4	4	29		.6	14	35	.2	1.0	4	19	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	183	2557	2.3	13.8	158	1935	2.0	16.0	130	428	1.6	18.0	241	765	3.0	16.5	234	756	2.9	18.2
4-Book	202	2521	2.5	14.9	165	1793	2.1	17.3	109	358	1.4	17.2	268	836	3.3	17.7	235	689	2.9	18.5
WWDB-FM																				
FA '97	1	49		.1	4	44		.4												
4-Book	6	123	.1	.4	5	81	.1	.5	2	9		.3	3	9		.2	2	9		.1
WWJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	18	275	.2	1.4	7	153	.1	.7	9	65	.1	1.2	12	63	.1	.8	5	35	.1	.4
4-Book	27	368	.3	2.0	20	237	.3	2.1	20	74	.3	3.3	29	99	.4	1.9	23	66	.3	1.7
+WXXM-FM																				
WFLN-FM																				
FA '97	51	1175	.6	3.8	46	847	.6	4.6	25	153	.3	3.5	86	348	.1	5.9	77	344	1.0	6.0
4-Book	17	396	.2	1.3	17	281	.2	1.7	10	47	.1	1.5	29	106	.4	2.0	25	105	.3	1.9
WYSP-FM																				
FA '97	156	1655	1.9	11.7	70	993	.9	7.1	44	154	.5	6.1	69	271	.9	4.7	64	268	.8	5.0
4-Book	157	1699	1.9	11.4	58	858	.7	6.1	45	140	.6	7.3	81	274	1.0	5.4	70	261	.9	5.6
WYXR-FM																				
FA '97	51	929	.6	3.8	34	777	.4	3.4	14	83	.2	1.9	34	232	.4	2.3	44	213	.5	3.4
4-Book	55	1073	.7	3.9	40	821	.5	4.1	22	104	.3	3.6	54	245	.7	3.5	49	193	.6	3.8
WBYN-FM																				
FA '97	**	23	**	**	**	8	**	**	**	**	**	**	2	8		.1	2	8		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	2	101		.2	3	98		.3	2	12		.3	3	42		.2	3	18		.2
4-Book	5	116	.1	.4	3	81		.3	2	11		.2	2	18		.1	6	17	.1	.4
WKXW-FM																				
FA '97	11	142	.1	.8	1	48		.1	3	22		.4		7						
4-Book	6	102	.1	.4	1	38		.1	2	8		.2		3			1	5		.1
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	35		.1	1	46		.1					1	19		.1	2	19		.2
4-Book	1	30		.1	1	18		.1						5			1	7		.1
WPST-FM																				
FA '97	38	998	.5	2.9	36	728	.4	3.6	27	134	.3	3.7	54	283	.7	3.7	48	281	.6	3.7
4-Book	51	1204	.6	3.7	44	813	.5	4.6	30	127	.4	4.8	73	322	.9	4.8	60	276	.8	4.6
WRDR-FM																				
FA '97		7			1	21		.1												
4-Book						7														
WRFY-FM																				
FA '97	3	85		.2	1	16		.1									1	7		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TDOTALS																				
FA '97	1329	7559	16.4		990	6594	12.2		724	2265	9.0		1465	3864	18.1		1285	3245	15.9	
4-Book	1374	7647	16.9		964	6550	11.9		632	1938	7.8		1520	3946	16.7		1284	3230	15.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97				21	78	.3	4.1	11	62	.1	1.1	11	39	.1	1.1	4	28		.5	
4-Book	1	12	.2	16	83	.2	3.4	9	60	.1	.9	7	34	.1	.7	5	42	.1	.8	
WBEB-FM																				
FA '97	28	153	.3	2.7	25	66	.3	4.9	27	117	.3	2.6	41	144	.5	3.9	27	129	.3	3.6
4-Book	37	163	.5	3.9	20	61	.2	4.2	39	124	.5	3.8	40	121	.5	4.0	31	152	.4	4.3
WDAS-AM																				
FA '97				19	34	.2	3.7	10	33	.1	1.0	5	10	.1	.5	5	10	.1	.7	
4-Book		2		18	42	.2	3.9	13	38	.2	1.3	4	7	.1	.4	2	6		.3	
WDAS-FM																				
FA '97	50	144	.6	4.9	35	59	.4	6.8	51	127	.6	5.0	42	102	.5	4.0	67	128	.8	8.9
4-Book	33	97	.4	3.4	17	33	.2	3.4	27	76	.3	2.7	30	67	.4	2.9	44	97	.5	6.0
WFIL-AM																				
FA '97	1	5	.1		1	11	.2													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97				2	9	.4														
4-Book	1	2	.1	6	15	.1	1.2	2	8	.2		2	2	.2		1	2		.1	
WIOQ-FM																				
FA '97	125	432	1.5	12.3	30	144	.4	5.9	110	503	1.4	10.7	93	369	1.2	8.9	92	338	1.1	12.2
4-Book	140	521	1.7	14.5	39	178	.5	8.3	126	562	1.6	12.5	125	459	1.6	12.8	81	326	1.0	11.1
WIP -AM																				
FA '97	15	33	.2	1.5	11	27	.1	2.1	30	91	.4	2.9	27	64	.3	2.6	6	40	.1	.8
4-Book	14	54	.2	1.5	7	30	.1	1.4	20	72	.2	1.9	17	53	.2	1.6	15	58	.2	2.1
WJZ-FM																				
FA '97	10	33	.1	1.0	2	11	.4		1	11	.1									
4-Book	6	21	.1	.6	5	15	1.0		14	38	.2	1.3	6	16	.1	.6	7	26	.1	1.0
WMGK-FM																				
FA '97	42	148	.5	4.1	13	79	.2	2.5	60	236	.7	5.8	61	191	.8	5.8	12	53	.1	1.6
4-Book	26	111	.3	2.6	11	57	.1	2.3	38	160	.5	3.7	45	151	.6	4.5	23	94	.3	3.2
WMMR-FM																				
FA '97	17	118	.2	1.7	10	64	.1	2.0	16	83	.2	1.6	8	44	.1	.8	8	47	.1	1.1
4-Book	19	108	.3	2.0	12	51	.2	2.6	31	123	.4	3.1	24	107	.3	2.5	11	72	.2	1.6
WOGL-FM																				
FA '97	24	89	.3	2.4	3	28	.6		13	81	.2	1.3	19	86	.2	1.8	10	56	.1	1.3
4-Book	13	67	.2	1.3	12	41	.1	2.7	21	96	.3	2.1	14	52	.2	1.4	9	44	.1	1.3
WPEN-AM																				
FA '97	1	5	.1		1	5	.2													
4-Book	2	5	.2		1	3	.1		4	9	.1	.4	5	9	.1	.5	1	2		.1
+WPHI-FM																				
FA '97	199	660	2.5	19.5	74	289	.9	14.5	130	508	1.6	12.6	182	514	2.3	17.4	123	370	1.5	16.3
4-Book	187	578	2.3	19.1	54	206	.7	11.6	131	484	1.6	12.9	157	492	1.9	15.4	102	358	1.3	14.2
WPHT-AM																				
FA '97	4	7	.4					1	7	.1		2	7	.2						
4-Book	3	7	.3					2	9	.2		1	7	.1						
WPLY-FM																				
FA '97	99	424	1.2	9.7	39	198	.5	7.6	98	441	1.2	9.5	66	327	.8	6.3	60	300	.7	7.9
4-Book	78	398	1.0	8.0	33	187	.4	7.1	103	492	1.3	10.1	88	403	1.1	8.8	56	311	.7	7.6
WURD-AM																				
FA '97	3	13	.3					4	27	.4		5	19	.1	.5					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	160	608	2.0	15.7	93	329	1.2	18.2	136	502	1.7	13.2	148	470	1.8	14.2	115	392	1.4	15.2
4-Book	179	629	2.2	18.6	83	270	1.0	17.7	146	514	1.8	14.4	151	448	1.9	15.2	135	439	1.7	18.8
WWDB-FM																				
FA '97	4	10		.4	4	28		.8	16	36	.2	1.6	3	16		.3		8		
4-Book	1	4		.1	3	20		.7	19	52	.2	1.9	5	17		.5	2	10		.2
WJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	8	47	.1	.8	6	42	.1	1.2	8	54	.1	.8	7	52	.1	.7	2	10		.3
4-Book	14	62	.2	1.4	13	60	.2	2.9	25	93	.3	2.6	23	72	.3	2.3	15	52	.2	2.2
+WXXM-FM																				
WFLN-FM																				
FA '97	34	245	.4	3.3	20	104	.2	3.9	37	224	.5	3.6	46	231	.6	4.4	36	210	.4	4.8
4-Book	10	69	.1	1.0	7	33	.1	1.3	15	92	.2	1.5	22	82	.3	2.2	13	70	.1	1.7
WYSP-FM																				
FA '97	61	214	.8	6.0	13	55	.2	2.5	130	434	1.6	12.6	125	415	1.5	12.0	49	186	.6	6.5
4-Book	53	186	.7	5.4	27	88	.4	5.8	74	281	.9	7.3	75	256	.9	7.4	40	167	.5	5.5
WYXR-FM																				
FA '97	32	191	.4	3.1	21	83	.3	4.1	24	131	.3	2.3	37	196	.5	3.5	63	246	.8	8.3
4-Book	44	187	.5	4.5	18	76	.2	3.8	33	161	.4	3.2	37	184	.5	3.6	58	231	.7	8.0
WBYN-FM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	4	19		.4	2	9		.4	6	28	.1	.6	4	27		.4	3	24		.4
4-Book	3	19		.3	1	9		.3	5	19	.1	.5	4	23		.4	4	22		.5
WXXV-FM																				
FA '97						7			1	18		.1	1	8		.1				
4-Book					1	9		.2	2	16		.2	1	4		.1		4		
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	11		.1	2	10		.4	3	19		.3	1	9		.1	1	8		.1
4-Book		3			3	9		.7	1	5		.1		2				2		
WPST-FM																				
FA '97	29	183	.4	2.8	13	46	.2	2.5	37	237	.5	3.6	38	195	.5	3.6	40	191	.5	5.3
4-Book	38	219	.5	3.9	18	98	.3	3.9	45	234	.6	4.4	55	230	.7	5.5	32	156	.4	4.3
WRDR-FM																				
FA '97					4	9		.8	1	9		.1	1	12		.1				
4-Book					1	2		.2		2			1	5		.1				
WRFY-FM																				
FA '97	**	**	**	**	**	**	**	**	3	9		.3		7			**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1019	3042	12.6		512	1648	6.3		1028	3146	12.7		1044	2766	12.9		755	2297	9.3	
4-Book	973	2875	12.0		468	1536	5.8		1016	3099	12.5		1002	2617	12.4		721	2235	8.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	41	1890	.4	1.9	116	1091	1.0	3.9	30	598	.3	1.0	47	693	.4	1.7	12	296	.1	1.0
SU '97	44	1897	.4	1.9	119	1193	1.0	3.9	33	398	.3	1.0	48	804	.4	1.7	12	326	.1	.9
SP '97	49	1786	.4	2.1	147	1314	1.2	4.8	34	503	.3	1.0	51	672	.4	1.8	14	283	.1	1.1
WI '97	52	2227	.4	2.4	163	1400	1.4	5.5	37	648	.3	1.2	52	765	.4	1.9	19	511	.2	1.6
4-Book	47	1950	.4	2.1	136	1250	1.2	4.5	34	537	.3	1.1	50	734	.4	1.8	14	354	.1	1.2
FA '96	49	2118	.4	2.2	134	1450	1.1	4.4	39	658	.3	1.2	57	835	.5	2.1	20	449	.2	1.6
WBEB-FM																				
FA '97	109	1897	.9	5.0	121	933	1.0	4.0	195	899	1.7	6.2	142	974	1.2	5.3	53	596	.5	4.4
SU '97	102	1693	.9	4.4	115	782	1.0	3.7	190	846	1.6	5.6	122	895	1.0	4.4	40	493	.3	3.2
SP '97	113	1851	1.0	4.9	122	968	1.0	4.0	205	943	1.7	6.2	149	1029	1.3	5.3	59	673	.5	4.5
WI '97	122	1951	1.0	5.7	141	778	1.2	4.8	205	872	1.7	6.6	155	970	1.3	5.7	65	708	.6	5.4
4-Book	112	1848	1.0	5.0	125	865	1.1	4.1	199	890	1.7	6.2	142	967	1.2	5.2	54	618	.5	4.4
FA '96	133	2069	1.1	6.0	157	1067	1.3	5.2	243	1001	2.1	7.7	162	1158	1.4	5.8	74	743	.6	5.8
WDAS-AM																				
FA '97	17	198	.1	.8	27	99	.2	.9	18	73	.2	.6	17	96	.1	.6	10	71	.1	.8
SU '97	13	165	.1	.6	22	101	.2	.7	13	73	.1	.4	13	89	.1	.5	4	39	.3	.3
SP '97	5	142	.2	.2	4	45	.1	.1	4	32	.1	.1	3	26	.1	.1	2	25	.2	.2
WI '97	5	118	.2	.2	5	15	.2	.2	3	19	.1	.1	3	24	.1	.1	3	17	.2	.2
4-Book	10	156	.1	.5	15	65	.1	.5	10	49	.1	.3	9	59	.1	.3	5	38	.4	.4
FA '96	7	168	.1	.3	5	67	.2	.2	7	47	.1	.2	7	43	.1	.3	3	31	.2	.2
WDAS-FM																				
FA '97	140	1701	1.2	6.4	186	801	1.6	6.2	199	800	1.7	6.3	145	892	1.3	5.4	106	776	.9	8.8
SU '97	129	1548	1.1	5.6	157	820	1.3	5.1	188	747	1.6	5.5	161	880	1.4	5.8	92	707	.8	7.3
SP '97	120	1504	1.0	5.2	153	788	1.3	5.0	170	795	1.4	5.2	124	812	1.1	4.4	93	574	.8	7.1
WI '97	132	1521	1.1	6.1	164	825	1.4	5.5	209	738	1.8	6.7	161	840	1.4	6.0	81	669	.7	6.7
4-Book	130	1569	1.1	5.8	165	809	1.4	5.5	192	770	1.6	5.9	148	856	1.3	5.4	93	682	.8	7.5
FA '96	131	1643	1.1	5.9	146	780	1.2	4.8	163	864	1.4	5.2	167	953	1.4	6.0	115	771	1.0	9.0
WFIL-AM																				
FA '97		25								6				6						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	1	50			1	18			2	27	.1	.1	1	18			1	16	.1	.1
WI '97	2	92	.1	.1	6	37	.1	.2	2	38	.1	.1	1	21	.1	.1	1	22	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	1	61			1	20			1	19			1	16			1	14	.1	.1
WHAT-AM																				
FA '97	3	64	.1	.1	5	22	.1	.2	3	18	.1	.1	7	19	.1	.3	1	33	.1	.1
SU '97	5	61	.2	.2	11	61	.1	.4	1	13	.1	.1	5	24	.2	.2	4	21	.3	.3
SP '97	8	93	.1	.3	12	39	.1	.4	12	50	.1	.4	8	39	.1	.3	3	27	.2	.2
WI '97	6	60	.1	.3	14	28	.1	.5	11	36	.1	.4	2	17	.1	.1	1	9	.1	.1
4-Book	6	70	.1	.2	11	38	.1	.4	7	29	.1	.2	6	25	.1	.2	2	23	.2	.2
FA '96	9	102	.1	.4	10	67	.1	.3	14	45	.1	.4	10	45	.1	.4	7	36	.1	.5
W100-FM																				
FA '97	129	2732	1.1	5.9	136	1163	1.2	4.5	187	1536	1.6	5.9	157	1557	1.4	5.8	93	1031	.8	7.7
SU '97	156	3126	1.3	6.8	145	1251	1.2	4.7	224	1734	1.9	6.6	202	1811	1.7	7.2	99	1342	.8	7.8
SP '97	160	2978	1.4	7.0	146	1313	1.2	4.8	223	1690	1.9	6.8	220	1956	1.9	7.9	112	1191	1.0	8.6
WI '97	171	3043	1.5	7.9	173	1239	1.5	5.8	228	1603	1.9	7.3	226	1855	1.9	8.4	120	1303	1.0	10.0
4-Book	154	2970	1.3	6.9	150	1242	1.3	5.0	216	1641	1.8	6.7	201	1795	1.7	7.3	106	1217	.9	8.5
FA '96	165	3448	1.4	7.4	166	1465	1.4	5.5	218	1880	1.9	6.9	210	2038	1.8	7.6	125	1448	1.1	9.8
WIP -AM																				
FA '97	85	1518	.7	3.9	144	905	1.2	4.8	119	699	1.0	3.8	135	946	1.2	5.0	24	430	.2	2.0
SU '97	84	1366	.7	3.6	143	807	1.2	4.7	116	678	1.0	3.4	119	842	1.0	4.3	30	374	.3	2.4
SP '97	63	1360	.5	2.7	100	536	.9	3.3	82	420	.7	2.5	93	610	.8	3.3	34	480	.3	2.6
WI '97	73	1542	.6	3.4	113	831	1.0	3.8	109	564	.9	3.5	92	800	.8	3.4	45	491	.4	3.7
4-Book	76	1447	.6	3.4	125	770	1.1	4.2	107	590	.9	3.3	110	800	1.0	4.0	33	444	.3	2.7
FA '96	83	1393	.7	3.7	132	692	1.1	4.3	134	658	1.1	4.2	125	854	1.1	4.5	31	390	.3	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZ-FM																				
FA '97	76	976	.7	3.5	61	387	.5	2.0	140	532	1.2	4.4	122	592	1.1	4.5	48	448	.4	4.0
SU '97	47	873	.4	2.0	37	289	.3	1.2	82	426	.7	2.4	58	440	.5	2.1	23	281	.2	1.8
SP '97	60	884	.5	2.6	67	389	.6	2.2	94	420	.8	2.9	70	416	.6	2.5	39	352	.3	3.0
WI '97	46	970	.4	2.1	31	308	.3	1.0	67	413	.6	2.2	69	410	.6	2.6	42	386	.4	3.5
4-Book	57	926	.5	2.6	49	343	.4	1.6	96	448	.8	3.0	80	465	.7	2.9	38	367	.3	3.1
FA '96	59	1075	.5	2.7	67	463	.6	2.2	90	475	.8	2.8	85	640	.7	3.1	36	518	.3	2.8
WMGK-FM																				
FA '97	154	2680	1.3	7.1	149	1263	1.3	5.0	272	1427	2.4	8.6	233	1631	2.0	8.6	73	888	.6	6.0
SU '97	168	2782	1.4	7.3	178	1289	1.5	5.8	284	1520	2.4	8.4	238	1784	2.0	8.5	79	929	.7	6.2
SP '97	147	2723	1.2	6.4	162	1217	1.4	5.3	241	1298	2.0	7.3	183	1764	1.6	6.5	74	988	.6	5.7
WI '97	146	2458	1.2	6.8	158	969	1.3	5.3	291	1330	2.5	9.4	183	1534	1.6	6.8	54	868	.5	4.5
4-Book	154	2661	1.3	6.9	162	1185	1.4	5.4	272	1394	2.3	8.4	209	1678	1.8	7.6	70	918	.6	5.6
FA '96	160	2540	1.4	7.2	201	1254	1.7	6.6	309	1487	2.6	9.8	194	1476	1.6	7.0	64	778	.5	5.0
WMMR-FM																				
FA '97	113	2556	1.0	5.2	144	1157	1.2	4.8	186	1265	1.6	5.9	158	1402	1.4	5.9	51	641	.4	4.2
SU '97	152	2781	1.3	6.6	187	1230	1.6	6.1	289	1305	2.5	8.5	192	1558	1.6	6.9	56	849	.5	4.4
SP '97	165	2926	1.4	7.2	207	1400	1.8	6.7	272	1424	2.3	8.3	194	1806	1.6	6.9	79	1033	.7	6.0
WI '97	123	2581	1.0	5.7	160	1147	1.4	5.4	222	1323	1.9	7.1	165	1400	1.4	6.1	45	683	.4	3.7
4-Book	138	2711	1.2	6.2	175	1234	1.5	5.8	242	1329	2.1	7.5	177	1542	1.5	6.5	58	802	.5	4.6
FA '96	118	2741	1.0	5.3	147	1211	1.2	4.8	196	1277	1.7	6.2	168	1539	1.4	6.1	57	711	.5	4.5
WOGL-FM																				
FA '97	36	1079	.3	1.7	38	436	.3	1.3	65	490	.6	2.1	48	496	.4	1.8	17	302	.1	1.4
SU '97	65	1289	.6	2.8	74	491	.6	2.4	125	614	1.1	3.7	76	714	.6	2.7	20	329	.2	1.6
SP '97	64	1250	.5	2.8	66	525	.6	2.2	84	495	.7	2.5	69	599	.6	2.5	38	372	.3	2.9
WI '97	33	1001	.3	1.5	35	362	.3	1.2	54	406	.5	1.7	40	449	.3	1.5	18	228	.2	1.5
4-Book	50	1155	.4	2.2	53	454	.5	1.8	82	501	.7	2.5	58	565	.5	2.1	23	308	.2	1.9
FA '96	51	1195	.4	2.3	62	489	.5	2.0	77	478	.7	2.4	69	567	.6	2.5	19	241	.2	1.5
WPEN-AM																				
FA '97	4	116	.2		1	37			10	28	.1	.3	7	32	.1	.3	1	19		.1
SU '97	4	114	.2		4	26	.1		8	42	.1	.2	5	32	.2					
SP '97	4	70	.2		1	18			4	35	.1	.1	6	26	.1	.2	2	25		.2
WI '97	8	122	.1	.4	8	50	.1	.3	10	38	.1	.3	9	31	.1	.3	6	31	.1	.5
4-Book	5	106	.3		4	33	.1		8	36	.1	.2	7	30	.1	.3	2	19		.2
FA '96	6	134	.1	.3	4	31	.1	.1	17	63	.1	.5	5	52	.2		7	53	.1	.5
+WPHI-FM																				
FA '97	128	2123	1.1	5.9	140	990	1.2	4.7	125	1102	1.1	4.0	156	1230	1.4	5.8	128	1040	1.1	10.6
SU '97	179	2400	1.5	7.8	173	1195	1.5	5.6	214	1401	1.8	6.3	243	1733	2.1	8.7	169	1443	1.4	13.4
SP '97	143	2236	1.2	6.2	124	1019	1.1	4.0	145	1215	1.2	4.4	216	1499	1.8	7.7	132	1189	1.1	10.1
WI '97	118	2169	1.0	5.5	100	798	.9	3.4	161	1134	1.4	5.2	162	1308	1.4	6.0	99	965	.8	8.2
4-Book	142	2232	1.2	6.4	134	1001	1.2	4.4	161	1213	1.4	5.0	194	1443	1.7	7.1	132	1159	1.1	10.6
FA '96	96	2158	.8	4.3	96	860	.8	3.2	142	1117	1.2	4.5	152	1367	1.3	5.5	57	968	.5	4.5
WPHT-AM																				
FA '97	3	129	.1		7	54	.1	.2	4	38	.1		3	36	.1			8		
SU '97	6	264	.1	.3	9	62	.1	.3	2	47	.1		5	89	.2		8	91	.1	.6
SP '97	6	260	.1	.3	5	54	.2		6	63	.1	.2	8	62	.1	.3	8	118	.1	.6
WI '97	2	154	.1		4	45	.1		5	12	.1		5	91	.2		1	28	.1	
4-Book	4	202	.1	.2	6	54	.1	.2	3	40	.1	.1	5	70	.2	.2	4	61	.1	.3
FA '96	4	94	.2		7	20	.1	.2	11	51	.1	.3	2	51	.1		1	40		.1
WPLY-FM																				
FA '97	113	2769	1.0	5.2	145	1263	1.3	4.8	143	1330	1.2	4.5	150	1595	1.3	5.6	75	1049	.6	6.2
SU '97	143	3209	1.2	6.2	181	1488	1.5	5.9	201	1485	1.7	5.9	186	2052	1.6	6.7	88	1372	.7	7.0
SP '97	121	2822	1.0	5.3	184	1445	1.6	6.0	163	1396	1.4	4.9	147	1714	1.2	5.3	62	967	.5	4.7
WI '97	137	3114	1.2	6.4	194	1486	1.6	6.5	200	1532	1.7	6.4	178	1967	1.5	6.6	53	983	.5	4.4
4-Book	129	2979	1.1	5.8	176	1421	1.5	5.8	177	1436	1.5	5.4	165	1832	1.4	6.1	70	1093	.6	5.6
FA '96	128	3122	1.1	5.8	193	1719	1.6	6.4	163	1462	1.4	5.2	163	1807	1.4	5.9	65	1086	.6	5.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																			
FA '97	25	228	.2	1.1	42	171	.4	1.4	40	208	.3	1.3	22	174	.2	.8	5	86	.4
SU '97	14	178	.1	.6	25	122	.2	.8	20	103	.2	.6	13	76	.1	.5	1	22	.1
SP '97	17	148	.1	.7	29	90	.2	.9	14	77	.1	.4	17	89	.1	.6	11	58	.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																			
FA '97	169	2560	1.5	7.7	176	1310	1.5	5.9	196	1331	1.7	6.2	197	1397	1.7	7.3	156	1256	1.4
SU '97	197	2472	1.7	8.6	202	1384	1.7	6.6	256	1439	2.2	7.5	200	1460	1.7	7.2	180	1268	1.5
SP '97	203	2699	1.7	8.8	204	1410	1.7	6.6	249	1495	2.1	7.6	229	1567	1.9	8.2	181	1363	1.5
WI '97	255	2680	2.2	11.9	265	1496	2.3	8.9	288	1507	2.4	9.3	313	1768	2.7	11.6	250	1476	2.1
4-Book	206	2603	1.8	9.3	212	1400	1.8	7.0	247	1443	2.1	7.7	235	1548	2.0	8.6	192	1341	1.6
FA '96	256	2733	2.2	11.5	274	1483	2.3	9.0	294	1656	2.5	9.3	316	1681	2.7	11.4	227	1579	1.9
WVDB-FM																			
FA '97	17	444	.1	.8	17	172	.1	.6	41	225	.4	1.3	12	126	.1	.4	6	76	.1
SU '97	28	667	.2	1.2	19	129	.2	.6	55	278	.5	1.6	35	266	.3	1.3	15	144	.1
SP '97	23	575	.2	1.0	18	126	.2	.6	32	223	.3	1.0	49	318	.4	1.8	7	94	.1
WI '97	29	675	.2	1.3	17	136	.1	.6	58	236	.5	1.9	62	375	.5	2.3	4	86	.3
4-Book	24	590	.2	1.1	18	141	.2	.6	47	241	.4	1.5	40	271	.3	1.5	8	100	.1
FA '96	31	710	.3	1.4	28	174	.2	.9	61	355	.5	1.9	38	333	.3	1.4	13	214	.1
WVJZ-AM																			
FA '97	2	35		.1					2	7		.1	5	35		.2	1	7	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	11								11										
WXTU-FM																			
FA '97	55	905	.5	2.5	88	510	.8	2.9	72	495	.6	2.3	58	558	.5	2.1	27	388	.2
SU '97	79	1123	.7	3.4	90	605	.8	2.9	142	699	1.2	4.2	98	684	.8	3.5	28	392	.2
SP '97	68	1115	.6	3.0	86	580	.7	2.8	102	526	.9	3.1	70	657	.6	2.5	32	368	.3
WI '97	75	954	.6	3.5	104	599	.9	3.5	117	635	1.0	3.8	83	632	.7	3.1	41	396	.3
4-Book	69	1024	.6	3.1	92	574	.8	3.0	108	589	.9	3.4	77	633	.7	2.8	32	386	.3
FA '96	76	1076	.6	3.4	96	636	.8	3.2	98	551	.8	3.1	112	724	1.0	4.0	43	428	.4
+WXXM-FM																			
WFLN-FM																			
FA '97	79	1723	.7	3.6	64	681	.6	2.1	110	802	1.0	3.5	116	1070	1.0	4.3	48	730	.4
SU '97	16	428	.1	.7	19	189	.2	.6	29	139	.2	.9	21	241	.2	.8	5	107	.4
SP '97	15	328	.1	.7	14	80	.1	.5	22	115	.2	.7	22	144	.2	.8	9	101	.1
WI '97	17	434	.1	.8	17	165	.1	.6	27	200	.2	.9	21	256	.2	.8	11	146	.1
4-Book	32	728	.3	1.5	29	279	.3	1.0	47	314	.4	1.5	45	428	.4	1.7	18	271	.2
FA '96	18	478	.2	.8	14	155	.1	.5	18	154	.2	.6	17	190	.1	.6	17	190	.1
WYSP-FM																			
FA '97	265	4040	2.3	12.2	718	2765	6.2	23.9	356	2107	3.1	11.3	214	1653	1.9	7.9	53	836	.5
SU '97	252	3927	2.1	10.9	731	2646	6.2	23.8	310	1875	2.6	9.1	204	1705	1.7	7.3	62	951	.5
SP '97	288	4024	2.4	12.6	719	2698	6.1	23.4	414	2026	3.5	12.6	290	2020	2.5	10.4	75	987	.6
WI '97	238	3878	2.0	11.1	675	2640	5.7	22.8	276	1813	2.3	8.9	206	1674	1.8	7.6	63	872	.5
4-Book	261	3967	2.2	11.7	711	2687	6.1	23.5	339	1955	2.9	10.5	229	1763	2.0	8.3	63	912	.5
FA '96	212	3848	1.8	9.5	579	2367	4.9	19.1	235	1724	2.0	7.4	187	1690	1.6	6.8	64	1016	.5
WYXR-FM																			
FA '97	102	2281	.9	4.7	124	1016	1.1	4.1	157	827	1.4	5.0	137	1089	1.2	5.1	66	941	.6
SU '97	123	2550	1.0	5.3	107	969	.9	3.5	186	1182	1.6	5.5	153	1439	1.3	5.5	101	1024	.9
SP '97	105	2229	.9	4.6	112	1037	1.0	3.6	180	1133	1.5	5.5	141	1268	1.2	5.0	64	781	.5
WI '97	83	2264	.7	3.9	97	939	.8	3.3	138	996	1.2	4.4	110	1107	.9	4.1	41	803	.3
4-Book	103	2331	.9	4.6	110	990	1.0	3.6	165	1035	1.4	5.1	135	1226	1.2	4.9	68	887	.6
FA '96	128	2542	1.1	5.8	138	1216	1.2	4.5	192	1277	1.6	6.1	172	1419	1.5	6.2	78	1051	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97	1	43			4	35	.1			8			1	16			1	17		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	6	53	.1	.3	7	42	.1	.2	10	32	.1	.3	6	21	.1	.2	3	21		.2
WJBR-FM																				
FA '97	6	247	.1	.3	7	87	.1	.2	2	69		.1	6	73	.1	.2	6	52	.1	.5
SU '97	7	242	.1	.3	7	75	.1	.2	10	68	.1	.3	11	97	.1	.4	6	68	.1	.5
SP '97	12	294	.1	.5	15	127	.1	.5	24	143	.2	.7	11	111	.1	.4	7	144	.1	.5
WI '97	8	274	.1	.4	13	114	.1	.4	12	111	.1	.4	9	121	.1	.3	4	92		.3
4-Book	8	264	.1	.4	11	101	.1	.3	12	98	.1	.4	9	101	.1	.3	6	89	.1	.5
FA '96	17	441	.1	.8	13	187	.1	.4	22	197	.2	.7	24	177	.2	.9	14	131	.1	1.1
WKXW-FM																				
FA '97	18	409	.2	.8	16	99	.1	.5	24	148	.2	.8	43	281	.4	1.6	9	122	.1	.7
SU '97	14	391	.1	.6	7	85	.1	.2	26	157	.2	.8	25	208	.2	.9	5	123		.4
SP '97	12	392	.1	.5	11	117	.1	.4	17	163	.1	.5	23	190	.2	.8	3	68		.2
WI '97	12	367	.1	.6	21	67	.2	.7	23	135	.2	.7	16	184	.1	.6	2	58		.2
4-Book	14	390	.1	.6	14	92	.1	.5	23	151	.2	.7	27	216	.2	1.0	5	93		.4
FA '96	10	304	.1	.5	17	141	.1	.6	16	127	.1	.5	8	120	.1	.3	7	127	.1	.5
+WLEV-FM																				
WFMZ-FM																				
FA '97	4	92		.2	4	18		.1	9	28	.1	.3	7	46	.1	.3		17		
SU '97	4	130		.2	4	30		.1	7	32	.1	.2	5	70		.2	2	48		.2
SP '97	3	62		.1	4	36		.1	6	26	.1	.2	3	18		.1				
WI '97	8	132	.1	.4	5	43	.2	.2	12	48	.1	.4	12	92	.1	.4	7	59	.1	.6
4-Book	5	104		.2	4	32		.1	9	34	.1	.3	7	57	.1	.3	2	31		.2
FA '96	2	103		.1	2	41		.1	3	32		.1	1	20						
WPST-FM																				
FA '97	37	1298	.3	1.7	46	555	.4	1.5	67	559	.6	2.1	41	628	.4	1.5	19	462	.2	1.6
SU '97	68	1946	.6	3.0	63	725	.5	2.1	101	803	.9	3.0	97	1160	.8	3.5	37	712	.3	2.9
SP '97	63	1659	.5	2.7	68	710	.6	2.2	93	863	.8	2.8	88	980	.7	3.1	42	611	.4	3.2
WI '97	57	1485	.5	2.6	71	540	.6	2.4	88	668	.7	2.8	83	948	.7	3.1	26	421	.2	2.2
4-Book	56	1597	.5	2.5	62	633	.5	2.1	87	723	.8	2.7	77	929	.7	2.8	31	552	.3	2.5
FA '96	56	1579	.5	2.5	64	657	.5	2.1	100	725	.9	3.2	77	873	.7	2.8	22	606	.2	1.7
WRDR-FM																				
FA '97	1	36				17			2	17		.1	2	18		.1				
SU '97		32				30				9										
SP '97	3	40		.1	5	30		.2	10	24	.1	.3	3	33		.1				
WI '97		29											1	20				20		
4-Book	1	34			1	12		.1	3	13		.1	2	18		.1		5		
FA '96	1	16			1	7			2	7		.1	1	16						
WRFY-FM																				
FA '97	9	209	.1	.4	13	66	.1	.4	19	89	.2	.6	14	103	.1	.5	2	35		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	9			**	**	**	**	**	**	**	**	**	**	**	**	1	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	2181	11356	18.9		3001	9942	26.0		3156	9074	27.4		2700	9946	23.4		1207	7449	10.5	
SU '97	2302	11508	19.6		3069	9982	26.1		3398	9332	28.9		2789	10347	23.7		1265	7666	10.8	
SP '97	2294	11493	19.5		3069	9999	26.1		3296	9166	28.0		2798	10113	23.8		1308	7776	11.1	
WI '97	2151	11425	18.3		2963	9839	25.2		3110	9057	26.4		2699	10007	22.9		1203	7483	10.2	
4-Book	2232	11446	19.1		3026	9941	25.9		3240	9157	27.7		2747	10103	23.5		1246	7594	10.7	
FA '96	2221	11554	18.9		3038	10096	25.8		3161	9419	26.9		2770	10190	23.5		1277	7912	10.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
FA '97	62	1737	.5	2.1	23	561	.2	1.6	62	292	.5	5.0	9	60	.1	.4	16	76	.1	.9	
4-Book	70	1737	.6	2.3	26	768	.2	1.8	65	326	.6	5.2	24	166	.2	.9	17	93	.2	.9	
WBEB-FM																					
FA '97	156	1567	1.4	5.3	64	884	.6	4.5	68	240	.6	5.5	110	320	1.0	4.8	81	266	.7	4.7	
4-Book	159	1493	1.4	5.3	66	834	.6	4.5	64	214	.6	5.2	132	348	1.1	5.3	90	234	.8	4.8	
WDAS-AM																					
FA '97	20	125	.2	.7	17	157	.1	1.2	26	34	.2	2.1	24	38	.2	1.0	5	28		.3	
4-Book	11	90	.1	.4	12	119	.1	.8	7	12	.1	.6	11	19	.1	.4	4	11		.2	
WDAS-FM																					
FA '97	178	1261	1.5	6.0	95	879	.8	6.7	65	181	.6	5.2	122	339	1.1	5.3	120	262	1.0	7.0	
4-Book	170	1250	1.4	5.7	85	862	.7	5.8	68	202	.6	5.5	137	330	1.2	5.4	96	251	.8	5.2	
WFIL-AM																					
FA '97		6			1	18		.1					4	9		.2	2	9		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																					
FA '97	5	40		.2	3	34		.2				7	9	.1	.3	8	19	.1	.5		
4-Book	8	54	.1	.3	4	37		.3	2	5		.1	8	13	.1	.3	4	8	.1	.2	
WIOQ-FM																					
FA '97	162	2268	1.4	5.5	95	1500	.8	6.7	76	320	.7	6.1	128	495	1.1	5.6	118	424	1.0	6.9	
4-Book	191	2502	1.6	6.3	120	1731	1.0	8.2	81	338	.7	6.5	210	768	1.8	8.3	156	527	1.4	8.3	
WIP -AM																					
FA '97	131	1352	1.1	4.4	42	569	.4	3.0	38	161	.3	3.1	77	234	.7	3.3	47	130	.4	2.7	
4-Book	113	1203	1.0	3.8	39	615	.4	2.6	42	141	.4	3.4	59	212	.5	2.3	42	144	.4	2.3	
WJJZ-FM																					
FA '97	110	761	1.0	3.7	35	462	.3	2.5	32	117	.3	2.6	93	226	.8	4.0	45	118	.4	2.6	
4-Book	77	695	.7	2.5	37	468	.3	2.5	28	111	.3	2.3	70	174	.6	2.8	46	132	.4	2.5	
WMGK-FM																					
FA '97	222	2317	1.9	7.5	89	1382	.8	6.3	67	285	.6	5.4	178	630	1.5	7.7	123	469	1.1	7.2	
4-Book	219	2239	1.9	7.3	95	1403	.8	6.4	63	280	.6	5.1	198	655	1.7	7.9	149	488	1.3	7.9	
WMMR-FM																					
FA '97	165	2101	1.4	5.6	62	1160	.5	4.4	67	256	.6	5.4	157	536	1.4	6.8	82	350	.7	4.8	
4-Book	202	2259	1.7	6.7	80	1310	.7	5.4	83	311	.7	6.6	160	594	1.4	6.3	106	422	.9	5.6	
WGL-FM																					
FA '97	52	857	.5	1.8	22	428	.2	1.5	11	76	.1	.9	37	138	.3	1.6	28	112	.2	1.6	
4-Book	66	873	.6	2.2	38	527	.3	2.5	32	106	.3	2.5	68	199	.6	2.6	49	165	.4	2.5	
WPEN-AM																					
FA '97	6	62	.1	.2	3	36		.2				4	11		.3	7	16	.1	.3	5	
4-Book	6	68	.1	.2	5	51	.1	.4	4	11		.3	7	16	.1	.3	5	9		.3	
+WPHI-FM																					
FA '97	139	1850	1.2	4.7	109	1256	.9	7.7	94	248	.8	7.6	151	472	1.3	6.6	115	386	1.0	6.7	
4-Book	163	1956	1.4	5.4	112	1345	.9	7.6	72	239	.6	5.8	173	564	1.5	6.8	153	473	1.3	8.0	
WPHT-AM																					
FA '97	5	100		.2	3	29		.2	1	3		.1	2	7		.1	5	14	.1	.3	
4-Book	5	132		.2	3	66		.2	1	3		.1	2	7		.1	5	14	.1	.3	
WPLY-FM																					
FA '97	146	2345	1.3	4.9	81	1401	.7	5.7	66	341	.6	5.3	148	624	1.3	6.4	132	489	1.1	7.7	
4-Book	173	2599	1.5	5.7	90	1607	.8	6.1	66	310	.6	5.4	166	698	1.4	6.6	120	499	1.0	6.4	
WURD-AM																					
FA '97	35	228	.3	1.2	20	139	.2	1.4	36	74	.3	2.9	31	90	.3	1.3	23	50	.2	1.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUSL-FM																				
FA '97	190	2154	1.6	6.4	138	1611	1.2	9.7	106	323	.9	8.5	217	637	1.9	9.4	198	544	1.7	11.5
4-Book	233	2240	2.0	7.7	168	1659	1.5	11.4	119	354	1.0	9.6	263	730	2.3	10.5	219	596	1.9	11.7
WWDB-FM																				
FA '97	25	329	.2	.8	9	133	.1	.6		7			1	8			5	18		.3
4-Book	36	433	.3	1.2	15	241	.1	1.0	6	27	.1	.5	5	23	.1	.2	5	16		.3
WWJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	73	765	.6	2.5	43	573	.4	3.0	42	202	.4	3.4	75	271	.6	3.3	51	179	.4	3.0
4-Book	94	883	.8	3.1	51	608	.5	3.4	53	190	.5	4.2	86	296	.7	3.4	69	226	.6	3.7
+WXXM-FM																				
WFLN-FM																				
FA '97	98	1471	.8	3.3	65	1043	.6	4.6	77	266	.7	6.2	165	511	1.4	7.2	77	351	.7	4.5
4-Book	41	595	.4	1.4	25	395	.2	1.7	27	93	.3	2.2	56	181	.5	2.4	26	122	.3	1.5
WYSP-FM																				
FA '97	424	3578	3.7	14.3	127	1864	1.1	8.9	71	277	.6	5.7	107	443	.9	4.7	104	433	.9	6.1
4-Book	420	3566	3.6	13.9	112	1641	1.0	7.6	101	304	.9	8.2	160	608	1.4	6.3	128	467	1.1	6.8
WYXR-FM																				
FA '97	141	1713	1.2	4.7	57	1120	.5	4.0	26	141	.2	2.1	69	348	.6	3.0	72	313	.6	4.2
4-Book	139	1813	1.2	4.6	64	1169	.6	4.3	54	220	.5	4.3	116	464	1.0	4.6	88	337	.7	4.6
WBYN-FM																				
FA '97	2	43		.1	1	25		.1	**	**	**	**	1	8			**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	5	169		.2	8	159	.1	.6	4	15		.3	11	46	.1	.5	5	20		.3
4-Book	11	197	.1	.4	6	116	.1	.4	6	18	.1	.5	11	38	.1	.4	8	26	.1	.4
WKXW-FM																				
FA '97	27	348	.2	.9	9	125	.1	.6	13	38	.1	1.0	16	40	.1	.7	26	51	.2	1.5
4-Book	21	305	.2	.7	9	144	.1	.6	8	30	.1	.6	14	48	.1	.6	18	45	.2	.9
+WLEV-FM																				
WFMZ-FM																				
FA '97	7	46	.1	.2	3	65		.2	2	9		.2	3	19			2	19		.1
4-Book	7	72	.1	.2	3	56		.2	3	5		.3	2	11		.1	2	9		.1
WPST-FM																				
FA '97	53	1064	.5	1.8	21	567	.2	1.5	17	86	.1	1.4	50	259	.4	2.2	28	210	.2	1.6
4-Book	77	1327	.7	2.5	37	794	.3	2.5	28	134	.2	2.3	73	336	.6	2.9	53	264	.5	2.8
WRDR-FM																				
FA '97	2	24		.1		19							1	7						
4-Book	2	25		.1		10							1	5						
WRFY-FM																				
FA '97	16	176	.1	.5	2	57		.1	7	15	.1	.6	1	16			1	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	2971	11257	25.7		1421	9344	12.3		1241	3433	10.8		2299	5554	19.9		1717	4278	14.9	
4-Book	3023	11318	25.8		1480	9557	12.7		1244	3506	10.7		2523	6084	21.5		1883	4692	16.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	7	51	.1	.6	62	205	.5	7.4	12	59	.1	.7	13	51	.1	.9	12	88	.1	1.4
4-Book	11	76	.1	.9	49	231	.4	6.2	18	118	.2	1.1	15	80	.1	1.1	17	111	.2	1.8
WBEB-FM																				
FA '97	38	196	.3	3.1	43	145	.4	5.1	69	242	.6	4.0	78	249	.7	5.7	31	138	.3	3.7
4-Book	50	219	.4	3.9	33	106	.3	4.1	68	228	.6	4.0	61	197	.6	4.5	29	152	.3	3.2
WDAS-AM																				
FA '97					33	95	.3	3.9	24	79	.2	1.4	14	35	.1	1.0	10	23	.1	1.2
4-Book	1	2		.1	31	83	.3	3.8	26	73	.2	1.6	13	29	.1	.9	5	10	.1	.5
WDAS-FM																				
FA '97	92	275	.8	7.5	72	146	.6	8.6	68	193	.6	3.9	91	231	.8	6.6	121	252	1.0	14.6
4-Book	79	248	.7	6.2	48	116	.4	6.0	58	186	.5	3.5	66	175	.6	4.8	113	252	1.0	12.5
WFIL-AM																				
FA '97	**	**	**	**	1	9		.1	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97					4	6		.5					2	9		.1				
4-Book	1	4		.1	6	17		.8	7	21	.1	.4	4	10		.3	1	2		.1
WIOQ-FM																				
FA '97	139	468	1.2	11.3	23	94	.2	2.7	99	477	.9	5.7	73	275	.6	5.3	86	327	.7	10.4
4-Book	142	499	1.2	11.1	35	129	.3	4.5	125	502	1.1	7.4	107	389	.9	7.8	83	317	.7	9.2
WIP -AM																				
FA '97	14	18	.1	1.1	25	92	.2	3.0	65	231	.6	3.8	58	166	.5	4.2	15	80	.1	1.8
4-Book	30	110	.3	2.3	22	80	.2	2.8	47	185	.4	2.8	36	132	.3	2.6	29	124	.3	3.2
WJZ-FM																				
FA '97	22	102	.2	1.8	15	47	.1	1.8	27	93	.2	1.6	24	81	.2	1.8	17	67	.1	2.1
4-Book	27	104	.2	2.1	18	59	.2	2.2	44	129	.4	2.6	34	101	.3	2.5	19	73	.2	2.1
WMGK-FM																				
FA '97	62	250	.5	5.0	25	138	.2	3.0	120	508	1.0	7.0	97	361	.8	7.1	31	135	.3	3.7
4-Book	66	236	.6	5.1	20	120	.2	2.5	111	440	1.0	6.6	91	338	.8	6.6	48	192	.4	5.3
WMMR-FM																				
FA '97	32	196	.3	2.6	23	132	.2	2.7	71	357	.6	4.1	29	150	.3	2.1	24	112	.2	2.9
4-Book	50	233	.4	3.8	42	167	.4	5.3	100	383	.9	5.9	63	250	.6	4.6	35	170	.3	3.8
WOGL-FM																				
FA '97	39	104	.3	3.2	10	63	.1	1.2	21	101	.2	1.2	16	79	.1	1.2	12	76	.1	1.4
4-Book	27	96	.3	2.2	32	81	.3	4.1	39	165	.3	2.3	33	113	.3	2.4	22	78	.2	2.4
WPEN-AM																				
FA '97	3	7		.2	5	20		.6	8	20	.1	.5	2	8		.1	8	8	.1	1.0
4-Book	4	9		.3	2	7		.2	8	23	.1	.5	9	18	.1	.7	4	4	.1	.5
+WPHI-FM																				
FA '97	155	463	1.3	12.6	41	186	.4	4.9	108	303	.9	6.3	122	347	1.1	8.9	74	274	.6	8.9
4-Book	147	437	1.2	11.5	34	123	.3	4.2	105	379	.9	6.2	128	393	1.1	9.3	71	257	.6	7.8
WPHT-AM																				
FA '97	2	11		.2	1	11		.1					1	7		.1				
4-Book	4	12		.3	2	10		.3	6	26	.1	.3	6	29	.1	.5		2		
WPLY-FM																				
FA '97	51	281	.4	4.1	35	187	.3	4.2	106	401	.9	6.1	68	309	.6	5.0	36	190	.3	4.3
4-Book	77	352	.7	6.0	31	157	.3	3.8	115	501	1.0	6.9	88	402	.8	6.4	44	247	.4	4.8
WURD-AM																				
FA '97	5	9		.4	23	49	.2	2.7	24	64	.2	1.4	17	48	.1	1.2	4	9		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	157	532	1.4	12.8	104	292	.9	12.4	144	433	1.2	8.3	102	274	.9	7.5	64	210	.6	7.7
4-Book	199	590	1.7	15.5	100	297	.9	12.5	169	515	1.5	10.1	140	349	1.2	10.2	118	337	1.0	12.8
WWDB-FM																				
FA '97	6	17	.1	.5	15	63	.1	1.8	27	85	.2	1.6	9	28	.1	.7	7	24	.1	.8
4-Book	6	20	.1	.5	16	80	.1	2.0	56	138	.5	3.4	10	37	.1	.8	11	31	.1	1.2
WWJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	28	122	.2	2.3	41	162	.4	4.9	53	199	.5	3.1	40	172	.3	2.9	15	72	.1	1.8
4-Book	26	119	.2	2.0	36	136	.3	4.6	61	219	.5	3.6	51	153	.4	3.7	27	97	.2	3.0
+WXXM-FM																				
WFLN-FM																				
FA '97	55	273	.5	4.5	15	95	.1	1.8	49	275	.4	2.8	48	214	.4	3.5	25	152	.2	3.0
4-Book	19	96	.2	1.5	10	47	.1	1.2	27	135	.2	1.6	23	84	.2	1.7	10	60	.1	1.1
WYSP-FM																				
FA '97	79	293	.7	6.4	36	136	.3	4.3	312	1034	2.7	18.1	246	799	2.1	18.0	51	252	.4	6.2
4-Book	83	314	.7	6.5	49	143	.4	6.2	165	617	1.4	9.8	150	505	1.3	10.9	56	250	.5	6.2
WYXR-FM																				
FA '97	36	202	.3	2.9	34	139	.3	4.1	69	329	.6	4.0	62	286	.5	4.5	85	318	.7	10.3
4-Book	52	239	.5	4.0	22	114	.2	2.7	63	292	.6	3.7	59	260	.5	4.3	53	244	.4	5.9
WBYN-FM																				
FA '97	1	8	.1	.1	5	25	.6	.6	3	8	.2	.2	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	7	26	.1	.6	6	31	.1	.7	16	50	.1	.9	10	42	.1	.7	7	24	.1	.8
4-Book	5	24	.1	.4	3	18	.1	.4	8	32	.1	.5	4	24	.1	.3	4	21	.1	.5
WKXV-FM																				
FA '97	11	14	.1	.9	2	19	.2	.2	1	17	.1	.1	1	8	.1	.1				
4-Book	5	13	.1	.4	6	26	.7	.7	9	37	.1	.6	7	23	.1	.5	2	16		.2
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	19	.1	.1	4	20	.5	.5	4	29	.2	.2	1	10	.1	.1	4	18	.5	.5
4-Book	2	9	.1	.1	6	23	.7	.7	4	19	.2	.2	5	16	.4	.4	4	14	.5	.5
WPST-FM																				
FA '97	17	113	.1	1.4	9	35	.1	1.1	11	88	.1	.6	14	78	.1	1.0	19	122	.2	2.3
4-Book	31	191	.3	2.4	19	100	.2	2.4	37	202	.3	2.2	36	165	.3	2.6	19	120	.2	2.1
WRDR-FM																				
FA '97		2			1	2	.1	.1	1	7	.1	.1	2	19	.1	.1				
4-Book																				
WRFY-FM																				
FA '97	1	8	.1	.1	**	**	**	**	4	24	.2	.2	1	9	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WDR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1229	3591	10.7		838	2573	7.3		1725	4673	14.9		1369	3564	11.9		829	2545	7.2	
4-Book	1284	3664	11.0		799	2452	6.8		1683	4660	14.4		1376	3557	11.8		909	2717	7.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	159	5525	.7	3.7	436	3730	1.9	6.8	123	1911	.5	2.0	190	2563	.8	3.6	45	918	.2	2.3
SU '97	157	5468	.7	3.5	425	3658	1.8	6.8	125	1648	.5	1.9	160	2494	.7	3.0	54	1085	.2	2.5
SP '97	167	5566	.7	3.7	511	3965	2.2	7.8	116	1589	.5	1.8	164	2234	.7	3.1	41	919	.2	1.9
WI '97	187	6390	.8	4.4	570	4388	2.5	9.0	113	1842	.5	1.9	192	2691	.8	3.7	56	1324	.2	2.8
4-Book	168	5737	.7	3.8	486	3935	2.1	7.6	119	1748	.5	1.9	177	2496	.8	3.4	49	1062	.2	2.4
FA '96	176	6048	.8	4.1	524	4382	2.3	8.3	124	1812	.5	2.0	187	2683	.8	3.5	61	1278	.3	2.9
WBEB-FM																				
FA '97	285	4068	1.2	6.6	360	2263	1.6	5.6	541	2099	2.4	8.6	354	2222	1.5	6.7	94	1190	.4	4.7
SU '97	258	3796	1.1	5.8	327	1958	1.4	5.2	497	2009	2.1	7.7	297	2104	1.3	5.6	76	1111	.3	3.5
SP '97	253	3844	1.1	5.7	331	2157	1.4	5.1	453	1941	2.0	7.0	325	2248	1.4	6.1	97	1341	.4	4.5
WI '97	286	4096	1.2	6.8	353	1973	1.5	5.6	531	2043	2.3	8.8	371	2361	1.6	7.1	104	1325	.4	5.2
4-Book	271	3951	1.2	6.2	343	2088	1.5	5.4	506	2023	2.2	8.0	337	2234	1.5	6.4	93	1242	.4	4.5
FA '96	288	4130	1.2	6.6	389	2475	1.7	6.1	556	2189	2.4	8.8	347	2468	1.5	6.5	118	1304	.5	5.7
WDAS-AM																				
FA '97	37	499	.2	.9	56	231	.2	.9	34	149	.1	.5	36	184	.2	.7	20	145	.1	1.0
SU '97	28	395	.1	.6	46	198	.2	.7	30	117	.1	.5	24	144	.1	.5	5	77	.2	.2
SP '97	25	466	.1	.6	25	188	.1	.4	34	136	.1	.5	21	130	.1	.4	6	86	.3	.3
WI '97	25	406	.1	.6	36	131	.2	.6	34	125	.1	.6	18	155	.1	.3	6	52	.3	.3
4-Book	29	442	.1	.7	41	187	.2	.7	33	132	.1	.5	25	153	.1	.5	9	90	.5	.5
FA '96	25	476	.1	.6	43	206	.2	.7	20	133	.1	.3	18	157	.1	.3	8	53	.4	.4
WDAS-FM																				
FA '97	311	3325	1.4	7.2	433	1817	1.9	6.8	424	1663	1.8	6.7	345	1888	1.5	6.6	213	1447	.9	10.7
SU '97	309	3049	1.3	7.0	392	1678	1.7	6.3	424	1575	1.8	6.6	344	1803	1.5	6.5	228	1519	1.0	10.4
SP '97	282	2969	1.2	6.3	371	1621	1.6	5.7	386	1650	1.7	6.0	305	1734	1.3	5.7	206	1261	.9	9.6
WI '97	314	3166	1.4	7.4	405	1801	1.7	6.4	445	1709	1.9	7.4	383	1856	1.7	7.3	194	1447	.8	9.8
4-Book	304	3127	1.3	7.0	400	1729	1.7	6.3	420	1649	1.8	6.7	344	1820	1.5	6.5	210	1419	.9	10.1
FA '96	307	3136	1.3	7.1	374	1678	1.6	5.9	398	1727	1.7	6.3	366	1944	1.6	6.9	222	1498	1.0	10.6
WFIL-AM																				
FA '97	10	265	.2	.2	23	141	.1	.4	12	83	.1	.2	8	73	.2	.2	7	101	.4	.4
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	14	244	.1	.3	22	143	.1	.3	23	104	.1	.4	14	99	.1	.3	9	78	.4	.4
WI '97	10	225	.2	.2	26	145	.1	.4	12	96	.1	.2	7	85	.1	.1	6	63	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	9	272	.2	.2	19	140	.1	.3	9	64	.1	.3	15	130	.1	.3	3	40	.1	.1
WHAT-AM																				
FA '97	28	356	.1	.7	30	160	.1	.5	45	165	.2	.7	35	129	.2	.7	8	98	.4	.4
SU '97	22	243	.1	.5	36	145	.2	.6	24	101	.1	.4	23	115	.1	.4	13	61	.1	.6
SP '97	28	371	.1	.6	68	192	.3	1.0	32	176	.1	.5	18	111	.1	.3	9	83	.4	.4
WI '97	16	308	.1	.4	40	101	.2	.6	17	91	.1	.3	8	70	.2	.2	5	41	.3	.3
4-Book	24	320	.1	.6	44	150	.2	.7	30	133	.1	.5	21	106	.1	.4	9	71	.4	.4
FA '96	27	270	.1	.6	64	181	.3	1.0	32	131	.1	.5	17	90	.1	.3	12	70	.1	.6
WIOQ-FM																				
FA '97	181	4017	.8	4.2	215	1706	.9	3.4	272	2202	1.2	4.3	212	2239	.9	4.0	114	1364	.5	5.7
SU '97	229	4828	1.0	5.2	230	1922	1.0	3.7	340	2559	1.5	5.3	286	2718	1.2	5.4	127	1836	.5	5.8
SP '97	213	4241	.9	4.8	216	1842	.9	3.3	306	2346	1.3	4.7	286	2606	1.2	5.3	133	1604	.6	6.2
WI '97	240	4630	1.0	5.7	272	1940	1.2	4.3	327	2330	1.4	5.4	312	2738	1.3	6.0	155	1804	.7	7.8
4-Book	216	4429	.9	5.0	233	1853	1.0	3.7	311	2359	1.4	4.9	274	2575	1.2	5.2	132	1652	.6	6.4
FA '96	221	4913	1.0	5.1	238	2043	1.0	3.8	308	2562	1.3	4.9	286	2869	1.2	5.4	146	1882	.6	7.0
WIP -AM																				
FA '97	180	2990	.8	4.2	316	1761	1.4	4.9	249	1302	1.1	4.0	264	1850	1.1	5.0	62	882	.3	3.1
SU '97	176	2756	.8	4.0	321	1785	1.4	5.1	246	1467	1.1	3.8	258	1797	1.1	4.9	56	706	.2	2.5
SP '97	158	3030	.7	3.5	272	1413	1.2	4.2	204	1147	.9	3.2	207	1570	.9	3.9	87	1068	.4	4.0
WI '97	161	3222	.7	3.8	286	1880	1.2	4.5	242	1271	1.0	4.0	205	1832	.9	3.9	74	994	.3	3.7
4-Book	169	3000	.8	3.9	299	1710	1.3	4.7	235	1297	1.0	3.8	234	1762	1.0	4.4	70	913	.3	3.3
FA '96	175	3033	.8	4.0	291	1712	1.3	4.6	264	1519	1.1	4.2	261	1833	1.1	4.9	59	851	.3	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZZ-FM																				
FA '97	200	2737	.9	4.7	214	1324	.9	3.4	334	1352	1.5	5.3	299	1775	1.3	5.7	112	1084	.5	5.6
SU '97	219	2747	.9	4.9	234	1270	1.0	3.7	346	1443	1.5	5.4	271	1616	1.2	5.1	131	1061	.6	6.0
SP '97	200	2715	.9	4.5	217	1329	.9	3.3	311	1460	1.3	4.8	278	1585	1.2	5.2	116	1070	.5	5.4
WI '97	162	2738	.7	3.8	162	1102	.7	2.6	248	1099	1.1	4.1	237	1404	1.0	4.5	95	1068	.4	4.8
4-Book	195	2734	.9	4.5	207	1256	.9	3.3	310	1339	1.4	4.9	271	1595	1.2	5.1	114	1071	.5	5.5
FA '96	207	3043	.9	4.8	225	1365	1.0	3.5	335	1397	1.4	5.3	266	1802	1.1	5.0	122	1210	.5	5.9
WMGK-FM																				
FA '97	297	4969	1.3	6.9	332	2557	1.4	5.2	517	2600	2.3	8.2	420	3137	1.8	8.0	118	1568	.5	5.9
SU '97	293	5197	1.3	6.6	334	2445	1.4	5.3	496	2802	2.1	7.7	410	3303	1.8	7.7	116	1629	.5	5.3
SP '97	290	5153	1.3	6.5	313	2469	1.4	4.8	477	2622	2.1	7.4	374	3207	1.6	7.0	123	1777	.5	5.7
WI '97	269	4449	1.2	6.4	331	2011	1.4	5.3	501	2343	2.2	8.3	342	2818	1.5	6.5	94	1506	.4	4.7
4-Book	287	4942	1.3	6.6	328	2371	1.4	5.2	498	2592	2.2	7.9	387	3116	1.7	7.3	113	1620	.5	5.4
FA '96	302	4512	1.3	7.0	377	2360	1.6	5.9	588	2546	2.5	9.3	368	2762	1.6	6.9	118	1470	.5	5.7
WMMR-FM																				
FA '97	203	4412	.9	4.7	300	2192	1.3	4.7	322	2132	1.4	5.1	256	2485	1.1	4.9	83	1146	.4	4.2
SU '97	264	4613	1.1	6.0	332	2046	1.4	5.3	487	2183	2.1	7.6	337	2697	1.5	6.4	94	1358	.4	4.3
SP '97	316	4914	1.4	7.1	473	2486	2.0	7.2	553	2535	2.4	8.6	353	3056	1.5	6.6	112	1542	.5	5.2
WI '97	226	4301	1.0	5.4	293	2023	1.3	4.7	399	2205	1.7	6.6	281	2428	1.2	5.4	77	1172	.3	3.9
4-Book	252	4560	1.1	5.8	350	2187	1.5	5.5	440	2264	1.9	7.0	307	2667	1.3	5.8	92	1305	.4	4.4
FA '96	243	4580	1.0	5.6	329	2222	1.4	5.2	427	2246	1.8	6.8	334	2743	1.4	6.3	83	1255	.4	4.0
WVGL-FM																				
FA '97	180	3545	.8	4.2	226	1558	1.0	3.5	292	1681	1.3	4.6	231	1928	1.0	4.4	65	1064	.3	3.3
SU '97	214	4136	.9	4.8	243	1895	1.0	3.9	339	2127	1.5	5.3	266	2475	1.1	5.0	91	1210	.4	4.1
SP '97	224	3793	1.0	5.0	255	1757	1.1	3.9	340	1736	1.5	5.3	233	1944	1.0	4.3	102	1233	.4	4.7
WI '97	171	3572	.7	4.1	225	1675	1.0	3.6	269	1570	1.2	4.5	208	1969	.9	4.0	71	883	.3	3.6
4-Book	197	3762	.9	4.5	237	1721	1.0	3.7	310	1779	1.4	4.9	235	2079	1.0	4.4	82	1098	.4	3.9
FA '96	201	3662	.9	4.6	254	1730	1.1	4.0	312	1722	1.3	5.0	257	2126	1.1	4.8	86	1054	.4	4.1
WPEN-AM																				
FA '97	13	326	.1	.3	13	146	.1	.2	29	118	.1	.5	15	121	.1	.3	2	36	.1	.1
SU '97	19	352	.1	.4	26	130	.1	.4	22	124	.1	.3	18	121	.1	.3	10	72	.1	.5
SP '97	14	321	.1	.3	13	96	.1	.2	22	167	.1	.3	17	125	.1	.3	4	68	.1	.2
WI '97	20	372	.1	.5	22	120	.1	.3	22	138	.1	.4	17	123	.1	.3	15	105	.1	.8
4-Book	17	343	.1	.4	19	123	.1	.3	24	137	.1	.4	17	123	.1	.3	8	70	.1	.4
FA '96	19	429	.1	.4	21	188	.1	.3	38	208	.2	.6	15	141	.1	.3	9	92	.1	.4
+WPHI-FM																				
FA '97	152	2677	.7	3.5	164	1176	.7	2.6	159	1361	.7	2.5	183	1493	.8	3.5	149	1247	.6	7.5
SU '97	206	2957	.9	4.7	197	1392	.9	3.2	241	1641	1.0	3.7	274	2026	1.2	5.2	191	1671	.8	8.7
SP '97	166	2793	.7	3.7	146	1214	.6	2.2	175	1449	.8	2.7	247	1758	1.1	4.6	148	1384	.6	6.9
WI '97	145	2660	.6	3.4	128	950	.6	2.0	186	1305	.8	3.1	190	1601	.8	3.6	119	1140	.5	6.0
4-Book	167	2772	.7	3.8	159	1183	.7	2.5	190	1439	.8	3.0	224	1720	1.0	4.2	152	1361	.6	7.3
FA '96	116	2660	.5	2.7	119	1082	.5	1.9	170	1281	.7	2.7	185	1689	.8	3.5	63	1128	.3	3.0
WPHT-AM																				
FA '97	8	419	.2	.2	14	127	.1	.2	11	78	.1	.2	6	79	.1	.1	5	71	.1	.3
SU '97	19	729	.1	.4	23	174	.1	.4	14	192	.1	.2	15	263	.1	.3	26	289	.1	1.2
SP '97	21	829	.1	.5	27	263	.1	.4	24	216	.1	.4	25	225	.1	.5	21	282	.1	1.0
WI '97	14	487	.1	.3	30	196	.1	.5	12	120	.1	.2	23	277	.1	.4	5	65	.1	.3
4-Book	16	616	.1	.4	24	190	.1	.4	15	152	.1	.3	17	211	.1	.3	14	177	.1	.7
FA '96	12	345	.1	.3	28	152	.1	.4	16	121	.1	.3	9	130	.1	.2	7	89	.1	.3
WPLY-FM																				
FA '97	132	3603	.6	3.1	165	1603	.7	2.6	163	1668	.7	2.6	183	2011	.8	3.5	87	1304	.4	4.4
SU '97	184	4197	.8	4.2	248	1941	1.1	4.0	264	1916	1.1	4.1	228	2611	1.0	4.3	99	1671	.4	4.5
SP '97	152	3655	.7	3.4	228	1777	1.0	3.5	216	1768	.9	3.3	180	2054	.8	3.4	72	1132	.3	3.3
WI '97	162	4026	.7	3.8	232	1886	1.0	3.7	228	1848	1.0	3.8	221	2491	1.0	4.2	65	1179	.3	3.3
4-Book	158	3870	.7	3.6	218	1802	1.0	3.5	218	1800	.9	3.5	203	2292	.9	3.9	81	1322	.4	3.9
FA '96	158	4087	.7	3.6	247	2206	1.1	3.9	194	1755	.8	3.1	203	2278	.9	3.8	80	1334	.3	3.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WURD-AM																					
FA '97	39	367	.2	.9	77	251	.3	1.2	55	285	.2	.9	32	258	.1	.6	14	144	.1	.7	
SU '97	17	236	.1	.4	30	151	.1	.5	22	123	.1	.3	15	111	.1	.3	2	31	.1	.1	
SP '97	29	302	.1	.6	51	169	.2	.8	29	154	.1	.4	31	190	.1	.6	16	132	.1	.7	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																					
FA '97	223	3548	1.0	5.2	250	1735	1.1	3.9	262	1825	1.1	4.2	269	1907	1.2	5.1	183	1478	.8	9.2	
SU '97	248	3490	1.1	5.6	264	1836	1.1	4.2	322	1935	1.4	5.0	256	1960	1.1	4.8	211	1641	.9	9.6	
SP '97	252	3614	1.1	5.6	278	1876	1.2	4.2	319	1876	1.4	4.9	285	1967	1.2	5.3	206	1627	.9	9.6	
WI '97	316	3889	1.4	7.5	323	2017	1.4	5.1	348	2041	1.5	5.8	411	2404	1.8	7.9	299	1920	1.3	15.0	
4-Book	260	3635	1.2	6.0	279	1866	1.2	4.4	313	1919	1.4	5.0	305	2060	1.3	5.8	225	1667	1.0	10.9	
FA '96	330	3955	1.4	7.6	359	2063	1.6	5.7	407	2317	1.8	6.5	411	2299	1.8	7.7	265	1995	1.1	12.7	
WVDB-FM																					
FA '97	72	1467	.3	1.7	103	562	.4	1.6	150	734	.7	2.4	62	512	.3	1.2	20	312	.1	1.0	
SU '97	93	1867	.4	2.1	98	636	.4	1.6	162	790	.7	2.5	116	800	.5	2.2	39	461	.2	1.8	
SP '97	93	1925	.4	2.1	109	600	.5	1.7	140	742	.6	2.2	166	1117	.7	3.1	32	439	.1	1.5	
WI '97	118	2064	.5	2.8	120	690	.5	1.9	196	920	.8	3.3	196	1199	.8	3.7	34	464	.1	1.7	
4-Book	94	1831	.4	2.2	108	622	.5	1.7	162	797	.7	2.6	135	907	.6	2.6	31	419	.1	1.5	
FA '96	99	1822	.4	2.3	101	576	.4	1.6	187	912	.8	3.0	129	911	.6	2.4	44	471	.2	2.1	
WVJZ-AM																					
FA '97		34			1	26				3	24			8	52		.2	1	7		
SU '97	3	60		.1	2	9			**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	7	**	**	**	**	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	2	40			1	8			4	19		.1	2	17			1	12			
WXTU-FM																					
FA '97	135	2040	.6	3.1	210	1201	.9	3.3	198	1104	.9	3.1	154	1233	.7	2.9	50	743	.2	2.5	
SU '97	177	2446	.8	4.0	215	1325	.9	3.4	271	1344	1.2	4.2	233	1548	1.0	4.4	78	797	.3	3.5	
SP '97	172	2219	.7	3.9	219	1271	.9	3.3	247	1140	1.1	3.8	195	1356	.8	3.6	71	737	.3	3.3	
WI '97	173	2153	.7	4.1	260	1269	1.1	4.1	266	1324	1.1	4.4	184	1444	.8	3.5	65	766	.3	3.3	
4-Book	164	2215	.7	3.8	226	1267	1.0	3.5	246	1228	1.1	3.9	192	1395	.8	3.6	66	761	.3	3.2	
FA '96	151	2086	.7	3.5	200	1276	.9	3.2	201	1143	.9	3.2	209	1442	.9	3.9	66	753	.3	3.2	
+WXXM-FM																					
WFLN-FM																					
FA '97	97	2307	.4	2.3	86	945	.4	1.3	138	1037	.6	2.2	143	1390	.6	2.7	54	870	.2	2.7	
SU '97	65	1216	.3	1.5	65	529	.3	1.0	108	498	.5	1.7	98	709	.4	1.9	33	338	.1	1.5	
SP '97	55	1166	.2	1.2	62	506	.3	.9	88	453	.4	1.4	75	602	.3	1.4	25	315	.1	1.2	
WI '97	69	1389	.3	1.6	79	655	.3	1.3	115	626	.5	1.9	80	753	.3	1.5	36	421	.2	1.8	
4-Book	72	1520	.3	1.7	73	659	.3	1.1	112	654	.5	1.8	99	864	.4	1.9	37	486	.2	1.8	
FA '96	71	1440	.3	1.6	85	598	.4	1.3	89	608	.4	1.4	74	772	.3	1.4	51	494	.2	2.4	
WYSP-FM																					
FA '97	410	6556	1.8	9.5	1150	4237	5.0	18.0	537	2981	2.3	8.5	290	2274	1.3	5.5	77	1153	.3	3.9	
SU '97	349	6042	1.5	7.9	1079	3947	4.7	17.3	396	2707	1.7	6.2	250	2252	1.1	4.7	89	1297	.4	4.0	
SP '97	422	6027	1.8	9.4	1155	4041	5.0	17.6	582	3002	2.5	9.0	380	2768	1.6	7.1	105	1333	.5	4.9	
WI '97	354	5777	1.5	8.4	1089	4050	4.7	17.3	403	2581	1.7	6.7	284	2283	1.2	5.4	84	1137	.4	4.2	
4-Book	384	6101	1.7	8.8	1118	4069	4.9	17.6	480	2818	2.1	7.6	301	2394	1.3	5.7	89	1230	.4	4.3	
FA '96	318	6001	1.4	7.3	889	3517	3.8	14.0	343	2467	1.5	5.4	274	2389	1.2	5.1	79	1302	.3	3.8	
WYXR-FM																					
FA '97	184	3794	.8	4.3	245	1864	1.1	3.8	291	1507	1.3	4.6	255	1978	1.1	4.8	89	1321	.4	4.5	
SU '97	220	4414	1.0	5.0	234	1890	1.0	3.7	328	2075	1.4	5.1	271	2606	1.2	5.1	140	1619	.6	6.4	
SP '97	212	4013	.9	4.7	279	2010	1.2	4.3	355	1987	1.5	5.5	286	2329	1.2	5.3	93	1364	.4	4.3	
WI '97	149	3818	.6	3.5	194	1660	.8	3.1	234	1662	1.0	3.9	185	1946	.8	3.5	70	1362	.3	3.5	
4-Book	191	4010	.8	4.4	238	1856	1.0	3.7	302	1808	1.3	4.8	249	2215	1.1	4.7	98	1417	.4	4.7	
FA '96	213	4175	.9	4.9	250	2052	1.1	3.9	317	2113	1.4	5.0	290	2563	1.3	5.4	113	1596	.5	5.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97	11	169		.3	17	91	.1	.3	15	58	.1	.2	8	63		.2	4	45		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	15	200	.1	.3	19	155	.1	.3	19	97	.1	.3	20	128	.1	.4	7	78		.3
WJBR-FM																				
FA '97	21	561	.1	.5	34	246	.1	.5	32	201	.1	.5	27	244	.1	.5	8	100		.4
SU '97	22	467	.1	.5	31	170	.1	.5	35	172	.2	.5	28	223	.1	.5	12	133	.1	.5
SP '97	28	604	.1	.6	37	277	.2	.6	57	269	.2	.9	31	250	.1	.6	10	198		.5
WI '97	24	559	.1	.6	31	254	.1	.5	50	253	.2	.8	34	268	.1	.6	7	176		.4
4-Book	24	548	.1	.6	33	237	.1	.5	44	224	.2	.7	30	246	.1	.6	9	152		.5
FA '96	33	748	.1	.8	30	343	.1	.5	45	328	.2	.7	46	361	.2	.9	16	180	.1	.8
WKXV-FM																				
FA '97	49	950	.2	1.1	67	399	.3	1.0	66	391	.3	1.0	94	618	.4	1.8	25	261	.1	1.3
SU '97	36	884	.2	.8	37	332	.2	.6	63	385	.3	1.0	61	480	.3	1.2	12	250	.1	.5
SP '97	27	905	.1	.6	34	350	.1	.5	41	369	.2	.6	44	441	.2	.8	8	176		.4
WI '97	29	866	.1	.7	46	298	.2	.7	52	329	.2	.9	41	426	.2	.8	4	109		.2
4-Book	35	901	.2	.8	46	345	.2	.7	56	369	.3	.9	60	491	.3	1.2	12	199	.1	.6
FA '96	28	684	.1	.6	47	313	.2	.7	48	311	.2	.8	32	365	.1	.6	11	215		.5
+WLEV-FM																				
WFMZ-FM																				
FA '97	20	346	.1	.5	15	102	.1	.2	45	148	.2	.7	31	138	.1	.6	7	112		.4
SU '97	12	300	.1	.3	13	105	.1	.2	24	142	.1	.4	15	210	.1	.3	4	86		.2
SP '97	12	190	.1	.3	18	95	.1	.3	29	81	.1	.4	12	89	.1	.2	1	34		
WI '97	21	354	.1	.5	20	155	.1	.3	38	150	.2	.6	26	207	.1	.5	10	117		.5
4-Book	16	298	.1	.4	17	114	.1	.3	34	130	.2	.5	21	161	.1	.4	6	87		.3
FA '96	7	180		.2	8	81		.1	12	86	.1	.2	7	75		.1	1	22		
WPST-FM																				
FA '97	57	1962	.2	1.3	68	829	.3	1.1	96	869	.4	1.5	71	1003	.3	1.3	29	724	.1	1.5
SU '97	84	2537	.4	1.9	74	884	.3	1.2	125	1076	.5	1.9	112	1449	.5	2.1	42	822	.2	1.9
SP '97	72	2115	.3	1.6	87	884	.4	1.3	107	1053	.5	1.7	101	1232	.4	1.9	47	726	.2	2.2
WI '97	67	1950	.3	1.6	84	743	.4	1.3	102	826	.4	1.7	99	1209	.4	1.9	30	547	.1	1.5
4-Book	70	2141	.3	1.6	78	835	.4	1.2	108	956	.5	1.7	96	1223	.4	1.8	37	705	.2	1.8
FA '96	76	2083	.3	1.8	100	887	.4	1.6	137	900	.6	2.2	102	1152	.4	1.9	26	706	.1	1.2
WRDR-FM																				
FA '97	9	151		.2	13	70		.2	19	86	.1	.3	8	57		.2	1	34		.1
SU '97	2	75			2	32			3	24			1	24			1	4		
SP '97	6	130		.1	7	64		.1	15	55	.1	.2	6	64		.1	1	33		
WI '97	3	109		.1	3	49			7	7			7	67		.1	3	45		.2
4-Book	5	116		.1	6	54		.1	9	43	.1	.1	6	53		.1	2	29		.1
FA '96	3	101		.1	1	31			4	45		.1	8	55		.2	1	22		
WRFY-FM																				
FA '97	21	416	.1	.5	33	176	.1	.5	39	179	.2	.6	31	208	.1	.6	3	64		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97		17							1	9			1	8						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	3	66		.1	4	33		.1	4	33		.1	8	9		.2	1	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	4295	22430	18.7		6384	20301	27.8		6293	17720	27.4		5260	19796	22.9		1990	13599	8.7	
SU '97	4430	22679	19.1		6245	19992	27.0		6432	18264	27.8		5292	20338	22.9		2199	14260	9.5	
SP '97	4466	22649	19.3		6552	20273	28.3		6460	17903	27.9		5358	19991	23.1		2153	14316	9.3	
WI '97	4216	22470	18.2		6301	19926	27.2		6017	17452	26.0		5231	19827	22.6		1987	13819	8.6	
4-Book	4352	22557	18.8		6371	20123	27.6		6301	17835	27.3		5285	19988	22.9		2082	13999	9.0	
FA '96	4334	22644	18.7		6342	20192	27.4		6295	18040	27.2		5327	20035	23.0		2085	14325	9.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM FA '97 4-Book	240 250	5079 5184	1.0 1.1	4.0 4.2	92 102	2352 2645	.4 .4	3.3 3.5	226 254	1092 1183	1.0 1.1	8.4 9.2	100 113	587 667	.4 .5	2.2 2.3	76 73	428 415	.3 .3	2.4 2.1
WBEB-FM FA '97 4-Book	428 404	3426 3277	1.9 1.8	7.1 6.7	159 153	1998 1931	.7 .7	5.7 5.3	159 149	546 520	.7 .7	5.9 5.4	338 308	892 854	1.5 1.3	7.4 6.3	197 199	676 610	.9 .9	6.1 5.6
WDAS-AM FA '97 4-Book	42 33	296 254	.2 .1	.7 .5	41 35	375 354	.2 .2	1.5 1.2	48 21	76 44	.2 .1	1.8 .8	41 25	77 53	.2 .1	.9 .5	22 12	62 31	.1 .1	.7 .3
WDAS-FM FA '97 4-Book	402 391	2657 2594	1.8 1.7	6.7 6.5	215 213	1906 1874	.9 .9	7.7 7.3	154 175	451 485	.7 .8	5.7 6.4	323 340	801 775	1.4 1.5	7.0 6.9	285 258	684 626	1.2 1.1	8.9 7.3
WFIL-AM FA '97 4-Book	14 **	211 **	.1 **	.2 **	3 **	79 **	.1 **	.1 **	7 **	** **	** **	** **	4 **	9 **	.1 **	.1 **	2 **	9 **	.1 **	.1 **
WHAT-AM FA '97 4-Book	38 31	276 226	.2 .2	.6 .5	24 20	230 201	.1 .1	.9 .7	13 16	39 48	.1 .1	.5 .6	47 31	93 72	.2 .2	1.0 .6	36 15	96 41	.2 .1	1.1 .4
WIDD-FM FA '97 4-Book	236 276	3350 3690	1.0 1.2	3.9 4.6	127 165	2076 2441	.6 .7	4.5 5.7	99 112	379 464	.4 .5	3.7 4.1	200 303	770 1084	.9 1.3	4.4 6.2	156 231	602 802	.7 1.0	4.9 6.5
WIP -AM FA '97 4-Book	274 254	2603 2550	1.2 1.1	4.6 4.3	92 83	1271 1355	.4 .4	3.3 2.9	89 99	358 360	.4 .4	3.3 3.6	127 124	471 453	.6 .6	2.8 2.6	102 90	326 318	.4 .4	3.2 2.6
WJZZ-FM FA '97 4-Book	287 267	2298 2192	1.2 1.1	4.8 4.4	105 125	1418 1484	.5 .6	3.8 4.3	86 96	319 343	.4 .5	3.2 3.5	197 206	629 594	.9 .9	4.3 4.2	145 163	462 470	.6 .7	4.5 4.5
WMGK-FM FA '97 4-Book	430 411	4320 4198	1.9 1.8	7.2 6.9	180 185	2587 2643	.8 .8	6.4 6.3	163 153	590 571	.7 .7	6.1 5.5	379 391	1197 1255	1.7 1.7	8.3 7.9	251 275	920 938	1.1 1.2	7.8 7.7
WMMR-FM FA '97 4-Book	295 371	3668 3827	1.3 1.6	4.9 6.2	121 149	2044 2283	.5 .6	4.3 5.1	133 161	544 578	.6 .7	4.9 5.8	271 301	895 1030	1.2 1.3	5.9 6.1	135 192	598 709	.6 .8	4.2 5.4
WGL-FM FA '97 4-Book	253 265	2876 2998	1.1 1.1	4.2 4.4	128 156	1839 2022	.6 .7	4.6 5.3	96 137	434 497	.4 .6	3.6 4.9	249 269	800 828	1.1 1.2	5.4 5.4	178 192	595 617	.8 .8	5.6 5.4
WPEN-AM FA '97 4-Book	20 20	233 240	.1 .1	.3 .4	8 16	90 176	.1 .1	.3 .6	5 14	15 41	.1 .1	.2 .5	2 23	9 57	.1 .1	.5 .5	5 20	15 46	.1 .1	.2 .6
+WPHI-FM FA '97 4-Book	168 191	2272 2364	.7 .8	2.8 3.2	125 136	1506 1612	.5 .6	4.5 4.7	100 91	277 290	.4 .4	3.7 3.3	165 219	525 688	.7 1.0	3.6 4.4	123 186	433 560	.5 .8	3.8 5.2
WPHT-AM FA '97 4-Book	11 19	240 411	.1 .1	.2 .3	6 11	156 230	.1 .1	.2 .4	4 10	28 32	.1 .1	.3 .3	7 11	18 46	.1 .1	.2 .2	9 11	9 35	.1 .1	.3 .3
WPLY-FM FA '97 4-Book	170 214	3028 3323	.7 .9	2.8 3.6	96 110	1885 2065	.4 .5	3.4 3.8	75 81	419 388	.3 .3	2.8 2.9	175 203	741 853	.8 .9	3.8 4.1	147 147	607 614	.6 .6	4.6 4.1
WURD-AM FA '97 4-Book	55 **	349 **	.2 **	.9 **	28 **	210 **	.1 **	1.0 **	37 **	84 **	.2 **	1.4 **	45 **	117 **	.2 **	1.0 **	31 **	66 **	.1 **	1.0 **

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
VUSL-FM																				
FA '97	260	2958	1.1	4.3	182	2147	.8	6.5	139	459	.6	5.2	285	798	1.2	6.2	237	681	1.0	7.4
4-Book	300	3079	1.3	5.0	211	2181	.9	7.2	149	467	.7	5.4	341	960	1.5	7.0	276	749	1.2	7.8
WWDB-FM																				
FA '97	108	1112	.5	1.8	44	632	.2	1.6	53	156	.2	2.0	24	94	.1	.5	13	50	.1	.4
4-Book	137	1414	.6	2.3	61	819	.3	2.1	69	213	.3	2.5	53	164	.2	1.1	31	96	.2	.8
WWJZ-AM																				
FA '97		34				8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	188	1782	.8	3.1	99	1284	.4	3.5	90	411	.4	3.3	199	655	.9	4.3	115	401	.5	3.6
4-Book	223	1911	1.0	3.7	127	1371	.6	4.4	128	432	.6	4.6	235	685	1.0	4.8	162	513	.7	4.5
+WXXM-FM																				
WFLN-FM																				
FA '97	123	1971	.5	2.0	79	1323	.3	2.8	93	324	.4	3.5	193	638	.8	4.2	98	470	.4	3.1
4-Book	96	1241	.4	1.6	51	782	.2	1.8	50	188	.2	1.8	97	321	.4	2.0	56	241	.3	1.7
WYSP-FM																				
FA '97	650	5382	2.8	10.8	208	3165	.9	7.4	133	511	.6	4.9	164	642	.7	3.6	137	592	.6	4.3
4-Book	622	5309	2.7	10.3	160	2457	.7	5.5	140	452	.6	5.1	230	844	1.0	4.6	179	675	.8	5.0
WYXR-FM																				
FA '97	265	2984	1.2	4.4	103	1882	.4	3.7	79	362	.3	2.9	157	653	.7	3.4	125	554	.5	3.9
4-Book	266	3216	1.2	4.4	120	2058	.5	4.1	114	449	.5	4.1	224	830	1.0	4.5	164	638	.7	4.5
WBYN-FM																				
FA '97	13	137	.1	.2	12	117	.1	.4	5	21		.2	24	69	.1	.5	14	30	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	31	445	.1	.5	13	302	.1	.5	10	39		.4	20	132	.1	.4	7	35		.2
4-Book	36	420	.2	.6	12	249	.1	.4	11	42		.4	22	92	.1	.4	14	49	.1	.4
WKXW-FM																				
FA '97	75	827	.3	1.2	19	299	.1	.7	36	94	.2	1.3	35	101	.2	.8	47	124	.2	1.5
4-Book	54	725	.2	.9	18	333	.1	.6	20	77	.1	.7	33	115	.2	.7	27	79	.1	.8
+WLEV-FM																				
WFMZ-FM																				
FA '97	32	221	.1	.5	8	161		.3	4	17		.1	12	47	.1	.3	16	72	.1	.5
4-Book	25	229	.1	.4	8	136		.3	10	20		.3	12	41	.1	.3	7	29		.2
WPST-FM																				
FA '97	80	1621	.3	1.3	34	879	.1	1.2	29	127	.1	1.1	75	373	.3	1.6	52	332	.2	1.6
4-Book	95	1768	.4	1.6	48	1045	.2	1.6	33	158	.1	1.2	95	438	.4	1.9	68	344	.3	1.9
WRDR-FM																				
FA '97	14	125	.1	.2	6	81		.2	10	16		.4	10	33		.2	4	25		.1
4-Book	7	91		.1	3	55		.1	4	12		.1	6	27		.1	4	16		.1
WRFY-FM																				
FA '97	35	329	.2	.6	9	169		.3	18	52	.1	.7	18	63	.1	.4	6	43		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	1	17																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	6005	22231	26.1		2792	18621	12.2		2694	7785	11.7		4593	11281	20.0		3204	8614	14.0	
4-Book	6011	22289	26.0		2919	18909	12.6		2773	7938	12.0		4924	11964	21.3		3565	9189	15.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	33	230	.1	1.6	194	874	.8	9.8	58	338	.3	1.6	54	300	.2	2.1	29	272	.1	1.9
4-Book	36	270	.1	1.7	203	933	.9	10.1	72	458	.3	2.1	53	315	.2	2.0	43	309	.2	2.5
WBEB-FM																				
FA '97	82	382	.4	3.9	122	413	.5	6.1	174	568	.8	4.9	135	485	.6	5.3	61	270	.3	4.1
4-Book	91	406	.4	4.2	99	366	.5	5.0	169	575	.7	5.0	141	469	.6	5.3	66	317	.3	3.9
WDAS-AM																				
FA '97	14	23	.1	.7	86	205	.4	4.3	68	206	.3	1.9	37	101	.2	1.4	19	41	.1	1.3
4-Book	7	17	.1	.3	98	229	.4	4.9	77	204	.3	2.3	31	73	.2	1.2	13	28	.1	.8
WDAS-FM																				
FA '97	168	486	.7	8.1	128	305	.6	6.5	153	418	.7	4.3	176	410	.8	6.9	314	625	1.4	20.9
4-Book	181	519	.8	8.4	108	274	.5	5.4	135	426	.6	4.0	157	376	.7	5.9	322	627	1.4	19.2
WFIL-AM																				
FA '97	2	6	.1	.1	16	54	.1	.8	2	16	.1	.1	1	7	.1	.1	1	10	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	3	7	.1	.1	38	77	.2	1.9	42	128	.2	1.2	15	51	.1	.6	2	6	.1	.1
4-Book	6	20	.1	.3	40	90	.2	2.0	30	100	.1	.9	16	39	.1	.6	6	16	.1	.3
WIOQ-FM																				
FA '97	171	600	.7	8.2	32	135	.1	1.6	130	659	.6	3.7	98	375	.4	3.8	103	384	.4	6.9
4-Book	171	631	.7	7.9	58	225	.2	2.9	171	706	.8	5.1	148	554	.7	5.5	107	408	.4	6.3
WIP -AM																				
FA '97	53	108	.2	2.5	67	239	.3	3.4	132	472	.6	3.7	133	375	.6	5.2	37	208	.2	2.5
4-Book	62	226	.3	2.9	53	193	.2	2.6	94	407	.4	2.7	92	327	.4	3.4	50	241	.2	2.9
WJZ-FM																				
FA '97	81	310	.4	3.9	60	224	.3	3.0	119	417	.5	3.4	80	293	.3	3.1	59	211	.3	3.9
4-Book	107	348	.5	4.9	65	239	.3	3.2	148	455	.6	4.4	126	349	.5	4.7	77	253	.3	4.5
WMGK-FM																				
FA '97	105	427	.5	5.0	64	311	.3	3.2	224	870	1.0	6.3	182	674	.8	7.1	62	287	.3	4.1
4-Book	116	465	.5	5.3	66	314	.3	3.3	212	842	1.0	6.2	172	639	.8	6.5	79	353	.4	4.7
WMMR-FM																				
FA '97	52	305	.2	2.5	97	320	.4	4.9	152	635	.7	4.3	69	286	.3	2.7	47	207	.2	3.1
4-Book	76	350	.3	3.5	104	373	.5	5.2	180	708	.8	5.3	115	470	.5	4.3	59	285	.3	3.5
WGL-FM																				
FA '97	82	265	.4	3.9	104	380	.5	5.2	139	571	.6	3.9	108	416	.5	4.2	66	215	.3	4.4
4-Book	125	416	.6	5.7	125	383	.6	6.2	173	631	.8	5.1	142	472	.6	5.3	84	279	.4	5.0
WPEN-AM																				
FA '97	3	15	.1	.1	13	51	.1	.7	18	35	.1	.5	7	15	.1	.3	9	17	.1	.6
4-Book	11	36	.1	.5	11	50	.1	.6	18	56	.1	.5	20	51	.1	.7	11	23	.1	.7
+WPHI-FM																				
FA '97	182	532	.8	8.7	51	223	.2	2.6	137	374	.6	3.9	137	380	.6	5.3	83	301	.4	5.5
4-Book	175	506	.8	8.1	41	148	.2	2.1	128	447	.6	3.8	151	449	.7	5.7	82	287	.4	4.9
WPHT-AM																				
FA '97	8	34	.4	.4	9	54	.1	.5	7	39	.1	.2	1	7	.1	.5	2	6	.1	.1
4-Book	9	42	.4	.4	14	50	.1	.7	17	73	.1	.5	12	56	.1	.5	4	17	.1	.2
WPLY-FM																				
FA '97	57	340	.2	2.7	44	250	.2	2.2	138	586	.6	3.9	80	376	.3	3.1	40	241	.2	2.7
4-Book	83	407	.3	3.8	43	222	.2	2.1	141	651	.6	4.2	116	529	.5	4.3	54	303	.3	3.1
WURD-AM																				
FA '97	5	9	.2	.2	28	67	.1	1.4	43	100	.2	1.2	31	74	.1	1.2	7	17	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUSL-FM																				
FA '97	216	660	.9	10.4	150	450	.7	7.6	206	607	.9	5.8	130	349	.6	5.1	80	265	.3	5.3
4-Book	235	699	1.0	10.9	131	406	.6	6.6	217	668	1.0	6.4	175	439	.8	6.6	140	398	.6	8.2
WWDB-FM																				
FA '97	37	124	.2	1.8	54	227	.2	2.7	123	346	.5	3.5	14	57	.1	.5	24	100	.1	1.6
4-Book	33	109	.2	1.5	71	268	.3	3.5	161	372	.7	4.8	35	106	.2	1.3	31	113	.1	1.9
WWJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	8	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXTU-FM																				
FA '97	52	256	.2	2.5	94	387	.4	4.7	127	418	.6	3.6	74	328	.3	2.9	37	161	.2	2.5
4-Book	59	267	.2	2.7	92	320	.4	4.6	164	513	.7	4.8	120	381	.5	4.5	55	224	.3	3.3
+WXXM-FM																				
WFLN-FM																				
FA '97	67	333	.3	3.2	16	106	.1	.8	70	383	.3	2.0	63	284	.3	2.5	27	172	.1	1.8
4-Book	34	156	.2	1.6	27	116	.1	1.3	70	299	.3	2.1	54	182	.3	2.1	20	114	.1	1.2
WYSP-FM																				
FA '97	89	349	.4	4.3	51	193	.2	2.6	581	1829	2.5	16.4	436	1479	1.9	17.0	62	333	.3	4.1
4-Book	99	393	.4	4.6	64	213	.3	3.2	272	951	1.2	7.9	226	789	1.0	8.6	65	311	.3	3.9
WYXR-FM																				
FA '97	80	383	.3	3.8	56	247	.2	2.8	112	495	.5	3.2	102	468	.4	4.0	103	407	.4	6.9
4-Book	81	387	.3	3.6	57	256	.2	2.8	129	572	.6	3.8	110	473	.5	4.1	76	357	.3	4.6
WBYN-FM																				
FA '97	7	24	.3	.3	8	40	.4	.4	20	46	.1	.6	16	32	.1	.6	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	7	31	.3	.3	11	62	.6	.6	27	93	.1	.8	12	60	.1	.5	8	34	.5	.5
4-Book	8	44	.4	.4	6	38	.3	.3	16	72	.1	.5	9	44	.1	.3	7	36	.4	.4
WKXW-FM																				
FA '97	17	39	.1	.8	10	75	.5	.5	5	42	.1	.1	10	51	.1	.4				
4-Book	8	34	.4	.4	16	74	.1	.8	24	100	.1	.7	12	56	.1	.5	5	34	.3	.3
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	27			6	29	.3	.3	6	44	.2	.2	11	71	.4	.4	12	37	.1	.8
4-Book	3	21	.1	.1	11	40	.5	.5	9	42	.1	.3	10	47	.4	.4	7	26	.1	.5
WPST-FM																				
FA '97	30	163	.1	1.4	11	59	.6	.6	26	206	.1	.7	25	165	.1	1.0	21	139	.1	1.4
4-Book	37	225	.2	1.7	24	141	.1	1.2	54	284	.2	1.6	47	231	.2	1.8	21	137	.1	1.3
WRDR-FM																				
FA '97	1	7			1	8	.1	.1	10	36	.3	.3	5	33	.2	.2	4	6	.3	.3
4-Book	2	7	.1	.1	2	8	.1	.1	5	15	.2	.2	1	8	.1	.1	3	8	.2	.2
WRFY-FM																				
FA '97	2	16	.1	.1	10	46	.5	.5	16	78	.1	.5	7	24	.3	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																				
FA '97	2083	6213	9.1		1984	6226	8.6		3532	9639	15.4		2569	7138	11.2		1499	4667	6.5	
4-Book	2168	6480	9.4		2009	6141	8.7		3395	9421	14.7		2669	7141	11.6		1684	5096	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	148	4938	.8	4.2	402	3410	2.1	7.3	116	1750	.6	2.2	175	2400	.9	4.0	44	876	.2	3.1
SU '97	148	5060	.8	4.1	404	3402	2.1	7.6	111	1557	.6	2.1	151	2366	.8	3.5	52	1029	.3	3.3
SP '97	158	5211	.8	4.3	488	3756	2.6	8.6	105	1479	.6	1.9	157	2133	.8	3.6	38	858	.2	2.4
WI '97	175	5851	.9	5.0	543	4069	2.9	9.9	96	1665	.5	1.9	180	2552	1.0	4.2	53	1213	.3	3.7
4-Book	157	5265	.8	4.4	459	3659	2.4	8.4	107	1613	.6	2.0	166	2363	.9	3.8	47	994	.3	3.1
FA '96	165	5612	.9	4.6	486	4055	2.6	9.0	118	1706	.6	2.2	176	2553	.9	4.1	56	1227	.3	3.7
WBEB-FM																				
FA '97	244	3428	1.3	6.9	321	1957	1.7	5.8	465	1766	2.5	8.7	301	1884	1.6	6.9	68	931	.4	4.8
SU '97	225	3202	1.2	6.2	297	1695	1.6	5.6	450	1741	2.4	8.4	263	1831	1.4	6.1	56	907	.3	3.6
SP '97	213	3158	1.1	5.7	298	1883	1.6	5.3	378	1659	2.0	6.9	274	1926	1.5	6.2	78	1055	.4	4.9
WI '97	251	3437	1.3	7.2	317	1766	1.7	5.8	485	1760	2.6	9.6	322	2096	1.7	7.4	75	1060	.4	5.2
4-Book	233	3306	1.2	6.5	308	1825	1.7	5.6	445	1732	2.4	8.4	290	1934	1.6	6.7	69	988	.4	4.6
FA '96	246	3318	1.3	6.9	343	2071	1.8	6.3	477	1864	2.5	9.0	294	2028	1.6	6.8	89	1007	.5	5.9
WDAS-AM																				
FA '97	31	448	.2	.9	47	212	.3	.9	26	132	.1	.5	29	157	.2	.7	18	129	.1	1.3
SU '97	23	338	.1	.6	37	169	.2	.7	24	89	.1	.5	19	107	.1	.4	4	55	.3	.3
SP '97	24	403	.1	.6	23	164	.1	.4	34	136	.2	.6	21	130	.1	.5	5	78	.3	.3
WI '97	24	361	.1	.7	34	124	.2	.6	34	116	.2	.7	17	148	.1	.4	6	52	.4	.4
4-Book	26	388	.1	.7	35	167	.2	.7	30	118	.2	.6	22	136	.1	.5	8	79	.6	.6
FA '96	24	441	.1	.7	43	206	.2	.8	20	133	.1	.4	18	157	.1	.4	8	53	.5	.5
WDAS-FM																				
FA '97	275	2747	1.5	7.8	402	1624	2.1	7.3	384	1468	2.1	7.2	306	1654	1.6	7.0	180	1197	1.0	12.7
SU '97	278	2566	1.5	7.7	354	1429	1.9	6.7	378	1382	2.0	7.1	304	1580	1.6	7.1	204	1267	1.1	13.0
SP '97	259	2537	1.4	7.0	343	1453	1.8	6.1	354	1452	1.9	6.5	280	1530	1.5	6.4	185	1107	1.0	11.7
WI '97	290	2677	1.5	8.3	375	1607	2.0	6.9	410	1544	2.2	8.1	357	1658	1.9	8.3	181	1278	1.0	12.6
4-Book	276	2632	1.5	7.7	369	1528	2.0	6.8	382	1462	2.1	7.2	312	1606	1.7	7.2	188	1212	1.0	12.5
FA '96	277	2628	1.5	7.8	348	1486	1.8	6.4	364	1503	1.9	6.9	329	1697	1.7	7.6	197	1293	1.0	13.1
WFIL-AM																				
FA '97	10	265	.1	.3	23	141	.1	.4	12	83	.1	.2	8	73	.2	.2	7	101	.5	.5
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	14	244	.1	.4	22	143	.1	.4	23	104	.1	.4	14	99	.1	.3	9	78	.6	.6
WI '97	10	203	.1	.3	25	135	.1	.5	12	96	.1	.2	7	74	.2	.2	6	52	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	9	272	.1	.3	19	140	.1	.4	9	64	.1	.2	15	130	.1	.3	3	40	.2	.2
WHAT-AM																				
FA '97	27	330	.1	.8	30	160	.2	.5	45	156	.2	.8	33	120	.2	.8	7	71	.5	.5
SU '97	22	235	.1	.6	35	138	.2	.7	24	101	.1	.5	23	108	.1	.5	13	61	.1	.8
SP '97	28	340	.1	.8	68	184	.4	1.2	32	166	.2	.6	17	106	.1	.4	9	83	.6	.6
WI '97	15	299	.1	.4	39	92	.2	.7	17	91	.1	.3	8	70	.2	.2	5	41	.3	.3
4-Book	23	301	.1	.7	43	144	.3	.8	30	129	.2	.6	20	101	.1	.5	9	64	.6	.6
FA '96	23	241	.1	.6	61	161	.3	1.1	27	121	.1	.5	15	80	.1	.3	8	50	.5	.5
WIOQ-FM																				
FA '97	117	2655	.6	3.3	155	1171	.8	2.8	202	1444	1.1	3.8	136	1460	.7	3.1	50	765	.3	3.5
SU '97	154	3351	.8	4.3	178	1331	.9	3.4	242	1693	1.3	4.5	184	1748	1.0	4.3	62	1071	.3	3.9
SP '97	131	2712	.7	3.5	155	1187	.8	2.7	214	1481	1.1	3.9	163	1512	.9	3.7	54	855	.3	3.4
WI '97	151	3098	.8	4.3	190	1342	1.0	3.5	230	1471	1.2	4.6	190	1721	1.0	4.4	78	1056	.4	5.4
4-Book	138	2954	.7	3.9	170	1258	.9	3.1	222	1522	1.2	4.2	168	1610	.9	3.9	61	937	.3	4.1
FA '96	130	3203	.7	3.6	146	1300	.8	2.7	196	1596	1.0	3.7	167	1832	.9	3.8	72	1081	.4	4.8
WIP -AM																				
FA '97	157	2578	.8	4.4	288	1513	1.5	5.2	224	1115	1.2	4.2	230	1566	1.2	5.3	51	742	.3	3.6
SU '97	155	2369	.8	4.3	274	1547	1.5	5.2	218	1270	1.2	4.1	234	1616	1.2	5.4	49	611	.3	3.1
SP '97	144	2606	.8	3.9	251	1257	1.3	4.4	191	1036	1.0	3.5	193	1456	1.0	4.4	74	905	.4	4.7
WI '97	148	2886	.8	4.2	258	1687	1.4	4.7	228	1174	1.2	4.5	187	1702	1.0	4.3	64	910	.3	4.5
4-Book	151	2610	.8	4.2	268	1501	1.4	4.9	215	1149	1.2	4.1	211	1585	1.1	4.9	60	792	.3	4.0
FA '96	158	2681	.8	4.4	263	1525	1.4	4.9	242	1364	1.3	4.6	243	1707	1.3	5.6	49	748	.3	3.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
FA '97	192	2549	1.0	5.4	203	1246	1.1	3.7	322	1235	1.7	6.0	292	1682	1.6	6.7	102	1006	.5	7.2
SU '97	215	2620	1.1	6.0	233	1233	1.2	4.4	339	1373	1.8	6.4	264	1552	1.4	6.1	128	997	.7	8.1
SP '97	189	2505	1.0	5.1	199	1250	1.1	3.5	297	1375	1.6	5.4	264	1492	1.4	6.0	112	1016	.6	7.1
WI '97	148	2470	.8	4.2	154	1039	.8	2.8	230	1011	1.2	4.6	211	1311	1.1	4.9	79	934	.4	5.5
4-Book	186	2536	1.0	5.2	197	1192	1.1	3.6	297	1249	1.6	5.6	258	1509	1.4	5.9	105	988	.6	7.0
FA '96	199	2835	1.1	5.6	220	1321	1.2	4.1	325	1316	1.7	6.2	255	1680	1.4	5.9	116	1103	.6	7.7
WMGK-FM																				
FA '97	246	4201	1.3	6.9	290	2242	1.5	5.3	438	2180	2.3	8.2	340	2650	1.8	7.8	86	1274	.5	6.1
SU '97	258	4453	1.4	7.1	301	2120	1.6	5.7	435	2450	2.3	8.2	356	2846	1.9	8.3	95	1384	.5	6.0
SP '97	250	4272	1.3	6.7	277	2147	1.5	4.9	417	2186	2.2	7.6	327	2653	1.7	7.4	90	1411	.5	5.7
WI '97	230	3849	1.2	6.6	294	1825	1.6	5.4	412	1973	2.2	8.2	285	2455	1.5	6.6	82	1279	.4	5.7
4-Book	246	4194	1.3	6.8	291	2084	1.6	5.3	426	2197	2.3	8.1	327	2651	1.7	7.5	88	1337	.5	5.9
FA '96	253	3699	1.3	7.1	327	1953	1.7	6.0	498	2058	2.6	9.4	293	2215	1.6	6.7	98	1173	.5	6.5
WMMR-FM																				
FA '97	177	3671	.9	5.0	269	1939	1.4	4.9	287	1792	1.5	5.4	222	2119	1.2	5.1	64	938	.3	4.5
SU '97	219	3700	1.2	6.1	280	1710	1.5	5.3	413	1838	2.2	7.8	274	2136	1.5	6.4	65	1024	.3	4.1
SP '97	285	3947	1.5	7.7	439	2165	2.3	7.7	504	2115	2.7	9.2	310	2459	1.6	7.0	93	1216	.5	5.9
WI '97	196	3527	1.0	5.6	265	1758	1.4	4.8	351	1766	1.9	7.0	243	2020	1.3	5.6	62	918	.3	4.3
4-Book	219	3711	1.2	6.1	313	1893	1.7	5.7	389	1878	2.1	7.4	262	2184	1.4	6.0	71	1024	.4	4.7
FA '96	213	3687	1.1	6.0	297	1912	1.6	5.5	377	1863	2.0	7.2	288	2310	1.5	6.6	69	1029	.4	4.6
WOGL-FM																				
FA '97	167	3117	.9	4.7	215	1418	1.1	3.9	278	1479	1.5	5.2	213	1744	1.1	4.9	56	897	.3	4.0
SU '97	191	3669	1.0	5.3	221	1752	1.2	4.2	292	1933	1.5	5.5	238	2221	1.3	5.5	82	1059	.4	5.2
SP '97	211	3374	1.1	5.7	239	1625	1.3	4.2	328	1622	1.7	6.0	220	1766	1.2	5.0	89	1101	.5	5.6
WI '97	166	3284	.9	4.8	223	1607	1.2	4.1	260	1441	1.4	5.2	199	1847	1.1	4.6	67	841	.4	4.7
4-Book	184	3361	1.0	5.1	225	1601	1.2	4.1	290	1619	1.5	5.5	218	1895	1.2	5.0	74	975	.4	4.9
FA '96	183	3291	1.0	5.1	233	1572	1.2	4.3	280	1564	1.5	5.3	235	1957	1.2	5.4	76	983	.4	5.0
WPEN-AM																				
FA '97	13	316	.1	.4	13	146	.1	.2	29	118	.2	.5	15	121	.1	.3	1	26	.1	.1
SU '97	17	290	.1	.5	24	122	.1	.5	15	108	.1	.3	14	105	.1	.3	10	72	.1	.6
SP '97	11	294	.1	.3	12	87	.1	.2	19	150	.1	.3	11	108	.1	.2	3	59	.2	.2
WI '97	18	332	.1	.5	22	120	.1	.4	18	118	.1	.4	14	113	.1	.3	14	96	.1	1.0
4-Book	15	308	.1	.4	18	119	.1	.3	20	124	.1	.4	14	112	.1	.3	7	63	.1	.5
FA '96	15	398	.1	.4	17	178	.1	.3	24	188	.1	.5	13	111	.1	.3	9	82	.1	.6
+WPHI-FM																				
FA '97	74	1345	.4	2.1	80	596	.4	1.5	78	695	.4	1.5	86	736	.5	2.0	67	575	.4	4.7
SU '97	110	1621	.6	3.0	114	814	.6	2.2	141	830	.7	2.6	152	1023	.8	3.5	83	766	.4	5.3
SP '97	83	1504	.4	2.2	85	630	.5	1.5	99	741	.5	1.8	120	903	.6	2.7	68	674	.4	4.3
WI '97	83	1512	.4	2.4	80	579	.4	1.5	108	706	.6	2.1	106	867	.6	2.5	52	506	.3	3.6
4-Book	88	1496	.5	2.4	90	655	.5	1.7	107	743	.6	2.0	116	882	.6	2.7	68	630	.4	4.5
FA '96	69	1701	.4	1.9	72	720	.4	1.3	96	693	.5	1.8	114	1089	.6	2.6	32	675	.2	2.1
WPHT-AM																				
FA '97	8	400	.1	.2	13	118	.1	.2	10	67	.1	.2	6	79	.1	.1	5	71	.1	.4
SU '97	18	666	.1	.5	21	166	.1	.4	14	183	.1	.3	15	248	.1	.3	25	281	.1	1.6
SP '97	19	765	.1	.5	25	254	.1	.4	22	180	.1	.4	21	198	.1	.5	19	254	.1	1.2
WI '97	14	475	.1	.4	28	185	.1	.5	12	120	.1	.2	23	277	.1	.5	5	65	.3	.3
4-Book	15	577	.1	.4	22	181	.1	.4	15	138	.1	.3	16	201	.1	.4	14	168	.1	.9
FA '96	11	314	.1	.3	28	142	.1	.5	13	111	.1	.2	8	109	.1	.2	6	79	.1	.4
WPLY-FM																				
FA '97	81	2354	.4	2.3	109	1074	.6	2.0	103	1047	.6	1.9	112	1214	.6	2.6	47	728	.3	3.3
SU '97	117	2719	.6	3.2	177	1304	.9	3.3	171	1202	.9	3.2	139	1608	.7	3.2	51	957	.3	3.2
SP '97	89	2291	.5	2.4	142	1159	.8	2.5	131	991	.7	2.4	106	1227	.6	2.4	34	637	.2	2.1
WI '97	111	2603	.6	3.2	163	1245	.9	3.0	154	1044	.8	3.1	158	1592	.8	3.7	40	646	.2	2.8
4-Book	100	2492	.5	2.8	148	1196	.8	2.7	140	1071	.8	2.7	129	1410	.7	3.0	43	742	.3	2.9
FA '96	100	2643	.5	2.8	165	1366	.9	3.0	127	1000	.7	2.4	129	1438	.7	3.0	41	788	.2	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 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	
WURD-AM																				
FA '97	38	318	.2	1.1	77	241	.4	1.4	51	246	.3	1.0	30	209	.2	.7	13	113	.1	.9
SU '97	9	158		.2	22	102	.1	.4	9	74		.2	8	88		.2	1	9		.1
SP '97	27	274	.1	.7	50	163	.3	.9	28	143	.1	.5	30	178	.2	.7	16	126	.1	1.0
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	139	2103	.7	3.9	177	1041	.9	3.2	162	1104	.9	3.0	171	1121	.9	3.9	93	705	.5	6.6
SU '97	135	2198	.7	3.7	151	1158	.8	2.8	187	1185	1.0	3.5	139	1185	.7	3.2	92	890	.5	5.8
SP '97	167	2189	.9	4.5	209	1201	1.1	3.7	215	1106	1.1	3.9	175	1080	.9	4.0	125	890	.7	7.9
WI '97	185	2468	1.0	5.3	205	1329	1.1	3.7	201	1232	1.1	4.0	259	1476	1.4	6.0	158	1084	.8	11.0
4-Book	157	2240	.8	4.4	186	1182	1.0	3.4	191	1157	1.0	3.6	186	1216	1.0	4.3	117	892	.6	7.8
FA '96	199	2589	1.1	5.6	245	1318	1.3	4.5	279	1474	1.5	5.3	240	1395	1.3	5.5	114	1053	.6	7.6
WVDB-FM																				
FA '97	72	1418	.4	2.0	103	562	.6	1.9	150	724	.8	2.8	61	502	.3	1.4	20	302	.1	1.4
SU '97	89	1757	.5	2.5	95	622	.5	1.8	154	746	.8	2.9	113	750	.6	2.6	36	423	.2	2.3
SP '97	88	1783	.5	2.4	106	574	.6	1.9	136	680	.7	2.5	151	1053	.8	3.4	30	429	.2	1.9
WI '97	113	1915	.6	3.2	119	670	.6	2.2	184	879	1.0	3.6	186	1130	1.0	4.3	32	425	.2	2.2
4-Book	91	1718	.5	2.5	106	607	.6	2.0	156	757	.8	3.0	128	859	.7	2.9	30	395	.2	2.0
FA '96	91	1628	.5	2.6	89	542	.5	1.6	168	821	.9	3.2	118	815	.6	2.7	42	446	.2	2.8
WVJZ-AM																				
FA '97		34			1	26				17			4	8						
SU '97	1	53			2	9							45		.1					
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	7	**	**	**	**	**	**	**	7	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	2	40		.1	1	8			4	19		.1	2	17			1	12		.1
WXTU-FM																				
FA '97	125	1788	.7	3.5	194	1089	1.0	3.5	182	994	1.0	3.4	140	1082	.7	3.2	45	640	.2	3.2
SU '97	158	2070	.8	4.4	198	1174	1.1	3.7	242	1115	1.3	4.5	209	1338	1.1	4.9	67	658	.4	4.3
SP '97	155	1912	.8	4.2	204	1163	1.1	3.6	228	991	1.2	4.2	181	1189	1.0	4.1	53	607	.3	3.3
WI '97	155	1939	.8	4.4	240	1141	1.3	4.4	238	1171	1.3	4.7	168	1318	.9	3.9	52	629	.3	3.6
4-Book	148	1927	.8	4.1	209	1142	1.1	3.8	223	1068	1.2	4.2	175	1232	.9	4.0	54	634	.3	3.6
FA '96	125	1728	.7	3.5	178	1055	.9	3.3	170	934	.9	3.2	174	1213	.9	4.0	40	556	.2	2.7
+VXXM-FM																				
WFLN-FM																				
FA '97	64	1459	.3	1.8	61	632	.3	1.1	101	650	.5	1.9	96	828	.5	2.2	25	471	.1	1.8
SU '97	62	1112	.3	1.7	63	500	.3	1.2	105	460	.6	2.0	94	635	.5	2.2	31	308	.2	2.0
SP '97	53	1082	.3	1.4	61	490	.3	1.1	87	419	.5	1.6	73	578	.4	1.7	22	284	.1	1.4
WI '97	64	1289	.3	1.8	75	615	.4	1.4	106	576	.6	2.1	76	716	.4	1.8	33	392	.2	2.3
4-Book	61	1236	.3	1.7	65	559	.3	1.2	100	526	.6	1.9	85	689	.5	2.0	28	364	.2	1.9
FA '96	65	1333	.3	1.8	78	562	.4	1.4	84	582	.4	1.6	68	736	.4	1.6	42	407	.2	2.8
WYSP-FM																				
FA '97	316	5146	1.7	8.9	925	3269	4.9	16.8	415	2244	2.2	7.8	210	1636	1.1	4.8	46	810	.2	3.3
SU '97	266	4696	1.4	7.4	850	3045	4.5	16.0	290	2063	1.5	5.4	186	1626	1.0	4.3	62	906	.3	3.9
SP '97	327	4513	1.7	8.8	912	3067	4.8	16.1	457	2265	2.4	8.3	291	2004	1.5	6.6	72	895	.4	4.5
WI '97	271	4500	1.4	7.8	891	3185	4.7	16.3	301	1946	1.6	6.0	214	1702	1.1	5.0	55	791	.3	3.8
4-Book	295	4714	1.6	8.2	895	3142	4.7	16.3	366	2130	1.9	6.9	225	1742	1.2	5.2	59	851	.3	3.9
FA '96	257	4710	1.4	7.2	736	2722	3.9	13.6	275	1808	1.5	5.2	218	1834	1.2	5.0	51	921	.3	3.4
WYXR-FM																				
FA '97	151	2942	.8	4.3	205	1500	1.1	3.7	243	1221	1.3	4.6	227	1670	1.2	5.2	53	880	.3	3.7
SU '97	170	3424	.9	4.7	202	1598	1.1	3.8	262	1639	1.4	4.9	206	2109	1.1	4.8	86	1137	.5	5.5
SP '97	176	3170	.9	4.7	252	1725	1.3	4.4	296	1567	1.6	5.4	238	1887	1.3	5.4	62	1006	.3	3.9
WI '97	128	2953	.7	3.7	178	1393	.9	3.3	205	1284	1.1	4.1	160	1574	.8	3.7	45	931	.2	3.1
4-Book	156	3122	.8	4.4	209	1554	1.1	3.8	252	1428	1.4	4.8	208	1810	1.1	4.8	62	989	.3	4.1
FA '96	168	3237	.9	4.7	204	1656	1.1	3.8	253	1705	1.3	4.8	236	2098	1.3	5.4	72	1150	.4	4.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 25-49

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WBYN-FM																				
FA '97	11	161	.1	.3	17	91	.1	.3	15	58	.1	.3	8	55	.2	.2	4	45	.3	.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	15	200	.1	.4	19	155	.1	.4	19	97	.1	.4	20	128	.1	.5	7	78	.5	.5
WJBR-FM																				
FA '97	19	476	.1	.5	33	228	.2	.6	32	184	.2	.6	23	200	.1	.5	6	75	.4	.4
SU '97	20	404	.1	.6	28	155	.1	.5	35	157	.2	.7	26	199	.1	.6	7	108	.4	.4
SP '97	24	471	.1	.6	35	219	.2	.6	47	202	.2	.9	29	214	.2	.7	5	116	.3	.3
WI '97	20	483	.1	.6	26	228	.1	.5	42	218	.2	.8	28	218	.1	.6	6	165	.4	.4
4-Book	21	459	.1	.6	31	208	.2	.6	39	190	.2	.8	27	208	.1	.6	6	116	.4	.4
FA '96	30	583	.2	.8	27	272	.1	.5	45	287	.2	.9	41	310	.2	.9	11	106	.1	.7
WKXV-FM																				
FA '97	44	819	.2	1.2	65	371	.3	1.2	55	327	.3	1.0	78	513	.4	1.8	23	214	.1	1.6
SU '97	33	836	.2	.9	37	332	.2	.7	52	352	.3	1.0	56	456	.3	1.3	10	227	.1	.6
SP '97	26	815	.1	.7	32	323	.2	.6	38	328	.2	.7	43	422	.2	1.0	7	158	.4	.4
WI '97	27	782	.1	.8	46	298	.2	.8	48	310	.3	1.0	38	391	.2	.9	3	90	.2	.2
4-Book	33	813	.2	.9	45	331	.2	.8	48	329	.3	.9	54	446	.3	1.3	11	172	.1	.7
FA '96	26	613	.1	.7	45	277	.2	.8	47	290	.2	.9	28	331	.1	.6	9	180	.6	.6
+WLEV-FM																				
WFMZ-FM																				
FA '97	19	317	.1	.5	14	93	.1	.3	45	129	.2	.8	30	119	.2	.7	7	103	.5	.5
SU '97	12	270	.1	.3	13	105	.1	.2	24	134	.1	.5	14	195	.1	.3	4	86	.3	.3
SP '97	10	162	.1	.3	16	76	.1	.3	26	72	.1	.5	10	71	.1	.2	1	34	.1	.1
WI '97	20	333	.1	.6	19	135	.1	.3	38	150	.2	.8	26	196	.1	.6	9	108	.6	.6
4-Book	15	271	.1	.4	16	102	.1	.3	33	121	.2	.7	20	145	.1	.5	5	83	.4	.4
FA '96	6	150	.2	.2	8	81	.1	.1	12	75	.1	.2	7	65	.2	.2	1	22	.1	.1
WPST-FM																				
FA '97	41	1472	.2	1.2	48	616	.3	.9	72	620	.4	1.4	58	736	.3	1.3	19	499	.1	1.3
SU '97	51	1672	.3	1.4	55	619	.3	1.0	80	688	.4	1.5	66	928	.4	1.5	16	398	.1	1.0
SP '97	42	1220	.2	1.1	56	519	.3	1.0	71	586	.4	1.3	63	721	.3	1.4	19	323	.1	1.2
WI '97	42	1161	.2	1.2	55	507	.3	1.0	74	490	.4	1.5	62	705	.3	1.4	14	278	.1	1.0
4-Book	44	1381	.2	1.2	54	565	.3	1.0	74	596	.4	1.4	62	773	.3	1.4	17	375	.1	1.1
FA '96	55	1436	.3	1.5	72	605	.4	1.3	109	611	.6	2.1	72	779	.4	1.7	17	426	.1	1.1
WRDR-FM																				
FA '97	9	138	.3	.3	13	70	.1	.2	19	86	.1	.4	8	57	.2	.2	1	34	.1	.1
SU '97	2	75	.1	.1	2	32	.1	.1	3	24	.1	.1	1	24	.1	.1	1	4	.1	.1
SP '97	6	130	.2	.2	7	64	.1	.1	15	55	.1	.3	6	64	.1	.1	1	33	.1	.1
WI '97	3	109	.1	.1	3	49	.1	.1	7	7	.1	.1	7	67	.2	.2	3	45	.2	.2
4-Book	5	113	.2	.2	6	54	.1	.1	9	43	.1	.2	6	53	.1	.1	2	29	.1	.1
FA '96	3	92	.1	.1	1	31	.1	.1	4	45	.1	.1	8	45	.2	.2	1	22	.1	.1
WRFY-FM																				
FA '97	19	351	.1	.5	32	159	.2	.6	35	160	.2	.7	26	178	.1	.6	2	55	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97		17							1	9			1	8						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	3	57	.1	.1	4	33	.1	.1	4	33	.1	.1	8	9	.2	.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	3541	18260	18.9		5491	16880	29.3		5328	14372	28.5		4341	16128	23.2		1414	10569	7.6	
SU '97	3612	18486	19.2		5302	16506	28.1		5329	14896	28.3		4302	16631	22.8		1575	11063	8.4	
SP '97	3709	18482	19.7		5666	16883	30.1		5477	14594	29.1		4404	16310	23.4		1587	11243	8.4	
WI '97	3486	18374	18.5		5469	16651	29.0		5042	14122	26.7		4323	16253	22.9		1433	10856	7.6	
4-Book	3587	18401	19.1		5482	16730	29.1		5294	14496	28.2		4343	16331	23.1		1502	10933	8.0	
FA '96	3566	18455	18.9		5420	16749	28.7		5271	14534	28.0		4345	16331	23.0		1507	11160	8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM FA '97 4-Book	222 234	4541 4776	1.2 1.3	4.4 4.6	85 96	2207 2471	.5 .5	3.8 4.1	211 242	1020 1121	1.1 1.3	9.4 10.2	98 108	578 633	.5 .6	2.6 2.7	73 70	410 394	.4 .4	2.9 2.5
WBEB-FM FA '97 4-Book	370 355	2888 2793	2.0 1.9	7.3 7.0	138 127	1729 1631	.7 .7	6.2 5.4	135 127	479 458	.7 .7	6.0 5.4	308 259	809 734	1.6 1.4	8.3 6.5	171 160	592 529	.9 .9	6.8 5.7
WDAS-AM FA '97 4-Book	34 29	261 225	.2 .2	.7 .6	36 32	351 324	.2 .2	1.6 1.3	40 19	67 41	.2 .1	1.8 .8	38 24	69 48	.2 .2	1.0 .6	21 11	54 28	.1 .1	.8 .4
WDAS-FM FA '97 4-Book	365 356	2314 2252	2.0 1.9	7.2 7.1	178 191	1573 1625	1.0 1.1	8.0 8.1	129 156	399 440	.7 .8	5.7 6.6	279 313	685 704	1.5 1.7	7.5 7.8	247 239	627 580	1.3 1.3	9.8 8.5
WFIL-AM FA '97 4-Book	14 **	211 **	.1 **	.3 **	3 **	79 **	.1 **	.1 **	** **	7 **	** **	** **	4 **	9 **	.1 **	.1 **	2 **	9 **	** **	.1 **
WHAT-AM FA '97 4-Book	37 31	258 212	.2 .2	.7 .6	24 19	220 193	.1 .1	1.1 .8	13 16	39 46	.1 .1	.6 .7	47 31	93 71	.3 .2	1.3 .8	32 14	87 39	.2 .1	1.3 .5
WIOQ-FM FA '97 4-Book	167 189	2233 2426	.9 1.0	3.3 3.8	72 100	1293 1547	.4 .6	3.2 4.2	52 75	189 302	.3 .4	2.3 3.1	128 193	493 672	.7 1.1	3.4 4.8	87 149	346 514	.5 .8	3.5 5.3
WIP -AM FA '97 4-Book	245 230	2211 2231	1.3 1.2	4.8 4.5	73 73	1086 1188	.4 .4	3.3 3.1	78 88	332 327	.4 .5	3.5 3.7	90 108	389 401	.5 .6	2.4 2.7	81 81	277 286	.4 .4	3.2 2.9
WJJZ-FM FA '97 4-Book	276 254	2137 2051	1.5 1.4	5.4 5.0	102 119	1351 1400	.5 .6	4.6 5.0	85 93	310 332	.5 .5	3.8 3.9	187 189	600 559	1.0 1.0	5.0 4.7	141 157	453 451	.8 .9	5.6 5.5
WMGK-FM FA '97 4-Book	362 354	3665 3572	1.9 1.9	7.1 7.0	146 161	2154 2275	.8 .9	6.5 6.8	146 140	545 519	.8 .7	6.5 5.9	307 342	1006 1096	1.6 1.8	8.2 8.5	204 238	775 812	1.1 1.3	8.1 8.3
WMMR-FM FA '97 4-Book	261 326	3121 3133	1.4 1.7	5.1 6.4	104 129	1698 1903	.6 .7	4.7 5.4	115 139	470 496	.6 .7	5.1 5.8	236 263	744 880	1.3 1.4	6.3 6.5	103 161	471 587	.6 .9	4.1 5.6
WGL-FM FA '97 4-Book	238 248	2554 2706	1.3 1.3	4.7 4.9	115 146	1622 1842	.6 .8	5.1 6.1	89 128	382 465	.5 .7	4.0 5.4	218 247	718 767	1.2 1.3	5.9 6.1	162 179	542 572	.9 1.0	6.4 6.3
WPEN-AM FA '97 4-Book	20 18	233 222	.1 .1	.4 .4	8 14	90 153	.1 .1	.4 .6	5 13	15 34	.1 .1	.2 .5	2 20	9 51	.1 .1	.5 .5	5 18	15 42	.1 .1	.2 .6
+WPHI-FM FA '97 4-Book	81 104	1123 1244	.4 .5	1.6 2.1	65 71	747 835	.3 .4	2.9 3.0	39 53	116 170	.2 .3	1.7 2.2	81 131	236 382	.4 .7	2.2 3.2	72 95	228 279	.4 .5	2.9 3.4
WPHT-AM FA '97 4-Book	10 17	220 381	.1 .1	.2 .3	6 10	156 222	.1 .1	.3 .5	4 10	28 32	.1 .1	.2 .4	7 11	18 44	.1 .1	.2 .3	9 9	9 31	.1 .1	.4 .3
WPLY-FM FA '97 4-Book	108 139	1960 2110	.6 .8	2.1 2.8	56 68	1211 1284	.3 .4	2.5 2.9	52 59	265 268	.3 .3	2.3 2.5	105 128	467 546	.6 .7	2.8 3.2	78 85	339 374	.4 .5	3.1 3.0
WURD-AM FA '97 4-Book	53 **	299 **	.3 **	1.0 **	27 **	199 **	.1 **	1.2 **	36 **	73 **	.2 **	1.6 **	39 **	106 **	.2 **	1.0 **	31 **	66 **	.2 **	1.2 **

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estima

Persons 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Day M	AQH Shr	Target List
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr			
WUSL-FM																			
FA '97	169	1764	.9	3.3	115	1226	.6	5.1	77	260	.4	3.4	184	497	1.0	4.9			
4-Book	188	1894	1.0	3.7	127	1307	.7	5.4	94	290	.5	3.9	199	567	1.1	5.0			
WWDB-FM																			
FA '97	108	1093	.6	2.1	42	613	.2	1.9	53	156	.3	2.4	24	94	.1	.6	13?		
4-Book	132	1333	.7	2.6	58	768	.3	2.5	68	210	.4	2.9	52	160	.3	1.3	30		
WWJZ-AM																			
FA '97		34				8													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WXTU-FM																			
FA '97	173	1580	.9	3.4	94	1167	.5	4.2	84	360	.4	3.7	189	606	1.0	5.1	111	373	
4-Book	204	1677	1.1	4.1	114	1221	.6	4.8	116	386	.6	4.8	216	614	1.2	5.4	147	471	
+WXXM-FM																			
WFLN-FM																			
FA '97	87	1221	.5	1.7	50	794	.3	2.2	75	225	.4	3.3	128	411	.7	3.4	49	259	
4-Book	84	999	.5	1.7	41	612	.2	1.8	43	156	.2	1.8	74	251	.4	1.9	41	177	
WYSP-FM																			
FA '97	509	4118	2.7	10.0	153	2459	.8	6.8	91	366	.5	4.0	115	468	.6	3.1	89	424	
4-Book	485	4059	2.6	9.6	115	1861	.6	4.9	101	338	.6	4.3	172	666	.9	4.2	129	496	
WYXR-FM																			
FA '97	226	2405	1.2	4.5	82	1413	.4	3.7	77	342	.4	3.4	137	515	.7	3.7	97	420	
4-Book	225	2567	1.2	4.5	98	1611	.5	4.1	102	397	.5	4.3	192	691	1.0	4.7	132	530	
WBYN-FM																			
FA '97	13	129	.1	.3	12	117	.1	.5	5	21		.2	24	69	.1	.6	14	30	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WJBR-FM																			
FA '97	29	385	.2	.6	10	247	.1	.4	10	39	.1	.4	18	112	.1	.5	5	24	
4-Book	33	353	.2	.7	10	213	.1	.4	11	38	.1	.5	21	83	.1	.5	10	37	
WXXV-FM																			
FA '97	65	722	.3	1.3	19	273	.1	.9	34	86	.2	1.5	35	101	.2	.9	47	124	
4-Book	49	658	.3	1.0	17	310	.1	.8	19	73	.1	.8	33	115	.2	.8	27	77	
+WLEV-FM																			
WFMZ-FM																			
FA '97	31	202	.2	.6	7	132		.3	4	17		.2	11	37	.1	.3	15	62	
4-Book	24	207	.1	.5	8	122		.3	10	20	.1	.4	11	39	.1	.3	5	24	
WPST-FM																			
FA '97	60	1199	.3	1.2	23	664	.1	1.0	17	84	.1	.8	50	272	.3	1.3	40	254	
4-Book	64	1152	.3	1.3	27	640	.1	1.1	17	91	.1	.7	54	272	.3	1.3	38	213	
WRDR-FM																			
FA '97	14	125	.1	.3	6	69		.3	10	16	.1	.4	10	33	.1	.3	4	25	
4-Book	7	91	.1	.2	3	52		.2	4	12		.2	6	27		.2	4	16	
WRFY-FM																			
FA '97	32	274	.2	.6	9	160		.4	18	52	.1	.8	18	63	.1	.5	6	43	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOR -AM																			
FA '97	1	17																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																			
FA '97	5073	18098	27.1		2235	15102	11.9		2249	6620	12.0		3724	9204	19.9		2519	6976	
4-Book	5059	18177	26.9		2365	15419	12.6		2379	6861	12.6		4022	9808	21.4		2835	7457	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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

Listener Est

Persons 25-49

	Friday M-MID			Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
33	230	.2	2.1	175	810	.9	10.3	51	319	.3	1.7	47	281	.3	2.4	26	253	.1	2.3	
35	261	.2	2.1	191	877	1.0	10.9	68	427	.4	2.4	49	298	.3	2.3	39	289	.2	3.0	
71	295	.4	4.6	106	375	.6	6.2	155	503	.8	5.3	106	398	.6	5.3	43	202	.2	3.9	
70	312	.4	4.4	88	332	.5	5.0	144	499	.8	5.2	116	394	.6	5.6	50	238	.3	3.8	
97	14	.1	.9	69	181	.4	4.1	61	191	.3	2.1	32	91	.2	1.6	14	32	.1	1.3	
Book	7	.1	.4	86	203	.5	4.9	72	183	.4	2.6	29	69	.2	1.4	12	26	.1	.9	
-FM																				
FA '97	122	367	.7	7.9	97	263	.5	5.7	123	341	.7	4.2	142	322	.8	7.1	263	532	1.4	23.7
4-Book	155	448	.8	9.6	94	250	.5	5.4	118	376	.6	4.2	137	331	.7	6.5	288	555	1.5	22.1
WFIL-AM																				
FA '97	2	6	.1	.9	16	54	.1	.9	2	16	.1	.9	1	7	.1	.9	1	10	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WHAT-AM																				
FA '97	3	7	.2	2.2	38	77	.2	2.2	42	128	.2	1.4	15	51	.1	.8	2	6	.2	2.3
4-Book	6	20	.4	3.8	38	87	.2	2.2	30	97	.2	1.0	14	37	.1	.7	5	14	.4	4.9
WIOQ-FM																				
FA '97	109	378	.6	7.1	20	100	.1	1.2	58	374	.3	2.0	51	194	.3	2.6	53	217	.3	4.8
4-Book	88	348	.5	5.6	40	156	.2	2.3	102	435	.6	3.6	77	315	.4	3.6	64	251	.4	4.9
WIP-AM																				
FA '97	38	90	.2	2.5	57	221	.3	3.4	102	388	.5	3.5	107	318	.6	5.4	35	198	.2	3.1
4-Book	51	192	.3	3.2	48	181	.3	2.8	80	363	.4	2.9	83	297	.5	4.0	42	209	.2	3.2
WJJZ-FM																				
FA '97	74	290	.4	4.8	60	224	.3	3.5	119	417	.6	4.1	80	293	.4	4.0	59	211	.3	5.3
4-Book	103	336	.6	6.4	62	230	.4	3.6	138	428	.7	4.9	123	339	.7	5.8	74	243	.4	5.6
WMGK-FM																				
FA '97	70	325	.4	4.6	59	282	.3	3.5	189	713	1.0	6.5	134	540	.7	6.7	54	260	.3	4.9
4-Book	96	391	.5	5.9	62	287	.4	3.6	189	750	1.0	6.7	140	544	.7	6.7	66	302	.4	5.1
WMMR-FM																				
FA '97	38	209	.2	2.5	93	290	.5	5.5	139	566	.7	4.8	63	256	.3	3.2	40	168	.2	3.6
4-Book	61	263	.3	3.8	96	341	.5	5.5	157	621	.8	5.6	99	407	.5	4.7	49	230	.2	3.7
WGL-FM																				
FA '97	61	199	.3	4.0	101	352	.5	6.0	129	500	.7	4.4	96	357	.5	4.8	59	177	.3	5.3
4-Book	116	379	.6	7.2	117	360	.6	6.7	159	565	.8	5.7	134	440	.7	6.3	78	251	.4	5.9
WPEN-AM																				
FA '97	3	15	.2	2.2	13	51	.1	.8	18	35	.1	.6	7	15	.4	2.2	9	17	.8	3.1
4-Book	10	34	.1	.6	11	50	.1	.6	15	49	.1	.5	15	43	.1	.7	11	23	.1	.9
+WPHI-FM																				
FA '97	105	267	.6	6.8	29	111	.2	1.7	75	182	.4	2.6	65	149	.3	3.3	43	171	.2	3.9
4-Book	88	247	.5	5.5	24	74	.2	1.4	62	216	.4	2.2	71	200	.4	3.4	38	129	.2	3.0
WPHT-AM																				
FA '97	8	34	.5	5.5	9	54	.5	5.5	7	39	.2	2.2	1	7	.1	1.1	2	6	.2	2.3
4-Book	8	40	.5	5.5	14	50	.1	.8	17	69	.1	.6	12	54	.1	.6	4	17	.3	3.4
WPLY-FM																				
FA '97	19	162	.1	1.2	32	166	.2	1.9	87	385	.5	3.0	53	240	.3	2.7	19	110	.1	1.7
4-Book	40	202	.2	2.5	31	146	.2	1.8	90	406	.5	3.2	71	323	.4	3.4	31	162	.2	2.3
WURD-AM																				
FA '97	5	9	.3	3.3	28	67	.1	1.6	43	100	.2	1.5	31	74	.2	1.6	7	17	.6	6.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sun 3PM-		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)	Cume (00)	AQH Rtg	AQH Shr	AQH Rtg	AQH Shr	
WUSL-FM																				
FA '97	151	387	.8	9.8	96	291	.5	5.7	146	388	.8	5.0	79	200						
4-Book	142	387	.8	8.9	88	275	.5	5.1	141	419	.8	5.1	104	250						
WWDB-FM																				
FA '97	33	114	.2	2.1	52	208	.3	3.1	114	327	.6	3.9	14	57						
4-Book	31	105	.2	1.9	69	253	.4	4.0	147	336	.8	5.3	32	95						
WWJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	8	**	**	**	**						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**						
WXTU-FM																				
FA '97	45	216	.2	2.9	91	359	.5	5.4	120	378	.6	4.1	71	291						
4-Book	49	230	.3	3.1	83	283	.4	4.8	148	456	.8	5.3	107	339						
+WXXM-FM																				
WFLN-FM																				
FA '97	44	186	.2	2.9	5	40		.3	50	255	.3	1.7	33	139						
4-Book	28	118	.2	1.8	23	97	.1	1.3	60	244	.3	2.2	42	131						
WYSP-FM																				
FA '97	36	184	.2	2.3	39	153	.2	2.3	478	1501	2.6	16.4	339	1180						
4-Book	58	254	.3	3.6	41	146	.2	2.3	213	747	1.2	7.5	167	591						
WYXR-FM																				
FA '97	67	284	.4	4.4	42	183	.2	2.5	94	412	.5	3.2	72	342						
4-Book	56	293	.3	3.5	49	215	.3	2.8	111	487	.6	4.0	89	373						
WBYN-FM																				
FA '97	7	24		.5	8	40		.5	20	46	.1	.7	16	32						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**						
WJBR-FM																				
FA '97	3	12		.2	10	53	.1	.6	21	64	.1	.7	8	33						
4-Book	6	32		.4	5	31		.3	12	58	.1	.4	7	31						
WKXW-FM																				
FA '97	17	39	.1	1.1	10	75	.1	.6	4	32		.1	9	43						
4-Book	8	34		.5	15	69	.1	.9	22	90	.1	.8	12	54						
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	17		.1	4	20		.2	3	25		.1	11	71						
4-Book	3	18		.2	8	31		.4	8	37	.1	.3	10	47						
WPST-FM																				
FA '97	21	112	.1	1.4	5	51		.3	20	173	.1	.7	22	138						
4-Book	20	116	.1	1.2	13	87	.1	.8	33	176	.2	1.2	24	137						
WRDR-FM																				
FA '97	1	7		.1	1	8		.1	10	36	.1	.3	4	21						
4-Book	2	7		.1	2	8		.1	5	15		.2	1	5						
WRFY-FM																				
FA '97	2	16		.1	10	46	.1	.6	13	69	.1	.4	7	24						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**						
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**						
TOTALS																				
FA '97	1536	4684	8.2		1697	5411	9.1		2921	7996	15.6		1993	5691						
4-Book	1604	4954	8.5		1753	5366	9.3		2806	7756	14.9		2107	5755						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener
 Sunday 7PM-MID
 Cume (00) AQH Rtg AQH Shr
 142 387 .8 8.9
 105 253 .2 1.9
 114 327 .6 3.9
 327 336 .8 5.3
 8
 3 3.8
 5.9
 2
 3
 5
 197
 197
 14
 4-Book
 FA '97
 WJAS-FM

5-49

Target Listener Trends

Listener Estimates/Metro

Persons 25-54

	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				
17	.9	4.9	534	4210	2.5	8.4	151	2097	.7	2.5	242	3059	1.1	4.8	64	1180	.3	3.8		
.121	.9	4.6	501	4180	2.3	8.3	151	1978	.7	2.5	193	2918	.9	4.0	71	1220	.3	4.0		
6160	.9	4.8	607	4464	2.8	9.3	136	1838	.6	2.2	199	2568	.9	4.0	53	1037	.2	3.0		
7018	1.1	5.8	704	4937	3.3	11.1	144	2081	.7	2.5	231	3098	1.1	4.7	74	1521	.3	4.6		
6354	1.0	5.0	587	4448	2.7	9.3	146	1999	.7	2.4	216	2911	1.0	4.4	66	1240	.3	3.9		
6821	1.0	5.3	609	4970	2.8	9.7	161	2173	.7	2.7	235	3161	1.1	4.7	70	1532	.3	4.1		
295	3991	1.4	7.1	394	2297	1.8	6.2	567	2080	2.6	9.3	355	2266	1.6	7.0	84	1066	.4	5.0	
265	3738	1.2	6.5	347	1923	1.6	5.7	526	2057	2.4	8.7	318	2153	1.5	6.6	66	1059	.3	3.7	
269	3723	1.2	6.4	381	2244	1.8	5.8	498	1965	2.3	8.1	343	2319	1.6	6.8	90	1191	.4	5.0	
284	3855	1.3	7.1	362	2028	1.7	5.7	559	1972	2.6	9.7	370	2384	1.7	7.5	77	1100	.4	4.8	
278	3827	1.3	6.8	371	2123	1.7	5.9	538	2019	2.5	9.0	347	2281	1.6	7.0	79	1104	.4	4.6	
283	3790	1.3	6.9	406	2371	1.9	6.5	543	2100	2.5	9.0	337	2301	1.6	6.8	106	1138	.5	6.2	
A '97	42	531	.2	1.0	71	275	.3	1.1	41	183	.2	.7	44	209	.2	.9	18	142	.1	1.1
SU '97	31	441	.1	.8	44	207	.2	.7	39	131	.2	.6	23	138	.1	.5	5	62	.3	.3
SP '97	42	512	.2	1.0	52	241	.2	.8	59	208	.3	1.0	34	165	.2	.7	10	106	.6	.6
WI '97	30	437	.1	.7	45	178	.2	.7	41	146	.2	.7	19	164	.1	.4	6	52	.4	.4
4-Book	36	480	.2	.9	53	225	.2	.8	45	167	.2	.8	30	169	.2	.6	10	91	.6	.6
FA '96	34	568	.2	.8	58	286	.3	.9	33	164	.2	.5	27	182	.1	.5	12	64	.1	.7
WDAS-FM																				
FA '97	313	3046	1.4	7.6	465	1798	2.2	7.3	429	1631	2.0	7.0	349	1840	1.6	6.9	201	1323	.9	12.0
SU '97	314	2846	1.5	7.7	409	1592	1.9	6.8	420	1514	1.9	7.0	343	1734	1.6	7.1	235	1428	1.1	13.2
SP '97	289	2844	1.3	6.8	391	1641	1.8	6.0	383	1602	1.8	6.2	316	1687	1.5	6.3	202	1242	.9	11.3
WI '97	319	2968	1.5	8.0	429	1819	2.0	6.8	447	1662	2.1	7.8	394	1849	1.8	8.0	190	1369	.9	11.9
4-Book	309	2926	1.4	7.5	424	1713	2.0	6.7	420	1602	2.0	7.0	351	1778	1.6	7.1	207	1341	1.0	12.1
FA '96	302	2895	1.4	7.4	378	1625	1.7	6.0	392	1646	1.8	6.5	357	1829	1.7	7.2	218	1431	1.0	12.7
WFIL-AM																				
FA '97	11	299	.1	.3	29	168	.1	.5	12	93	.1	.2	8	94	.2	.9	7	113	.4	.4
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	15	293	.1	.4	24	160	.1	.4	24	128	.1	.4	19	120	.1	.4	9	84	.5	.5
WI '97	15	263	.1	.4	43	187	.2	.7	19	117	.1	.3	8	87	.2	.6	6	52	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	18	325	.1	.4	34	176	.2	.5	23	102	.1	.4	22	168	.1	.4	9	52	.5	.5
WHAT-AM																				
FA '97	35	399	.2	.8	47	218	.2	.7	54	190	.2	.9	38	152	.2	.8	10	98	.6	.6
SU '97	23	281	.1	.6	35	138	.2	.6	24	120	.1	.4	24	119	.1	.5	14	68	.1	.8
SP '97	43	432	.2	1.0	88	230	.4	1.3	48	198	.2	.8	31	147	.1	.6	19	113	.1	1.1
WI '97	29	426	.1	.7	65	160	.3	1.0	33	145	.2	.6	22	126	.1	.4	8	60	.5	.5
4-Book	33	385	.2	.8	59	187	.3	.9	40	163	.2	.7	29	136	.1	.6	13	85	.1	.8
FA '96	26	312	.1	.6	71	198	.3	1.1	29	134	.1	.5	17	91	.1	.3	8	50	.5	.5
WIOQ-FM																				
FA '97	122	2775	.6	3.0	164	1219	.8	2.6	205	1485	.9	3.4	143	1513	.7	2.8	53	791	.2	3.2
SU '97	160	3504	.7	3.9	180	1377	.8	3.0	248	1747	1.1	4.1	197	1818	.9	4.1	64	1107	.3	3.6
SP '97	135	2840	.6	3.2	162	1255	.7	2.5	220	1548	1.0	3.6	168	1588	.8	3.4	55	876	.3	3.1
WI '97	156	3248	.7	3.9	195	1397	.9	3.1	235	1514	1.1	4.1	197	1770	.9	4.0	82	1093	.4	5.1
4-Book	143	3092	.7	3.5	175	1312	.8	2.8	227	1574	1.0	3.8	176	1672	.8	3.6	64	967	.3	3.8
FA '96	137	3316	.6	3.3	160	1376	.7	2.5	209	1653	1.0	3.5	175	1884	.8	3.5	74	1108	.3	4.3
WIP-AM																				
FA '97	177	2911	.8	4.3	331	1742	1.5	5.2	248	1219	1.1	4.1	260	1804	1.2	5.2	58	843	.3	3.5
SU '97	174	2741	.8	4.2	322	1855	1.5	5.3	240	1466	1.1	4.0	256	1806	1.2	5.3	53	712	.2	3.0
SP '97	164	2952	.8	3.9	289	1494	1.3	4.4	203	1152	.9	3.3	225	1662	1.0	4.5	81	1018	.4	4.5
WI '97	169	3208	.8	4.2	304	1907	1.4	4.8	254	1312	1.2	4.4	208	1896	1.0	4.2	68	993	.3	4.2
4-Book	171	2953	.8	4.2	312	1750	1.4	4.9	236	1287	1.1	4.0	237	1792	1.1	4.8	65	892	.3	3.8
FA '96	180	2972	.8	4.4	305	1705	1.4	4.9	272	1470	1.3	4.5	271	1903	1.3	5.5	55	853	.3	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Lit

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZJ-FM																				
FA '97	224	2914	1.0	5.4	232	1404	1.1	3.6	372	1398	1.7	6.1	341	1898	1.6	6.8	121	1123	.6	7.2
SU '97	247	3043	1.1	6.0	273	1425	1.3	4.5	397	1616	1.8	6.6	293	1828	1.4	6.1	146	1153	.7	8.2
SP '97	215	2901	1.0	5.1	239	1461	1.1	3.7	332	1565	1.5	5.4	293	1735	1.4	5.8	129	1165	.6	7.2
WI '97	198	2991	.9	4.9	205	1324	.9	3.2	311	1300	1.4	5.4	276	1598	1.3	5.6	106	1162	.5	6.6
4-Book	221	2962	1.0	5.4	237	1404	1.1	3.8	353	1470	1.6	5.9	301	1765	1.4	6.1	126	1151	.6	7.3
FA '96	237	3225	1.1	5.8	263	1518	1.2	4.2	410	1580	1.9	6.8	295	1911	1.4	6.0	131	1289	.6	7.6
WMGK-FM																				
FA '97	264	4383	1.2	6.4	300	2325	1.4	4.7	455	2272	2.1	7.5	365	2764	1.7	7.2	106	1344	.5	6.3
SU '97	266	4630	1.2	6.5	311	2177	1.4	5.1	452	2548	2.1	7.5	363	2927	1.7	7.5	95	1408	.4	5.3
SP '97	260	4455	1.2	6.2	289	2250	1.3	4.4	438	2310	2.0	7.1	340	2771	1.6	6.8	92	1449	.4	5.1
WI '97	240	4001	1.1	6.0	307	1888	1.4	4.8	426	2034	2.0	7.4	303	2545	1.4	6.1	83	1323	.4	5.2
4-Book	258	4367	1.2	6.3	302	2160	1.4	4.8	443	2291	2.1	7.4	343	2752	1.6	6.9	94	1381	.4	5.5
FA '96	267	3916	1.2	6.5	344	2090	1.6	5.5	527	2144	2.4	8.7	314	2358	1.5	6.3	101	1226	.5	5.9
WMMR-FM																				
FA '97	190	3868	.9	4.6	289	2029	1.3	4.5	314	1876	1.5	5.1	237	2222	1.1	4.7	66	974	.3	3.9
SU '97	221	3762	1.0	5.4	284	1725	1.3	4.7	415	1870	1.9	6.9	276	2175	1.3	5.7	65	1032	.3	3.7
SP '97	289	4107	1.3	6.8	442	2217	2.0	6.8	509	2175	2.4	8.3	315	2539	1.5	6.3	94	1251	.4	5.2
WI '97	206	3680	1.0	5.1	288	1862	1.3	4.5	364	1822	1.7	6.3	255	2093	1.2	5.2	64	966	.3	4.0
4-Book	227	3854	1.1	5.5	326	1958	1.5	5.1	401	1936	1.9	6.7	271	2257	1.3	5.5	72	1056	.3	4.2
FA '96	219	3804	1.0	5.4	306	1964	1.4	4.9	393	1906	1.8	6.5	292	2351	1.4	5.9	69	1047	.3	4.0
WOGL-FM																				
FA '97	253	4204	1.2	6.1	326	2018	1.5	5.1	393	2001	1.8	6.4	304	2397	1.4	6.0	94	1264	.4	5.6
SU '97	256	4712	1.2	6.2	311	2271	1.4	5.1	400	2569	1.9	6.6	308	2858	1.4	6.4	104	1398	.5	5.8
SP '97	278	4318	1.3	6.6	315	2051	1.5	4.8	433	2010	2.0	7.0	306	2399	1.4	6.1	108	1401	.5	6.0
WI '97	220	4205	1.0	5.5	290	2129	1.3	4.6	331	1782	1.5	5.7	264	2321	1.2	5.3	87	1093	.4	5.4
4-Book	252	4360	1.2	6.1	311	2117	1.4	4.9	389	2091	1.8	6.4	296	2494	1.4	6.0	98	1289	.5	5.7
FA '96	253	4197	1.2	6.2	332	2094	1.5	5.3	387	2049	1.8	6.4	316	2512	1.5	6.4	102	1299	.5	5.9
WPEN-AM																				
FA '97	19	448	.1	.5	25	226	.1	.4	31	162	.1	.5	20	183	.1	.4	5	58	.1	.3
SU '97	41	554	.2	1.0	54	260	.2	.9	44	236	.2	.7	43	246	.2	.9	28	156	.1	1.6
SP '97	18	456	.1	.4	26	165	.1	.4	25	227	.1	.4	21	174	.1	.4	5	100	.1	.3
WI '97	28	511	.1	.7	42	212	.2	.7	30	205	.1	.5	25	219	.1	.5	17	119	.1	1.1
4-Book	27	492	.1	.7	37	216	.2	.6	33	208	.1	.5	27	206	.1	.6	14	108	.1	.8
FA '96	23	580	.1	.6	29	300	.1	.5	31	258	.1	.5	22	181	.1	.4	11	113	.1	.6
+WPHI-FM																				
FA '97	76	1413	.4	1.8	82	613	.4	1.3	80	718	.4	1.3	88	769	.4	1.7	71	608	.3	4.2
SU '97	113	1657	.5	2.8	115	824	.5	1.9	141	834	.7	2.3	156	1033	.7	3.2	87	783	.4	4.9
SP '97	85	1569	.4	2.0	89	675	.4	1.4	100	778	.5	1.6	122	920	.6	2.4	70	695	.3	3.9
WI '97	83	1532	.4	2.1	80	588	.4	1.3	109	711	.5	1.9	107	881	.5	2.2	52	506	.2	3.2
4-Book	89	1543	.4	2.2	92	675	.4	1.5	108	760	.5	1.8	118	901	.6	2.4	70	648	.3	4.1
FA '96	69	1710	.3	1.7	72	720	.3	1.1	96	693	.4	1.6	114	1089	.5	2.3	32	675	.1	1.9
WPHT-AM																				
FA '97	15	601	.1	.4	22	167	.1	.3	21	124	.1	.3	18	157	.1	.4	9	133	.1	.5
SU '97	22	910	.1	.5	27	245	.1	.4	19	263	.1	.3	21	328	.1	.4	27	344	.1	1.5
SP '97	22	918	.1	.5	37	325	.2	.6	23	192	.1	.4	23	219	.1	.5	20	296	.1	1.1
WI '97	20	642	.1	.5	49	287	.2	.8	19	197	.1	.3	28	360	.1	.6	9	103	.1	.6
4-Book	20	768	.1	.5	34	256	.2	.5	21	194	.1	.3	23	266	.1	.5	16	219	.1	.9
FA '96	14	445	.1	.3	35	235	.2	.6	14	148	.1	.2	15	154	.1	.3	7	97	.1	.4
WPLY-FM																				
FA '97	84	2450	.4	2.0	113	1112	.5	1.8	107	1072	.5	1.8	122	1269	.6	2.4	49	756	.2	2.9
SU '97	118	2821	.5	2.9	180	1351	.8	3.0	172	1239	.8	2.8	141	1657	.7	2.9	53	975	.2	3.0
SP '97	91	2364	.4	2.2	144	1194	.7	2.2	134	1007	.6	2.2	106	1247	.5	2.1	34	651	.2	1.9
WI '97	114	2714	.5	2.8	173	1317	.8	2.7	156	1075	.7	2.7	160	1624	.7	3.2	44	671	.2	2.7
4-Book	102	2587	.5	2.5	153	1244	.7	2.4	142	1098	.7	2.4	132	1449	.6	2.7	45	763	.2	2.6
FA '96	100	2693	.5	2.4	165	1384	.8	2.6	127	1010	.6	2.1	130	1454	.6	2.6	42	795	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
FA '97	39	327	.2	.9	77	241	.4	1.2	55	255	.3	.9	30	209	.1	.6	13	113	.1	.8
SU '97	13	180	.1	.3	25	124	.1	.4	16	96	.1	.3	9	102	.2	.2	3	16		.2
SP '97	31	308	.1	.7	54	185	.2	.8	36	165	.2	.6	35	212	.2	.7	17	138	.1	.9
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	145	2225	.7	3.5	187	1105	.9	2.9	168	1150	.8	2.8	178	1176	.8	3.5	99	749	.5	5.9
SU '97	140	2317	.6	3.4	157	1188	.7	2.6	193	1223	.9	3.2	146	1243	.7	3.0	98	935	.5	5.5
SP '97	171	2300	.8	4.0	213	1250	1.0	3.3	223	1170	1.0	3.6	178	1131	.8	3.6	127	919	.6	7.1
WI '97	194	2635	.9	4.8	217	1401	1.0	3.4	214	1285	1.0	3.7	266	1525	1.2	5.4	163	1123	.8	10.2
4-Book	163	2369	.8	3.9	194	1236	.9	3.1	200	1207	.9	3.3	192	1269	.9	3.9	122	932	.6	7.2
FA '96	204	2698	.9	5.0	253	1391	1.2	4.0	284	1518	1.3	4.7	245	1428	1.1	4.9	114	1067	.5	6.6
WVDB-FM																				
FA '97	99	1803	.5	2.4	142	779	.7	2.2	187	900	.9	3.1	86	684	.4	1.7	35	456	.2	2.1
SU '97	115	2295	.5	2.8	121	826	.6	2.0	193	993	.9	3.2	135	929	.6	2.8	54	569	.2	3.0
SP '97	118	2201	.5	2.8	157	758	.7	2.4	174	888	.8	2.8	183	1282	.8	3.7	42	560	.2	2.3
WI '97	143	2371	.7	3.6	163	910	.8	2.6	233	1162	1.1	4.0	223	1386	1.0	4.5	42	534	.2	2.6
4-Book	119	2168	.6	2.9	146	818	.7	2.3	197	986	.9	3.3	157	1070	.7	3.2	43	530	.2	2.5
FA '96	124	2069	.6	3.0	136	753	.6	2.2	228	1038	1.1	3.8	163	1064	.8	3.3	52	556	.2	3.0
WVJZ-AM																				
FA '97	1	45			2	37			2	10			1	19			3	22		.2
SU '97	8	99		.2	7	46		.1	12	54	.1	.2	13	67	.1	.3	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	7	**	**	**	**	**	**	**	7	**	**	**	7	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	2	57			1	8			4	19		.1	3	34		.1	1	12		.1
WXTU-FM																				
FA '97	156	2209	.7	3.8	243	1347	1.1	3.8	219	1156	1.0	3.6	182	1373	.8	3.6	55	766	.3	3.3
SU '97	193	2482	.9	4.7	255	1444	1.2	4.2	296	1351	1.4	4.9	249	1645	1.2	5.1	75	800	.3	4.2
SP '97	190	2281	.9	4.5	263	1420	1.2	4.0	279	1238	1.3	4.5	227	1490	1.1	4.5	66	742	.3	3.7
WI '97	187	2272	.9	4.7	289	1367	1.3	4.6	286	1351	1.3	5.0	207	1555	1.0	4.2	57	692	.3	3.6
4-Book	182	2311	.9	4.4	263	1395	1.2	4.2	270	1274	1.3	4.5	216	1516	1.0	4.4	63	750	.3	3.7
FA '96	156	2133	.7	3.8	229	1281	1.1	3.6	212	1139	1.0	3.5	218	1518	1.0	4.4	47	653	.2	2.7
+WXXM-FM																				
WFLN-FM																				
FA '97	67	1563	.3	1.6	63	657	.3	1.0	105	702	.5	1.7	100	881	.5	2.0	26	507	.1	1.6
SU '97	83	1368	.4	2.0	90	646	.4	1.5	145	603	.7	2.4	126	819	.6	2.6	34	351	.2	1.9
SP '97	72	1384	.3	1.7	90	662	.4	1.4	122	538	.6	2.0	95	729	.4	1.9	32	382	.1	1.8
WI '97	87	1582	.4	2.2	102	770	.5	1.6	140	743	.6	2.4	104	891	.5	2.1	45	478	.2	2.8
4-Book	77	1474	.4	1.9	86	684	.4	1.4	128	647	.6	2.1	106	830	.5	2.2	34	430	.2	2.0
FA '96	92	1730	.4	2.2	123	820	.6	2.0	122	840	.6	2.0	93	958	.4	1.9	60	575	.3	3.5
WYSP-FM																				
FA '97	329	5488	1.5	8.0	971	3438	4.5	15.2	425	2364	2.0	7.0	212	1675	1.0	4.2	50	847	.2	3.0
SU '97	274	4926	1.3	6.7	891	3213	4.1	14.7	293	2120	1.4	4.8	187	1649	.9	3.9	64	935	.3	3.6
SP '97	338	4712	1.6	8.0	962	3230	4.5	14.7	465	2327	2.2	7.5	295	2049	1.4	5.9	73	923	.3	4.1
WI '97	280	4691	1.3	7.0	926	3328	4.3	14.6	311	2010	1.4	5.4	221	1766	1.0	4.5	56	805	.3	3.5
4-Book	305	4954	1.4	7.4	938	3302	4.4	14.8	374	2205	1.8	6.2	229	1785	1.1	4.6	61	878	.3	3.6
FA '96	266	4930	1.2	6.5	763	2825	3.5	12.2	281	1867	1.3	4.7	220	1880	1.0	4.4	53	939	.2	3.1
WYXR-FM																				
FA '97	162	3151	.7	3.9	220	1586	1.0	3.4	264	1315	1.2	4.3	243	1758	1.1	4.8	57	927	.3	3.4
SU '97	181	3698	.8	4.4	217	1686	1.0	3.6	283	1769	1.3	4.7	217	2222	1.0	4.5	90	1172	.4	5.1
SP '97	187	3360	.9	4.4	269	1840	1.2	4.1	314	1682	1.5	5.1	256	2037	1.2	5.1	65	1060	.3	3.6
WI '97	135	3114	.6	3.4	187	1477	.9	3.0	214	1342	1.0	3.7	168	1682	.8	3.4	47	969	.2	2.9
4-Book	166	3331	.8	4.0	223	1647	1.0	3.5	269	1527	1.3	4.5	221	1925	1.0	4.5	65	1032	.3	3.8
FA '96	188	3465	.9	4.6	244	1818	1.1	3.9	283	1810	1.3	4.7	263	2244	1.2	5.3	75	1214	.3	4.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday 3PM		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 Rtg	AQH Shr
WBVN-FM																		
FA '97	13	203	.1	.3	17	108	.1	.3	18	67	.1	.3	11	72				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	21	290	.1	.5	27	229	.1	.4	28	143	.1	.5	27	168	.1			
WJBR-FM																		
FA '97	20	524	.1	.5	33	236	.2	.5	32	193	.1	.5	24	224	.1			
SU '97	23	485	.1	.6	32	196	.1	.5	38	187	.2	.6	28	230	.1			
SP '97	29	547	.1	.7	42	253	.2	.6	54	226	.2	.9	36	250	.2			
WI '97	26	563	.1	.6	30	244	.1	.5	48	235	.2	.8	36	250	.2			
4-Book	25	530	.1	.6	34	232	.2	.5	43	210	.2	.7	31	239	.2			
FA '96	40	684	.2	1.0	44	339	.2	.7	67	330	.3	1.1	49	379	.2	1.0		
WKXW-FM																		
FA '97	53	943	.2	1.3	84	462	.4	1.3	66	380	.3	1.1	88	595	.4	1.7		
SU '97	38	926	.2	.9	43	369	.2	.7	60	428	.3	1.0	60	518	.3	1.2		
SP '97	35	934	.2	.8	46	377	.2	.7	56	391	.3	.9	53	505	.2	1.1		
WI '97	37	966	.2	.9	55	361	.3	.9	59	374	.3	1.0	47	480	.2	1.0		
4-Book	41	942	.2	1.0	57	392	.3	.9	60	393	.3	1.0	62	525	.3	1.3		
FA '96	35	721	.2	.9	66	333	.3	1.1	62	354	.3	1.0	37	393	.2	.7		
+WLEV-FM																		
WFMZ-FM																		
FA '97	31	402	.1	.8	24	121	.1	.4	64	195	.3	1.0	46	194	.2	.9	15	149
SU '97	14	346	.1	.3	16	137	.1	.3	30	173	.1	.5	15	217	.1	.3	4	93
SP '97	13	214	.1	.3	20	95	.1	.3	29	85	.1	.5	13	110	.1	.3	2	46
WI '97	26	426	.1	.6	26	181	.1	.4	48	189	.2	.8	36	250	.2	.7	10	133
4-Book	21	347	.1	.5	22	134	.1	.4	43	161	.2	.7	28	193	.2	.6	8	105
FA '96	19	260	.1	.5	24	150	.1	.4	31	119	.1	.5	27	134	.1	.5	3	56
WPST-FM																		
FA '97	44	1543	.2	1.1	52	633	.2	.8	72	629	.3	1.2	60	773	.3	1.2	19	516
SU '97	53	1762	.2	1.3	56	626	.3	.9	82	710	.4	1.4	69	953	.3	1.4	18	429
SP '97	43	1272	.2	1.0	57	538	.3	.9	73	608	.3	1.2	66	748	.3	1.3	21	336
WI '97	45	1199	.2	1.1	62	529	.3	1.0	80	497	.4	1.4	65	720	.3	1.3	14	295
4-Book	46	1444	.2	1.1	57	582	.3	.9	77	611	.4	1.3	65	799	.3	1.3	18	394
FA '96	56	1495	.3	1.4	74	621	.3	1.2	111	620	.5	1.8	73	806	.3	1.5	18	443
WRDR-FM																		
FA '97	12	205	.1	.3	16	96	.1	.3	24	127	.1	.4	13	97	.1	.3	2	48
SU '97	6	129	.1	.1	6	61	.1	.1	10	56	.2	.2	5	64	.1	.1	1	12
SP '97	9	183	.2	.2	8	107	.1	.1	21	83	.1	.3	10	105	.2	.2	3	55
WI '97	4	158	.1	.1	5	64	.1	.1	19	19	.1	.1	12	103	.1	.2	6	55
4-Book	8	169	.2	.2	9	82	.2	.2	14	71	.1	.2	10	92	.1	.2	3	43
FA '96	4	112	.1	.1	3	41	.1	.1	7	55	.1	.1	8	55	.2	.2	1	22
WRFY-FM																		
FA '97	19	351	.1	.5	32	159	.1	.5	35	160	.2	.6	26	178	.1	.5	2	55
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																		
FA '97	2	34							4	25			1	8			2	9
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	5	95	.1	.1	4	39	.1	.1	7	46	.1	.1	15	30	.1	.3		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																		
FA '97	4128	21084	19.1		6389	19433	29.6		6101	16382	28.2		5040	18632	23.3		1675	12186
SU '97	4099	21154	19.0		6051	18935	28.0		6042	16975	28.0		4840	18915	22.4		1778	12606
SP '97	4223	21180	19.5		6525	19387	30.2		6168	16578	28.5		5011	18703	23.2		1791	12781
WI '97	4010	21079	18.6		6332	19162	29.3		5759	16165	26.6		4939	18565	22.9		1603	12191
4-Book	4115	21124	19.1		6324	19229	29.3		6018	16525	27.8		4958	18704	23.0		1712	12441
FA '96	4092	21152	18.9		6277	19246	29.0		6036	16714	27.9		4954	18695	22.9		1716	12620

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listener Estimates/Metro

Target Listener Estimates

Persons 25-54

	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
	91	2927	.6	4.5	297	1377	1.4	10.9	151	835	.7	3.4	96	549	.4	3.2
	782	3078	.6	4.6	322	1465	1.5	11.4	149	821	.7	3.2	91	509	.4	2.8
	3394	2029	.8	6.1	169	584	.8	6.2	335	931	1.6	7.5	213	709	1.0	7.1
	3245	1898	.7	5.4	151	531	.7	5.4	291	853	1.4	6.3	186	611	.9	5.8
	337	416	.2	1.6	46	85	.2	1.7	43	85	.2	1.0	23	65	.1	.8
	43	399	.2	1.6	28	66	.1	1.0	35	69	.2	.8	15	39	.1	.5
97 Book	416	2586	1.9	7.1	205	1751	.9	7.6	153	454	.7	5.6	331	784	1.5	10.0
	400	2503	1.9	6.9	215	1812	1.0	7.8	176	501	.8	6.2	355	794	1.6	8.5
-AM FA '97 4-Book	16	238	.1	.3	5	114	.2	.2	5	14	.2	.2	7	17	.2	.1
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM FA '97 4-Book	47	321	.2	.8	30	280	.1	1.1	26	74	.1	1.0	55	113	.3	1.2
	42	269	.2	.7	28	253	.1	1.0	28	73	.1	1.0	43	94	.2	.9
W100-FM FA '97 4-Book	173	2317	.8	3.0	78	1334	.4	2.9	56	215	.3	2.1	149	528	.7	3.4
	195	2523	.9	3.4	105	1609	.5	3.8	78	320	.4	2.8	205	702	1.0	4.4
WIP -AM FA '97 4-Book	277	2534	1.3	4.7	79	1221	.4	2.9	87	358	.4	3.2	101	447	.5	2.3
	260	2545	1.2	4.5	84	1353	.4	3.0	110	404	.5	3.9	126	471	.6	2.7
WJZZ-FM FA '97 4-Book	319	2435	1.5	5.4	124	1558	.6	4.6	100	355	.5	3.7	216	686	1.0	4.9
	301	2404	1.4	5.2	143	1640	.7	5.2	116	401	.6	4.1	232	664	1.1	5.0
WMGK-FM FA '97 4-Book	380	3817	1.8	6.5	166	2272	.8	6.2	162	587	.7	5.9	345	1086	1.6	7.8
	369	3713	1.7	6.4	171	2376	.8	6.2	151	547	.7	5.3	363	1144	1.7	7.8
WMMR-FM FA '97 4-Book	283	3284	1.3	4.8	108	1794	.5	4.0	123	496	.6	4.5	243	785	1.1	5.5
	338	3245	1.6	5.8	133	1976	.6	4.8	148	519	.7	5.2	271	915	1.3	5.8
WQGL-FM FA '97 4-Book	345	3452	1.6	5.9	198	2333	.9	7.4	141	547	.7	5.2	391	1113	1.8	8.8
	336	3514	1.6	5.8	207	2478	1.0	7.5	176	627	.8	6.2	367	1084	1.7	7.9
WPEN-AM FA '97 4-Book	26	341	.1	.4	16	169	.1	.6	15	51	.1	.6	2	9	.1	.5
	32	362	.1	.6	25	265	.1	.9	27	76	.2	1.0	34	90	.2	.7
+WPHI-FM FA '97 4-Book	83	1179	.4	1.4	66	775	.3	2.5	41	127	.2	1.5	83	243	.4	1.9
	106	1281	.5	1.8	73	852	.4	2.7	55	176	.2	1.9	135	392	.7	2.9
WPHT-AM FA '97 4-Book	20	341	.1	.3	10	252	.1	.4	6	46	.1	.2	7	18	.1	.4
	25	509	.1	.4	13	291	.1	.5	11	39	.1	.4	11	51	.1	.3
WPLY-FM FA '97 4-Book	113	2041	.5	1.9	56	1227	.3	2.1	52	265	.2	1.9	107	474	.5	2.4
	142	2189	.7	2.5	69	1311	.4	2.5	59	274	.3	2.1	132	564	.6	2.8
WURD-AM FA '97 4-Book	54	308	.2	.9	29	208	.1	1.1	36	73	.2	1.3	43	115	.2	1.0
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	177	1866	.8	3.0	120	1295	.6	4.5	81	284	.4	3.0	188	511	.9	4.2	135	355	.6	4.5
4-Book	195	1986	.9	3.4	131	1378	.6	4.8	98	312	.5	3.5	208	594	1.0	4.5	157	417	.7	4.9
WVDB-FM																				
FA '97	142	1406	.7	2.4	65	820	.3	2.4	91	249	.4	3.3	66	192	.3	1.5	35	118	.2	1.2
4-Book	169	1686	.8	2.9	81	1008	.4	2.9	97	289	.4	3.4	83	241	.4	1.8	45	138	.2	1.4
WVJZ-AM																				
FA '97	1	45			2	18		.1	3	10		.1	2	10						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	215	1942	1.0	3.7	119	1414	.6	4.4	120	449	.6	4.4	244	754	1.1	5.5	138	453	.6	4.6
4-Book	251	2034	1.2	4.4	138	1448	.7	5.0	150	485	.7	5.3	269	745	1.3	5.8	178	552	.8	5.5
+WXXM-FM																				
WFLN-FM																				
FA '97	91	1316	.4	1.6	53	837	.2	2.0	77	234	.4	2.8	134	428	.6	3.0	55	277	.3	1.8
4-Book	109	1190	.5	1.9	51	733	.2	1.9	50	183	.2	1.8	88	298	.4	1.9	53	221	.3	1.7
WYSP-FM																				
FA '97	527	4314	2.4	9.0	166	2694	.8	6.2	98	381	.5	3.6	115	475	.5	2.6	96	441	.4	3.2
4-Book	503	4248	2.3	8.7	119	1942	.6	4.4	104	348	.5	3.7	173	676	.8	3.7	133	510	.6	4.1
WYXR-FM																				
FA '97	244	2557	1.1	4.2	88	1515	.4	3.3	81	368	.4	3.0	155	577	.7	3.5	102	454	.5	3.4
4-Book	240	2729	1.1	4.2	104	1703	.5	3.8	107	418	.5	3.8	201	726	.9	4.3	138	553	.7	4.2
WBYN-FM																				
FA '97	16	146	.1	.3	13	142	.1	.5	6	31		.2	25	79	.1	.6	14	30	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	30	417	.1	.5	12	272	.1	.4	10	39		.4	24	121	.1	.5	8	41		.3
4-Book	37	400	.2	.7	14	261	.1	.5	15	54	.1	.5	27	98	.1	.6	15	55	.1	.4
WKXW-FM																				
FA '97	78	840	.4	1.3	23	304	.1	.9	39	103	.2	1.4	45	125	.2	1.0	51	132	.2	1.7
4-Book	60	763	.3	1.1	24	367	.1	.9	25	91	.1	.9	45	139	.2	1.0	35	102	.2	1.1
+WLEV-FM																				
WFMZ-FM																				
FA '97	47	287	.2	.8	13	169	.1	.5	11	26	.1	.4	18	55	.1	.4	22	79	.1	.7
4-Book	32	263	.2	.6	11	171	.1	.4	15	35	.1	.5	15	56	.1	.3	10	37		.3
WPST-FM																				
FA '97	62	1252	.3	1.1	27	694	.1	1.0	23	104	.1	.8	60	282	.3	1.3	45	274	.2	1.5
4-Book	67	1192	.3	1.2	28	668	.1	1.0	19	99	.1	.7	58	282	.3	1.2	39	219	.2	1.2
WRDR-FM																				
FA '97	18	174	.1	.3	7	105		.3	10	16		.4	10	33		.2	6	34		.2
4-Book	11	138	.1	.2	5	79		.2	7	18		.2	11	36		.2	6	28		.2
WRFY-FM																				
FA '97	32	274	.1	.5	9	160		.3	18	52	.1	.7	18	63	.1	.4	6	43		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	2	34			1	9							4	9		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	5862	20878	27.1		2681	17555	12.4		2727	7930	12.6		4447	10742	20.6		3012	8160	13.9	
4-Book	5786	20854	26.8		2753	17732	12.8		2833	8122	13.1		4670	11310	21.6		3239	8520	15.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM FA '97 4-Book	55 49	348 352	.3 .2	3.1 2.7	247 256	1112 1128	1.1 1.2	11.7 12.0	72 88	421 532	.3 .4	2.1 2.7	60 59	369 357	.3 .3	2.5 2.4	36 54	333 362	.2 .3	2.7 3.5
WBEB-FM FA '97 4-Book	92 85	353 354	.4 .4	5.2 4.7	124 99	419 375	.6 .5	5.9 4.6	197 171	635 590	.9 .8	5.7 5.2	123 128	441 432	.6 .6	5.1 5.3	53 60	227 274	.2 .3	3.9 3.9
WDAS-AM FA '97 4-Book	14 8	23 20	.1 .5	.8 .5	95 119	226 263	.4 .5	4.5 5.6	76 93	242 235	.4 .4	2.2 2.8	42 40	116 85	.2 .2	1.8 1.7	14 15	32 35	.1 .1	1.0 1.0
WDAS-FM FA '97 4-Book	133 168	392 488	.6 .8	7.5 9.3	105 107	297 289	.5 .5	5.0 5.0	128 136	362 414	.6 .6	3.7 4.2	162 153	347 356	.7 .7	6.8 6.3	307 322	582 606	1.4 1.5	22.6 21.2
WFIL-AM FA '97 4-Book	3 **	16 **	.2 **	.2 **	19 **	72 **	.1 **	.9 **	2 **	16 **	.1 **	.1 **	1 **	7 **	.2 **	.2 **	1 **	10 **	.1 **	.1 **
WHAT-AM FA '97 4-Book	5 10	21 29	.3 .6	.3 .6	53 52	112 120	.2 .2	2.5 2.4	49 40	151 121	.2 .2	1.4 1.2	15 24	51 51	.1 .1	.6 1.0	2 9	6 20	.1 .6	.1 .6
W100-FM FA '97 4-Book	111 90	388 361	.5 .4	6.2 5.0	20 42	100 161	.1 .2	.9 1.9	65 106	391 453	.3 .5	1.9 3.3	51 81	194 327	.2 .4	2.1 3.3	60 67	224 254	.3 .3	4.4 4.3
WIP -AM FA '97 4-Book	38 60	90 222	.2 .3	2.1 3.4	63 60	254 222	.3 .3	3.0 2.8	120 99	441 430	.6 .5	3.4 3.0	110 89	345 324	.5 .4	4.6 3.7	37 44	219 219	.2 .2	2.7 2.9
WJJZ-FM FA '97 4-Book	110 123	365 389	.5 .6	6.2 6.8	80 77	285 281	.4 .4	3.8 3.6	142 169	475 516	.7 .8	4.1 5.2	102 144	336 401	.5 .7	4.3 5.9	67 85	236 279	.3 .4	4.9 5.5
WMGK-FM FA '97 4-Book	83 101	343 407	.4 .5	4.6 5.5	65 67	299 301	.3 .3	3.1 3.2	211 201	782 784	1.0 .9	6.1 6.1	152 153	589 580	.7 .7	6.3 6.3	63 69	286 315	.3 .3	4.6 4.5
WMMR-FM FA '97 4-Book	39 62	218 270	.2 .3	2.2 3.4	102 102	307 359	.5 .5	4.8 4.8	140 160	576 632	.6 .7	4.0 4.9	65 103	266 423	.3 .5	2.7 4.2	42 50	177 236	.2 .2	3.1 3.3
WUFL-FM FA '97 4-Book	103 144	335 489	.5 .7	5.8 8.0	172 173	545 528	.8 .8	8.1 8.0	238 231	765 791	1.1 1.1	6.8 7.0	162 186	567 598	.7 .9	6.8 7.7	115 121	287 364	.5 .6	8.5 8.0
WPEN-AM FA '97 4-Book	10 17	42 56	.1 .1	.6 1.0	23 18	79 76	.1 .1	1.1 .9	34 32	71 99	.2 .2	1.0 1.0	22 28	41 67	.1 .1	.9 1.1	13 18	42 47	.1 .1	1.0 1.2
+WPHI-FM FA '97 4-Book	107 89	278 251	.5 .4	6.0 5.0	29 24	111 75	.1 .1	1.4 1.1	75 63	182 218	.3 .3	2.2 1.9	65 72	149 201	.3 .3	2.7 3.0	45 38	182 132	.2 .2	3.3 2.6
WPHT-AM FA '97 4-Book	13 10	53 48	.1 .1	.7 .5	12 19	88 69	.1 .1	.6 .9	20 24	70 95	.1 .1	.6 .7	5 16	12 66	.1 .1	.2 .7	7 6	16 26	.1 .1	.5 .4
WPLY-FM FA '97 4-Book	21 41	171 206	.1 .2	1.2 2.3	32 33	166 153	.1 .2	1.5 1.6	87 92	385 411	.4 .4	2.5 2.8	53 73	240 330	.2 .3	2.2 3.0	19 32	110 167	.1 .1	1.4 2.1
WURD-AM FA '97 4-Book	5 **	9 **	.3 **	.3 **	28 **	67 **	.1 **	1.3 **	46 **	109 **	.2 **	1.3 **	36 **	83 **	.2 **	1.5 **	7 **	17 **	.5 **	.5 **

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-54

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUSL-FM																				
FA '97	151	387	.7	8.5	102	307	.5	4.8	159	421	.7	4.6	90	216	.4	3.8	42	132	.2	3.1
4-Book	145	399	.7	8.1	92	284	.5	4.3	148	439	.7	4.5	107	256	.5	4.4	82	212	.4	5.4
WWDB-FM																				
FA '97	40	148	.2	2.2	66	249	.3	3.1	142	392	.7	4.1	28	88	.1	1.2	42	159	.2	3.1
4-Book	43	146	.2	2.3	94	322	.5	4.4	188	430	.9	5.8	44	130	.2	1.8	44	149	.2	2.9
WWJZ-AM																				
FA '97	**	**	**	**	5	10	**	.2	5	18	**	.1	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXTU-FM																				
FA '97	49	241	.2	2.7	116	409	.5	5.5	157	468	.7	4.5	87	350	.4	3.6	40	180	.2	2.9
4-Book	58	271	.3	3.2	102	338	.5	4.8	175	540	.8	5.4	124	401	.6	5.1	51	213	.3	3.3
+WXXM-FM																				
WFLN-FM																				
FA '97	47	203	.2	2.6	5	40	.2	2	51	271	.2	1.5	42	165	.2	1.8	6	55	.4	4
4-Book	33	141	.2	1.8	28	121	.1	1.3	75	297	.4	2.3	56	178	.3	2.3	22	102	.1	1.4
WYSP-FM																				
FA '97	40	210	.2	2.2	43	171	.2	2.0	520	1676	2.4	14.9	372	1308	1.7	15.5	29	219	.1	2.1
4-Book	60	263	.3	3.3	42	150	.2	2.0	224	791	1.1	6.7	176	625	.8	7.3	36	203	.2	2.3
WYXR-FM																				
FA '97	71	312	.3	4.0	47	207	.2	2.2	103	474	.5	3.0	74	356	.3	3.1	62	243	.3	4.6
4-Book	59	306	.3	3.3	56	237	.2	2.6	119	519	.6	3.7	98	402	.5	4.0	50	250	.3	3.3
WBYN-FM																				
FA '97	7	24	**	.4	8	40	**	.4	24	62	.1	.7	22	48	.1	.9	**	8	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WJBR-FM																				
FA '97	4	20	.1	.2	10	61	.5	2.1	64	.1	.6	10	42	.4	7	24	.5	9	40	
4-Book	9	43	.1	.5	6	37	.3	18	78	.1	.6	9	38	.4	9	40	.6	9	40	
WKXV-FM																				
FA '97	18	47	.1	1.0	13	83	.1	.6	8	47	.2	11	52	.1	.5	1	8	.1	1	
4-Book	11	45	.1	.6	21	84	.1	1.0	30	111	.1	.9	17	71	.1	.7	8	42	.1	.6
+WLEV-FM																				
WFMZ-FM																				
FA '97	10	25	.6	9	29	.4	11	43	.1	.3	12	81	.1	.5	14	48	.1	14	48	
4-Book	6	26	.3	12	47	.1	.5	13	55	.1	.4	14	61	.1	.6	8	30	.1	.5	
WPST-FM																				
FA '97	21	112	.1	1.2	8	61	.4	27	193	.1	.8	24	149	.1	1.0	7	70	.5	20	
4-Book	20	121	.1	1.2	14	90	.1	.7	35	187	.2	1.1	25	143	.1	1.0	11	75	.7	
WRDR-FM																				
FA '97	3	16	.2	2	17	.1	14	46	.1	.4	5	28	.2	4	6	.3	4	6	.3	
4-Book	3	10	.2	4	15	.2	6	17	.2	2	9	.1	4	12	.3	4	12	.3		
WRFY-FM																				
FA '97	2	16	.1	10	46	.5	13	69	.1	.4	7	24	.3	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	5	9	.2	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																				
FA '97	1785	5411	8.3	2112	6556	9.8	3482	9379	16.1	2395	6686	11.1	1356	4208	6.3					
4-Book	1802	5618	8.4	2143	6428	9.9	3282	9011	15.2	2425	6576	11.3	1520	4577	7.1					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
FA '97	268	6727	1.4	7.7	703	4811	3.8	12.6	211	2502	1.1	4.3	303	3480	1.6	7.4	79	1329	.4	6.0
SU '97	247	6555	1.3	7.2	641	4762	3.5	12.4	208	2581	1.1	4.2	240	3191	1.3	6.0	93	1521	.5	6.3
SP '97	245	6498	1.3	7.0	693	4619	3.8	12.3	184	2110	1.0	3.7	245	2831	1.3	6.1	68	1214	.4	5.0
WI '97	279	7221	1.5	8.2	802	5282	4.3	14.6	179	2302	1.0	3.8	288	3292	1.6	7.2	91	1529	.5	7.2
4-Book	260	6750	1.4	7.5	710	4869	3.9	13.0	196	2374	1.1	4.0	269	3199	1.5	6.7	83	1398	.5	6.1
FA '96	280	6977	1.5	8.1	754	5188	4.1	13.8	219	2467	1.2	4.4	290	3432	1.6	7.2	103	1618	.6	7.5
WBEB-FM																				
FA '97	276	3352	1.5	7.9	385	2048	2.1	6.9	534	1857	2.9	10.8	332	2036	1.8	8.1	70	934	.4	5.3
SU '97	270	3401	1.5	7.8	352	1884	1.9	6.8	514	1948	2.8	10.4	322	2023	1.7	8.1	68	973	.4	4.6
SP '97	252	3272	1.4	7.2	361	1933	2.0	6.4	487	1730	2.6	9.9	306	2035	1.7	7.6	64	944	.3	4.7
WI '97	263	3244	1.4	7.7	361	1821	2.0	6.6	520	1823	2.8	10.9	312	2005	1.7	7.7	65	833	.4	5.1
4-Book	265	3317	1.5	7.7	365	1922	2.0	6.7	514	1840	2.8	10.5	318	2025	1.7	7.9	67	921	.4	4.9
FA '96	246	3118	1.3	7.1	380	2052	2.1	7.0	474	1791	2.6	9.4	294	1935	1.6	7.3	79	867	.4	5.8
WDAS-AM																				
FA '97	51	588	.3	1.5	88	299	.5	1.6	55	201	.3	1.1	54	216	.3	1.3	21	131	.1	1.6
SU '97	34	482	.2	1.0	49	202	.3	.9	42	157	.2	.9	22	136	.1	.6	3	62	.0	.2
SP '97	58	670	.3	1.7	91	362	.5	1.6	76	283	.4	1.5	39	201	.2	1.0	10	115	.1	.7
WI '97	46	599	.2	1.4	83	271	.5	1.5	64	238	.3	1.3	24	215	.1	.6	6	76	.0	.5
4-Book	47	585	.3	1.4	78	284	.5	1.4	59	220	.3	1.2	35	192	.2	.9	10	96	.1	.8
FA '96	37	604	.2	1.1	73	322	.4	1.3	32	160	.2	.6	24	175	.1	.6	10	48	.1	.7
WDAS-FM																				
FA '97	233	2210	1.2	6.7	343	1337	1.8	6.2	300	1162	1.6	6.1	263	1302	1.4	6.4	145	902	.8	11.0
SU '97	254	2055	1.4	7.4	346	1188	1.9	6.7	324	1146	1.8	6.6	253	1242	1.4	6.4	198	1081	1.1	13.5
SP '97	219	2113	1.2	6.3	292	1175	1.6	5.2	276	1220	1.5	5.6	248	1286	1.3	6.1	152	980	.8	11.1
WI '97	233	2270	1.3	6.8	322	1320	1.7	5.8	311	1237	1.7	6.5	281	1362	1.5	7.0	132	976	.7	10.5
4-Book	235	2162	1.3	6.8	326	1255	1.8	6.0	303	1191	1.7	6.2	261	1298	1.4	6.5	157	985	.9	11.5
FA '96	219	1944	1.2	6.3	277	1121	1.5	5.1	296	1101	1.6	5.9	251	1230	1.4	6.2	138	939	.7	10.1
WFIL-AM																				
FA '97	16	383	.1	.5	39	231	.2	.7	16	138	.1	.3	14	164	.1	.3	10	145	.1	.8
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	18	386	.1	.5	32	233	.2	.6	23	136	.1	.5	19	129	.1	.5	13	103	.1	1.0
WI '97	17	301	.1	.5	44	232	.2	.8	20	118	.1	.4	9	107	.0	.2	11	89	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	21	357	.1	.6	45	202	.2	.8	25	130	.1	.5	22	159	.1	.5	12	53	.1	.9
WHAT-AM																				
FA '97	42	514	.2	1.2	59	241	.3	1.1	65	225	.3	1.3	39	173	.2	.9	11	116	.1	.8
SU '97	38	406	.2	1.1	41	164	.2	.8	52	220	.3	1.1	39	197	.2	1.0	20	112	.1	1.4
SP '97	66	582	.4	1.9	145	355	.8	2.6	63	275	.3	1.3	41	198	.2	1.0	35	169	.2	2.6
WI '97	45	599	.2	1.3	103	286	.6	1.9	40	175	.2	.8	32	194	.2	.8	17	83	.1	1.3
4-Book	48	525	.3	1.4	87	262	.5	1.6	55	224	.3	1.1	38	191	.2	.9	21	120	.1	1.5
FA '96	49	424	.3	1.4	117	279	.6	2.1	49	197	.3	1.0	28	146	.2	.7	26	127	.1	1.9
W100-FM																				
FA '97	60	1468	.3	1.7	95	598	.5	1.7	95	761	.5	1.9	62	772	.3	1.5	23	360	.1	1.7
SU '97	83	1983	.5	2.4	89	749	.5	1.7	130	953	.7	2.6	101	1045	.5	2.5	32	541	.2	2.2
SP '97	64	1569	.3	1.8	83	628	.5	1.5	96	808	.5	1.9	77	798	.4	1.9	30	479	.2	2.2
WI '97	77	1845	.4	2.3	108	817	.6	2.0	106	812	.6	2.2	96	980	.5	2.4	41	577	.2	3.2
4-Book	71	1716	.4	2.1	94	698	.5	1.7	107	834	.6	2.2	84	899	.4	2.1	32	489	.2	2.3
FA '96	76	1725	.4	2.2	102	711	.6	1.9	126	795	.7	2.5	94	956	.5	2.3	24	505	.1	1.8
WIP -AM																				
FA '97	151	2378	.8	4.3	298	1495	1.6	5.4	200	999	1.1	4.0	202	1486	1.1	4.9	53	750	.3	4.0
SU '97	139	2211	.8	4.0	282	1527	1.5	5.5	184	1203	1.0	3.7	197	1414	1.1	5.0	43	542	.2	2.9
SP '97	150	2676	.8	4.3	279	1428	1.5	4.9	176	1145	1.0	3.6	197	1517	1.1	4.9	75	880	.4	5.5
WI '97	147	2505	.8	4.3	277	1547	1.5	5.0	205	1091	1.1	4.3	207	1573	1.1	5.1	48	698	.3	3.8
4-Book	147	2443	.8	4.2	284	1499	1.5	5.2	191	1110	1.1	3.9	201	1498	1.1	5.0	55	718	.3	4.1
FA '96	141	2414	.8	4.1	261	1508	1.4	4.8	203	1195	1.1	4.0	197	1428	1.1	4.9	40	677	.2	2.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZZ-FM																				
FA '97	207	2784	1.1	5.9	228	1414	1.2	4.1	317	1329	1.7	6.4	305	1824	1.6	7.4	110	1014	.6	8.3
SU '97	238	2806	1.3	6.9	259	1364	1.4	5.0	384	1569	2.1	7.8	305	1774	1.7	7.7	143	1142	.8	9.7
SP '97	201	2761	1.1	5.8	217	1406	1.2	3.8	300	1455	1.6	6.1	286	1732	1.6	7.1	108	1060	.6	7.9
WI '97	202	2713	1.1	5.9	214	1234	1.2	3.9	315	1219	1.7	6.6	282	1546	1.5	7.0	104	1050	.6	8.2
4-Book	212	2766	1.2	6.1	230	1355	1.3	4.2	329	1393	1.8	6.7	295	1719	1.6	7.3	116	1067	.7	8.5
FA '96	216	2765	1.2	6.2	238	1328	1.3	4.4	381	1436	2.1	7.6	254	1639	1.4	6.3	120	1019	.7	8.8
WMGK-FM																				
FA '97	167	2557	.9	4.8	199	1415	1.1	3.6	273	1312	1.5	5.5	220	1676	1.2	5.4	66	780	.4	5.0
SU '97	144	2819	.8	4.2	173	1287	.9	3.4	251	1481	1.4	5.1	192	1709	1.0	4.8	45	784	.2	3.1
SP '97	158	2736	.9	4.5	168	1411	.9	3.0	263	1514	1.4	5.3	208	1609	1.1	5.2	52	876	.3	3.8
WI '97	138	2292	.7	4.1	192	1154	1.0	3.5	228	1126	1.2	4.8	185	1407	1.0	4.6	44	712	.2	3.5
4-Book	152	2601	.8	4.4	183	1317	1.0	3.4	254	1358	1.4	5.2	201	1600	1.1	5.0	52	788	.3	3.9
FA '96	160	2265	.9	4.6	199	1296	1.1	3.6	314	1182	1.7	6.2	200	1458	1.1	5.0	59	768	.3	4.3
WMMR-FM																				
FA '97	110	2126	.6	3.2	190	1160	1.0	3.4	180	1016	1.0	3.6	119	1239	.6	2.9	34	540	.2	2.6
SU '97	117	1975	.6	3.4	151	859	.8	2.9	207	945	1.1	4.2	151	1219	.8	3.8	38	525	.2	2.6
SP '97	157	2251	.9	4.5	273	1167	1.5	4.8	290	1217	1.6	5.9	166	1368	.9	4.1	34	552	.2	2.5
WI '97	118	2009	.6	3.5	169	1058	.9	3.1	194	977	1.1	4.1	130	1150	.7	3.2	37	576	.2	2.9
4-Book	126	2090	.7	3.7	196	1061	1.1	3.6	218	1039	1.2	4.5	142	1244	.8	3.5	36	548	.2	2.7
FA '96	136	2055	.7	3.9	207	1110	1.1	3.8	252	1064	1.4	5.0	172	1268	.9	4.3	27	585	.1	2.0
WOGL-FM																				
FA '97	297	4439	1.6	8.5	408	2171	2.2	7.3	442	2129	2.4	8.9	338	2518	1.8	8.2	106	1382	.6	8.0
SU '97	292	4689	1.6	8.5	356	2376	1.9	6.9	451	2619	2.4	9.2	341	2851	1.8	8.6	121	1412	.7	8.2
SP '97	301	4401	1.6	8.6	365	2207	2.0	6.5	452	2065	2.5	9.2	334	2490	1.8	8.3	120	1434	.7	8.8
WI '97	258	4302	1.4	7.6	348	2270	1.9	6.3	411	1983	2.2	8.6	303	2517	1.6	7.5	87	1105	.5	6.9
4-Book	287	4458	1.6	8.3	369	2256	2.0	6.8	439	2199	2.4	9.0	329	2594	1.8	8.2	109	1333	.6	8.0
FA '96	282	4227	1.5	8.1	348	2192	1.9	6.4	422	2252	2.3	8.4	340	2588	1.8	8.4	133	1368	.7	9.7
WPEN-AM																				
FA '97	65	979	.3	1.9	114	546	.6	2.0	79	479	.4	1.6	63	476	.3	1.5	25	234	.1	1.9
SU '97	110	1215	.6	3.2	158	736	.9	3.1	135	699	.7	2.7	134	679	.7	3.4	54	344	.3	3.7
SP '97	72	1071	.4	2.1	139	568	.8	2.5	100	603	.5	2.0	71	511	.4	1.8	16	236	.1	1.2
WI '97	76	1131	.4	2.2	110	531	.6	2.0	120	629	.7	2.5	72	528	.4	1.8	29	233	.2	2.3
4-Book	81	1099	.4	2.4	130	595	.7	2.4	109	603	.6	2.2	85	549	.5	2.1	31	262	.2	2.3
FA '96	102	1149	.6	2.9	148	661	.8	2.7	176	695	1.0	3.5	115	593	.6	2.8	26	260	.1	1.9
+VPHI-FM																				
FA '97	27	664	.1	.8	28	211	.1	.5	37	298	.2	.7	33	324	.2	.8	26	256	.1	2.0
SU '97	31	645	.2	.9	26	219	.1	.5	29	261	.2	.6	35	308	.2	.9	26	262	.1	1.8
SP '97	31	704	.2	.9	34	262	.2	.6	43	318	.2	.9	40	327	.2	1.0	21	254	.1	1.5
WI '97	29	534	.2	.9	29	169	.2	.5	27	194	.1	.6	31	322	.2	.8	21	184	.1	1.7
4-Book	30	637	.2	.9	29	215	.2	.5	34	268	.2	.7	35	320	.2	.9	24	239	.1	1.8
FA '96	21	550	.1	.6	23	232	.1	.4	28	174	.2	.6	33	322	.2	.8	6	159	.1	.4
WPHT-AM																				
FA '97	26	815	.1	.7	34	250	.2	.6	38	172	.2	.8	29	220	.2	.7	13	194	.1	1.0
SU '97	32	978	.2	.9	45	316	.2	.9	37	313	.2	.8	31	383	.2	.8	34	382	.2	2.3
SP '97	29	1035	.2	.8	41	350	.2	.7	34	271	.2	.7	25	273	.1	.6	32	336	.2	2.3
WI '97	26	722	.1	.8	61	406	.3	1.1	24	252	.1	.5	36	328	.2	.9	12	104	.1	1.0
4-Book	28	888	.2	.8	45	331	.2	.8	33	252	.2	.7	30	301	.2	.8	23	254	.2	1.7
FA '96	18	582	.1	.5	45	290	.2	.8	12	172	.1	.2	18	176	.1	.4	9	114	.1	.7
WPLY-FM																				
FA '97	23	954	.1	.7	25	386	.1	.4	25	371	.1	.5	43	480	.2	1.0	13	283	.1	1.0
SU '97	43	1149	.2	1.2	70	506	.4	1.4	65	493	.4	1.3	44	624	.2	1.1	15	327	.1	1.0
SP '97	34	996	.2	1.0	47	384	.3	.8	56	404	.3	1.1	36	398	.2	.9	10	198	.1	.7
WI '97	28	1042	.2	.8	47	472	.3	.9	30	348	.2	.6	46	556	.2	1.1	16	230	.1	1.3
4-Book	32	1035	.2	.9	47	437	.3	.9	44	404	.3	.9	42	515	.2	1.0	14	260	.1	1.0
FA '96	32	1089	.2	.9	58	538	.3	1.1	34	333	.2	.7	43	519	.2	1.1	15	256	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																			
FA '97	16	148	.1	.5	35	80	.2	.6	19	86	.1	.4	10	84	.1	.2	9	58	.7
SU '97	10	123	.1	.3	12	61	.1	.2	16	73	.1	.3	4	65	.1	.1	3	16	.2
SP '97	18	209	.1	.5	27	111	.1	.5	23	110	.1	.5	22	146	.1	.5	9	98	.7
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																			
FA '97	65	1230	.3	1.9	89	548	.5	1.6	73	557	.4	1.5	86	609	.5	2.1	37	293	.2
SU '97	62	1300	.3	1.8	75	541	.4	1.5	78	602	.4	1.6	69	610	.4	1.7	42	469	.2
SP '97	65	1221	.4	1.9	92	590	.5	1.6	98	541	.5	2.0	71	583	.4	1.8	33	339	.2
WI '97	75	1517	.4	2.2	75	627	.4	1.4	82	652	.4	1.7	112	757	.6	2.8	57	535	.3
4-Book	67	1317	.4	2.0	83	577	.5	1.5	83	588	.4	1.7	85	640	.5	2.1	42	409	.2
FA '96	86	1501	.5	2.5	101	723	.5	1.8	123	753	.7	2.4	108	714	.6	2.7	42	475	.2
WWDB-FM																			
FA '97	143	2289	.8	4.1	233	1049	1.2	4.2	236	1149	1.3	4.8	123	845	.7	3.0	48	647	.3
SU '97	159	2653	.9	4.6	200	1197	1.1	3.9	255	1281	1.4	5.2	180	1170	1.0	4.5	69	739	.4
SP '97	166	2539	.9	4.8	244	1078	1.3	4.3	245	1223	1.3	5.0	230	1479	1.2	5.7	60	694	.3
WI '97	206	2850	1.1	6.1	256	1233	1.4	4.6	320	1493	1.7	6.7	275	1643	1.5	6.8	79	822	.4
4-Book	169	2583	.9	4.9	233	1139	1.3	4.3	264	1287	1.4	5.4	202	1284	1.1	5.0	64	726	.4
FA '96	173	2510	.9	5.0	223	1126	1.2	4.1	279	1305	1.5	5.5	220	1375	1.2	5.4	75	696	.4
WWJZ-AM																			
FA '97	3	102	.1	.1	2	44	.1	.1	2	10	.1	.1	9	39	.1	.2	5	49	.3
SU '97	13	132	.1	.4	8	82	.1	.2	19	64	.1	.4	22	84	.1	.6	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	48	.1	.1	**	**	**	**	3	17	.1	.1	1	28	.1	.1	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	7	116	.2	.2	10	39	.1	.2	14	54	.1	.3	7	64	.2	.2	1	22	.1
WXTU-FM																			
FA '97	167	2188	.9	4.8	252	1288	1.3	4.5	240	1107	1.3	4.8	184	1337	1.0	4.5	54	610	.3
SU '97	195	2378	1.1	5.7	262	1381	1.4	5.1	283	1268	1.5	5.8	255	1615	1.4	6.4	70	703	.4
SP '97	196	2101	1.1	5.6	278	1305	1.5	4.9	287	1294	1.6	5.8	240	1428	1.3	5.9	64	716	.3
WI '97	195	2243	1.1	5.7	304	1301	1.6	5.5	285	1227	1.5	6.0	220	1488	1.2	5.5	51	649	.3
4-Book	188	2228	1.1	5.5	274	1319	1.5	5.0	274	1224	1.5	5.6	225	1467	1.2	5.6	60	670	.3
FA '96	163	2070	.9	4.7	252	1277	1.4	4.6	222	1199	1.2	4.4	205	1441	1.1	5.1	42	658	.2
+WXMM-FM																			
WFLN-FM																			
FA '97	23	747	.1	.7	24	298	.1	.4	33	295	.2	.7	31	382	.2	.8	9	185	.7
SU '97	99	1488	.5	2.9	114	733	.6	2.2	168	777	.9	3.4	147	955	.8	3.7	42	406	.2
SP '97	110	1719	.6	3.2	142	884	.8	2.5	168	824	.9	3.4	135	941	.7	3.3	51	490	.3
WI '97	124	1849	.7	3.6	151	966	.8	2.7	189	895	1.0	4.0	141	1058	.8	3.5	62	579	.3
4-Book	89	1451	.5	2.6	108	720	.6	2.0	140	698	.8	2.9	114	834	.6	2.8	41	415	.2
FA '96	132	1984	.7	3.8	179	1022	1.0	3.3	188	988	1.0	3.7	141	1152	.8	3.5	72	645	.4
WYSP-FM																			
FA '97	166	3102	.9	4.8	495	1721	2.6	8.9	201	1051	1.1	4.1	83	709	.4	2.0	28	365	.1
SU '97	111	2578	.6	3.2	413	1585	2.2	8.0	92	928	.5	1.9	52	633	.3	1.3	31	410	.2
SP '97	154	2366	.8	4.4	525	1629	2.8	9.3	185	1106	1.0	3.8	98	827	.5	2.4	33	400	.2
WI '97	132	2253	.7	3.9	477	1660	2.6	8.7	141	889	.8	3.0	87	711	.5	2.2	24	316	.1
4-Book	141	2575	.8	4.1	478	1649	2.6	8.7	155	994	.9	3.2	80	720	.4	2.0	29	373	.2
FA '96	120	2652	.7	3.5	352	1339	1.9	6.4	118	842	.6	2.3	89	751	.5	2.2	18	335	.1
WYXR-FM																			
FA '97	99	1899	.5	2.8	144	1002	.8	2.6	163	863	.9	3.3	138	1022	.7	3.4	28	437	.1
SU '97	114	2346	.6	3.3	145	1074	.8	2.8	174	1114	.9	3.5	137	1368	.7	3.4	51	683	.3
SP '97	125	2235	.7	3.6	194	1187	1.1	3.4	202	1050	1.1	4.1	171	1320	.9	4.2	37	687	.2
WI '97	83	1924	.5	2.4	123	879	.7	2.2	120	833	.7	2.5	94	1045	.5	2.3	33	635	.2
4-Book	105	2101	.6	3.0	152	1036	.9	2.8	165	965	.9	3.4	135	1189	.7	3.3	37	611	.2
FA '96	108	2006	.6	3.1	157	1055	.9	2.9	157	982	.9	3.1	146	1320	.8	3.6	38	630	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
	WBVN-FM																				
FA '97	18	225	.1	.5	18	113	.1	.3	32	98	.2	.6	19	104	.1	.5	5	57		.4	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	16	260	.1	.5	26	209	.1	.5	18	126	.1	.4	23	161	.1	.6	8	111		.6	
WJBR-FM																					
FA '97	21	491	.1	.6	33	226	.2	.6	34	202	.2	.7	29	254	.2	.7	9	109		.7	
SU '97	19	352	.1	.6	30	144	.2	.6	34	161	.2	.7	20	171	.1	.5	6	72		.4	
SP '97	22	447	.1	.6	33	217	.2	.6	42	173	.2	.9	28	184	.2	.7	2	55		.1	
WI '97	22	394	.1	.6	23	167	.1	.4	45	168	.2	.9	34	190	.2	.8	7	117		.6	
4-Book	21	421	.1	.6	30	189	.2	.6	39	176	.2	.8	28	200	.2	.7	6	88		.5	
FA '96	37	502	.2	1.1	56	279	.3	1.0	66	206	.4	1.3	36	301	.2	.9	6	83		.4	
WKXV-FM																					
FA '97	47	818	.3	1.3	80	471	.4	1.4	64	388	.3	1.3	73	499	.4	1.8	25	215	.1	1.9	
SU '97	41	865	.2	1.2	62	409	.3	1.2	67	445	.4	1.4	52	477	.3	1.3	11	192	.1	.7	
SP '97	27	742	.1	.8	40	327	.2	.7	46	322	.2	.9	36	388	.2	.9	10	147	.1	.7	
WI '97	43	858	.2	1.3	69	428	.4	1.3	61	361	.3	1.3	54	434	.3	1.3	8	124		.6	
4-Book	40	821	.2	1.2	63	409	.3	1.2	60	379	.3	1.2	54	450	.3	1.3	14	170	.1	1.0	
FA '96	40	640	.2	1.2	73	284	.4	1.3	71	358	.4	1.4	45	380	.2	1.1	9	125		.7	
+WLEV-FM																					
WFMZ-FM																					
FA '97	32	437	.2	.9	25	163	.1	.4	67	237	.4	1.4	48	206	.3	1.2	16	160	.1	1.2	
SU '97	23	437	.1	.7	29	194	.2	.6	44	227	.2	.9	23	234	.1	.6	4	75		.3	
SP '97	22	322	.1	.6	27	148	.1	.5	39	131	.2	.8	27	180	.1	.7	7	100		.5	
WI '97	35	460	.2	1.0	39	247	.2	.7	72	229	.4	1.5	42	257	.2	1.0	8	121		.6	
4-Book	28	414	.2	.8	30	188	.2	.6	56	206	.3	1.2	35	219	.2	.9	9	114		.7	
FA '96	33	334	.2	1.0	42	196	.2	.8	61	214	.3	1.2	40	195	.2	1.0	5	79		.4	
WPST-FM																					
FA '97	23	764	.1	.7	26	301	.1	.5	29	319	.2	.6	33	423	.2	.8	11	279	.1	.8	
SU '97	19	736	.1	.6	19	204	.1	.4	26	321	.1	.5	19	323	.1	.5	6	142		.4	
SP '97	12	562	.1	.3	20	200	.1	.4	18	237	.1	.4	16	308	.1	.4	6	128		.4	
WI '97	17	522	.1	.5	29	234	.2	.5	30	175	.2	.6	24	296	.1	.6	4	142		.3	
4-Book	18	646	.1	.5	24	235	.1	.5	26	263	.2	.5	23	338	.1	.6	7	173		.5	
FA '96	24	607	.1	.7	41	254	.2	.8	44	192	.2	.9	29	323	.2	.7	6	126		.4	
WRDR-FM																					
FA '97	23	381	.1	.7	31	210	.2	.6	37	196	.2	.7	30	200	.2	.7	3	78		.2	
SU '97	14	250	.1	.4	14	108	.1	.3	22	126	.1	.4	14	148	.1	.4	6	56		.4	
SP '97	29	392	.2	.8	29	197	.2	.5	47	211	.3	1.0	31	218	.2	.8	9	109		.7	
WI '97	14	227	.1	.4	20	102	.1	.4	8	76		.2	19	151	.1	.5	10	56	.1	.8	
4-Book	20	313	.1	.6	24	154	.2	.5	29	152	.2	.6	24	179	.2	.6	7	75		.5	
FA '96	14	270	.1	.4	12	88	.1	.2	15	112	.1	.3	19	122	.1	.5	6	65		.4	
WRFY-FM																					
FA '97	13	235	.1	.4	20	109	.1	.4	21	108	.1	.4	19	115	.1	.5	1	29		.1	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOR -AM																					
FA '97	11	115	.1	.3	17	28	.1	.3	16	80	.1	.3	8	53		.2	12	58	.1	.9	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	10	221	.1	.3	16	79	.1	.3	10	86	.1	.2	16	40	.1	.4	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																					
FA '97	3485	18104	18.6	5570	16683	29.7	4954	13936	26.4	4107	15827	21.9	1322	9867	7.1						
SU '97	3442	18005	18.7	5160	16272	28.0	4920	14472	26.7	3974	15861	21.5	1469	10356	8.0						
SP '97	3487	18087	18.9	5640	16625	30.6	4932	13994	26.7	4038	15868	21.9	1366	10347	7.4						
WI '97	3404	17896	18.5	5507	16360	29.9	4759	13582	25.8	4026	15640	21.8	1263	9627	6.8						
4-Book	3455	18023	18.7	5469	16485	29.6	4891	13996	26.4	4036	15799	21.8	1355	10049	7.3						
FA '96	3461	17930	18.8	5465	16364	29.6	5028	14154	27.3	4037	15653	21.9	1365	10105	7.4						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	391	6211	2.1	8.0	179	3676	1.0	7.3	427	1807	2.3	15.0	214	1145	1.1	5.3	131	678	.7	5.0
4-Book	376	6191	2.0	7.9	173	3650	1.0	7.1	446	1877	2.4	15.8	191	996	1.0	4.7	120	633	.7	4.4
WBEB-FM																				
FA '97	426	2887	2.3	8.7	148	1759	.8	6.1	153	483	.8	5.4	318	872	1.7	7.9	195	658	1.0	7.5
4-Book	408	2839	2.2	8.5	146	1759	.8	6.0	154	508	.8	5.4	289	821	1.6	7.1	174	578	.9	6.4
WDAS-AM																				
FA '97	65	398	.3	1.3	48	417	.3	2.0	33	68	.2	1.2	42	95	.2	1.0	23	69	.1	.9
4-Book	57	377	.3	1.2	55	474	.3	2.3	39	87	.2	1.4	42	90	.2	1.0	20	50	.1	.7
WDAS-FM																				
FA '97	302	1887	1.6	6.2	170	1396	.9	7.0	136	383	.7	4.8	277	622	1.5	6.9	245	594	1.3	9.4
4-Book	297	1852	1.6	6.2	176	1393	1.0	7.2	149	406	.8	5.3	287	623	1.6	7.1	227	514	1.2	8.4
WFIL-AM																				
FA '97	23	308	.1	.5	7	141	.1	.3	11	32	.1	.4	9	36	.1	.2	9	18	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	55	368	.3	1.1	41	375	.2	1.7	52	118	.3	1.8	59	131	.3	1.5	39	97	.2	1.5
4-Book	59	377	.3	1.2	46	359	.2	1.9	55	128	.3	1.9	64	134	.3	1.6	27	70	.2	1.0
WIOQ-FM																				
FA '97	85	1229	.5	1.7	40	624	.2	1.6	36	92	.2	1.3	95	317	.5	2.4	45	187	.2	1.7
4-Book	96	1380	.6	2.0	54	817	.3	2.2	41	159	.2	1.5	109	363	.6	2.7	84	318	.5	3.1
WIP -AM																				
FA '97	230	2091	1.2	4.7	74	1138	.4	3.0	103	367	.5	3.6	91	392	.5	2.3	61	231	.3	2.3
4-Book	223	2136	1.2	4.6	74	1174	.4	3.0	109	403	.6	3.8	108	411	.6	2.7	74	278	.4	2.7
WJZ-FM																				
FA '97	286	2390	1.5	5.9	131	1524	.7	5.4	107	369	.6	3.7	226	678	1.2	5.6	167	528	.9	6.4
4-Book	288	2296	1.6	6.0	141	1556	.8	5.8	114	375	.7	4.0	235	670	1.3	5.8	184	520	1.0	6.8
WMGK-FM																				
FA '97	234	2220	1.2	4.8	116	1379	.6	4.7	119	365	.6	4.2	252	685	1.3	6.3	161	514	.9	6.2
4-Book	216	2210	1.2	4.5	105	1409	.6	4.3	105	326	.6	3.7	223	676	1.2	5.5	145	495	.8	5.4
WMMR-FM																				
FA '97	164	1804	.9	3.4	65	988	.3	2.7	80	322	.4	2.8	120	400	.6	3.0	55	257	.3	2.1
4-Book	188	1754	1.0	3.9	76	1093	.4	3.1	92	304	.5	3.2	156	491	.8	3.9	89	304	.5	3.3
WGL-FM																				
FA '97	399	3562	2.1	8.2	245	2732	1.3	10.0	210	720	1.1	7.4	480	1356	2.6	11.9	304	966	1.6	11.6
4-Book	384	3624	2.1	8.0	236	2689	1.3	9.6	222	737	1.2	7.8	432	1219	2.3	10.7	269	858	1.4	9.9
WPEN-AM																				
FA '97	85	801	.5	1.7	58	582	.3	2.4	102	288	.5	3.6	102	274	.5	2.5	64	148	.3	2.4
4-Book	108	888	.6	2.2	66	666	.4	2.7	96	271	.5	3.4	128	337	.7	3.2	86	226	.5	3.1
+WPHI-FM																				
FA '97	33	513	.2	.7	18	298	.1	.7	9	40	.1	.3	24	68	.1	.6	15	73	.1	.6
4-Book	33	484	.2	.7	27	313	.2	1.1	24	68	.1	.9	54	144	.3	1.3	39	106	.2	1.5
WPHT-AM																				
FA '97	34	469	.2	.7	19	354	.1	.8	22	81	.1	.8	19	63	.1	.5	16	54	.1	.6
4-Book	36	605	.2	.8	18	355	.1	.8	22	69	.1	.8	19	84	.1	.5	11	43	.1	.4
WPLY-FM																				
FA '97	31	772	.2	.6	16	515	.1	.7	9	79	.1	.3	28	124	.1	.7	21	135	.1	.8
4-Book	45	830	.3	.9	22	504	.1	.9	16	87	.1	.6	40	173	.2	1.0	29	128	.2	1.1
WURD-AM																				
FA '97	21	130	.1	.4	10	79	.1	.4	1	9	.1	.4	18	36	.1	.4	8	17	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

Target Listener Estimates - Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM FA '97 4-Book	82 83	976 1058	.4 .5	1.7 1.8	55 54	666 659	.3 .3	2.2 2.2	41 37	169 145	.2 .2	1.4 1.3	81 94	200 275	.4 .5	2.0 2.3	45 64	164 177	.2 .4	1.7 2.4
WVDB-FM FA '97 4-Book	200 236	1737 2036	1.1 1.3	4.1 4.9	107 121	1275 1388	.6 .7	4.4 4.9	170 166	439 470	.9 .9	6.0 5.9	147 151	371 438	.8 .8	3.6 3.7	58 74	211 219	.3 .4	2.2 2.7
WWJZ-AM FA '97 4-Book	4 **	73 **	** **	.1 **	3 **	47 **	** **	.1 **	5 **	21 **	** **	.2 **	3 **	21 **	** **	.1 **	** **	** **	** **	** **
WXTU-FM FA '97 4-Book	227 259	1924 1958	1.2 1.4	4.6 5.4	137 149	1357 1406	.7 .8	5.6 6.1	146 170	457 510	.8 .9	5.1 5.9	303 292	804 742	1.6 1.6	7.5 7.2	153 180	473 543	.8 1.0	5.9 6.7
+WXM-FM WFLN-FM FA '97 4-Book	30 122	622 1195	.2 .7	.6 2.6	20 63	366 759	.1 .3	.8 2.6	18 47	66 177	.1 .3	.6 1.7	42 104	169 330	.2 .6	1.0 2.6	35 73	144 252	.2 .4	1.3 2.7
WYSP-FM FA '97 4-Book	255 231	2108 2062	1.4 1.3	5.2 4.8	102 56	1681 972	.5 .3	4.2 2.3	69 45	249 166	.4 .3	2.4 1.6	58 73	205 257	.3 .4	1.4 1.8	39 56	176 230	.2 .3	1.5 2.0
WYXR-FM FA '97 4-Book	149 152	1555 1727	.8 .8	3.1 3.2	56 69	953 1090	.3 .4	2.3 2.8	61 70	265 268	.3 .4	2.1 2.5	107 130	377 440	.6 .7	2.7 3.2	66 87	319 348	.4 .5	2.5 3.2
WBYN-FM FA '97 4-Book	24 **	160 **	.1 **	.5 **	17 **	174 **	.1 **	.7 **	12 **	59 **	.1 **	.4 **	42 **	119 **	.2 **	1.0 **	22 **	48 **	.1 **	.8 **
WJBR-FM FA '97 4-Book	32 33	418 317	.2 .2	.7 .7	9 11	211 210	.4 .1	.4 .5	16 13	43 47	.1 .1	.6 .5	20 18	114 76	.1 .1	.5 .5	5 13	32 50	.2 .1	.2 .5
WKXW-FM FA '97 4-Book	72 59	749 684	.4 .3	1.5 1.2	16 23	232 319	.1 .1	.7 .9	27 28	73 85	.1 .1	.9 1.0	30 38	92 108	.2 .2	.7 .9	25 26	81 79	.1 .1	1.0 1.0
+WLEV-FM WFMZ-FM FA '97 4-Book	48 41	320 316	.3 .3	1.0 .9	16 18	190 225	.1 .1	.7 .8	20 21	45 59	.1 .1	.7 .7	19 29	74 93	.1 .2	.5 .7	23 20	90 62	.1 .1	.9 .7
WPST-FM FA '97 4-Book	30 24	630 518	.2 .1	.6 .5	18 13	361 289	.1 .1	.7 .5	17 7	61 33	.1 .1	.6 .2	34 26	124 117	.2 .2	.8 .7	28 18	143 89	.1 .1	1.1 .7
WRDR-FM FA '97 4-Book	33 26	315 254	.2 .2	.7 .6	18 19	229 193	.1 .1	.7 .8	23 24	61 60	.1 .1	.8 .9	15 30	54 81	.1 .2	.4 .8	28 25	90 80	.1 .1	1.1 .9
WRFY-FM FA '97 4-Book	20 **	181 **	.1 **	.4 **	8 **	112 **	.3 **	.3 **	11 **	38 **	.1 **	.4 **	17 **	47 **	.1 **	.4 **	5 **	33 **	.2 **	.2 **
WOR -AM FA '97 4-Book	14 **	115 **	.1 **	.3 **	6 **	57 **	.2 **	.2 **	8 **	21 **	.3 **	.3 **	11 **	28 **	.1 **	.3 **	2 **	9 **	.1 **	.1 **
TOTALS FA '97 4-Book	4883 4807	17877 17779	26.1 26.0		2446 2456	15366 15300	13.1 13.3		2854 2843	7865 7879	15.2 15.4		4031 4050	9587 9749	21.5 21.9		2615 2712	7270 7216	14.0 14.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	80	451	.4	6.0	372	1499	2.0	15.9	131	608	.7	4.2	92	470	.5	4.4	47	386	.3	4.1
4-Book	66	433	.4	4.8	360	1538	2.0	15.4	120	664	.7	4.1	83	437	.5	4.0	63	424	.4	5.1
WBEB-FM																				
FA '97	67	274	.4	5.0	116	363	.6	5.0	176	562	.9	5.6	115	384	.6	5.5	44	206	.2	3.9
4-Book	72	288	.4	5.2	102	365	.6	4.4	182	605	1.0	6.1	136	443	.7	6.4	57	266	.3	4.6
WDAS-AM																				
FA '97	23	38	.1	1.7	122	250	.7	5.2	96	257	.5	3.1	34	98	.2	1.6	16	35	.1	1.4
4-Book	10	28		.8	165	332	.9	7.1	118	284	.6	4.0	36	81	.2	1.8	17	44	.1	1.4
WDAS-FM																				
FA '97	97	298	.5	7.3	81	236	.4	3.5	129	292	.7	4.1	108	222	.6	5.2	268	491	1.4	23.5
4-Book	135	364	.8	9.7	86	235	.5	3.7	116	333	.6	3.9	121	262	.7	5.7	266	474	1.4	21.5
WFIL-AM																				
FA '97	8	34		.6	19	63	.1	.8	2	16		.1	1	7			4	27		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	5	21		.4	85	182	.5	3.6	63	195	.3	2.0	29	66	.2	1.4	4	14		.4
4-Book	14	43	.1	1.1	95	191	.5	4.0	62	185	.3	2.1	44	78	.3	2.1	16	42	.1	1.3
WIOQ-FM																				
FA '97	35	142	.2	2.6	16	49	.1	.7	41	206	.2	1.3	25	100	.1	1.2	24	64	.1	2.1
4-Book	35	159	.2	2.5	27	106	.2	1.1	59	238	.3	2.0	47	186	.3	2.2	26	96	.1	2.1
WIP -AM																				
FA '97	43	117	.2	3.2	87	312	.5	3.7	97	363	.5	3.1	93	287	.5	4.5	31	183	.2	2.7
4-Book	52	183	.3	3.8	64	235	.4	2.8	76	346	.4	2.6	82	291	.5	3.9	32	169	.2	2.6
WJZ-FM																				
FA '97	105	308	.6	7.9	79	327	.4	3.4	170	509	.9	5.4	117	349	.6	5.6	64	220	.3	5.6
4-Book	111	345	.6	8.0	76	288	.4	3.3	175	519	1.0	5.9	144	389	.8	6.9	82	263	.4	6.5
WMGK-FM																				
FA '97	56	196	.3	4.2	48	200	.3	2.0	138	449	.7	4.4	105	372	.6	5.0	40	178	.2	3.5
4-Book	56	254	.3	4.1	52	215	.3	2.2	118	450	.6	4.0	100	360	.6	4.7	39	186	.2	3.2
WMMR-FM																				
FA '97	21	118	.1	1.6	90	213	.5	3.8	88	296	.5	2.8	42	146	.2	2.0	25	104	.1	2.2
4-Book	29	130	.2	2.1	72	230	.4	3.1	87	353	.5	2.9	58	239	.3	2.7	25	122	.1	2.0
WOGL-FM																				
FA '97	105	405	.6	7.9	249	720	1.3	10.6	290	953	1.5	9.2	190	660	1.0	9.1	124	309	.7	10.9
4-Book	149	516	.8	10.7	220	664	1.2	9.4	261	870	1.4	8.8	204	635	1.1	9.6	128	387	.7	10.3
WPEN-AM																				
FA '97	21	96	.1	1.6	45	149	.2	1.9	67	183	.4	2.1	54	133	.3	2.6	19	97	.1	1.7
4-Book	28	101	.2	2.1	36	134	.2	1.5	72	218	.4	2.4	61	150	.4	2.9	28	100	.2	2.2
+WPHI-FM																				
FA '97	29	80	.2	2.2	10	37	.1	.4	29	70	.2	.9	15	32	.1	.7	11	38	.1	1.0
4-Book	31	78	.2	2.3	8	30	.1	.3	25	73	.1	.9	24	57	.1	1.1	13	34	.1	1.0
WPHT-AM																				
FA '97	11	42	.1	.8	33	123	.2	1.4	33	113	.2	1.0	15	41	.1	.7	7	16		.6
4-Book	12	51	.1	.8	29	88	.2	1.2	32	114	.2	1.0	17	59	.1	.8	7	31		.6
WPLY-FM																				
FA '97	8	68		.6	10	63	.1	.4	33	185	.2	1.0	16	75	.1	.8	5	51		.4
4-Book	7	59		.5	14	71	.1	.6	30	154	.2	1.0	31	139	.2	1.5	12	64		.9
WURD-AM																				
FA '97					6	18		.3	23	45		.7	19	35		.9	3	8		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

Target Listener Estimates - Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM FA '97 4-Book	67 48	136 133	.4 .3	5.0 3.5	55 42	183 135	.3 .2	2.3 1.8	83 65	218 198	.4 .3	2.6 2.2	43 43	102 117	.2 .2	2.1 2.1	16 33	55 82	.1 .2	1.4 2.6
WWDB-FM FA '97 4-Book	69 71	240 245	.4 .4	5.2 5.1	113 137	417 458	.6 .7	4.8 5.8	212 249	508 546	1.1 1.4	6.7 8.4	21 51	69 150	.1 .3	1.0 2.4	53 58	234 215	.3 .3	4.6 4.8
WWJZ-AM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM FA '97 4-Book	42 54	194 249	.2 .3	3.2 4.0	127 121	402 368	.7 .7	5.4 5.2	187 205	486 580	1.0 1.1	5.9 6.9	91 122	340 391	.5 .7	4.4 5.8	39 49	154 214	.2 .3	3.4 4.0
+WXXM-FM WFLN-FM FA '97 4-Book	16 33	87 130	.1 .2	1.2 2.5	1 43	11 162	.2	1.8	24 98	133 326	.1 .6	.8 3.3	25 72	96 218	.1 .4	1.2 3.4	2 32	19 131	.2 .2	2.5
WYSP-FM FA '97 4-Book	14 17	83 90	.1 .1	1.1 1.3	21 17	85 77	.1 .1	.9 .8	333 128	1075 423	1.8 .7	10.6 4.2	241 92	876 342	1.3 .5	11.6 4.4	31 14	132 78	.2 .1	2.7 1.2
WYXR-FM FA '97 4-Book	49 35	225 178	.3 .2	3.7 2.6	39 47	166 180	.2 .3	1.7 2.0	58 86	254 359	.3 .5	1.8 2.9	43 66	207 261	.2 .3	2.1 3.1	20 29	104 140	.1 .2	1.8 2.4
WBYN-FM FA '97 4-Book	6 **	16 **	**	.5 **	5 **	24 **	**	.2 **	21 **	54 **	.1 **	.7 **	29 **	57 **	.2 **	1.4 **	**	8 **	**	**
WJBR-FM FA '97 4-Book	1 6	13 30	.1 .5	.5	7 4	39 26	.3 .2	.3	11 16	43 68	.1 .1	.3 .5	13 11	44 35	.1 .1	.6 .5	2 6	18 27	.2 .5	.5
WKXV-FM FA '97 4-Book	7 8	34 44	.5 .6	.5	11 24	64 88	.1 .2	.5 1.0	15 33	59 109	.1 .2	.5 1.1	11 14	52 61	.1 .1	.5 .7	1 8	8 35	.1 .1	.6
+WLEV-FM WFMZ-FM FA '97 4-Book	9 6	17 31	.7 .5	.7	9 20	29 69	.4 .1	.4 .8	15 25	52 71	.1 .2	.5 .9	19 15	90 63	.1 .1	.9 .7	14 6	49 26	.1 .5	1.2 .5
WPST-FM FA '97 4-Book	13 7	51 40	.1 .5	1.0	5 7	34 46	.2 .3	.2	25 21	158 100	.1 .1	.8 .7	17 14	116 76	.1 .1	.8 .7	2 3	16 17	.2 .2	.2
WRDR-FM FA '97 4-Book	10 12	62 52	.1 .1	.8 .9	5 15	43 44	.2 .1	.2 .6	19 20	55 49	.1 .1	.6 .7	30 16	75 47	.2 .1	1.4 .8	13 8	42 32	.1 .1	1.1 .7
WRFY-FM FA '97 4-Book	1 **	8 **	**	.1 **	10 **	46 **	.1 **	.4 **	12 **	54 **	.1 **	.4 **	6 **	15 **	**	.3 **	**	**	**	**
WOR -AM FA '97 4-Book	**	**	**	**	**	**	**	.4 **	9 **	9 **	**	.3 **	11 **	18 **	.1 **	.5 **	**	**	**	**
TOTALS FA '97 4-Book	1332 1374	4257 4474	7.1 7.4		2342 2335	6827 6717	12.5 12.6		3146 2980	8256 8006	16.8 16.1		2083 2111	5847 5704	11.1 11.4		1142 1240	3643 3878	6.1 6.7	

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

Target Listener Trends

Men 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
FA '97	7	434	.2	1.3	23	244	.6	3.7	4	94	.1	.7	7	124	.2	1.0	2	68	.4
SU '97	6	328	.1	1.0	16	184	.4	2.3	7	82	.2	.9	4	78	.1	.5	2	43	.4
SP '97	4	291	.1	.7	13	184	.3	2.0	1	43	.2	.2	2	64	.3	.3	1	16	.2
WI '97	10	494	.2	1.8	22	290	.5	3.3	13	142	.3	2.2	12	165	.3	1.7	4	112	.1
4-Book	7	387	.2	1.2	19	226	.5	2.8	6	90	.2	1.0	6	108	.2	.9	2	60	.5
FA '96	11	383	.3	2.0	35	267	.9	5.5	7	86	.2	1.3	8	104	.2	1.1	5	40	.1
WBEB-FM																			
FA '97	13	351	.3	2.3	16	163	.4	2.6	18	151	.4	3.4	16	157	.4	2.2	5	112	.1
SU '97	13	373	.3	2.1	14	172	.3	2.0	20	136	.5	2.5	8	109	.2	1.1	8	134	.2
SP '97	8	303	.2	1.4	11	133	.3	1.7	13	52	.3	2.2	9	97	.2	1.2	3	55	.1
WI '97	13	375	.3	2.4	19	144	.5	2.8	17	113	.4	2.9	11	146	.3	1.6	8	104	.2
4-Book	12	351	.3	2.1	15	153	.4	2.3	17	113	.4	2.8	11	127	.3	1.5	6	101	.2
FA '96	13	474	.3	2.4	10	150	.2	1.6	15	149	.4	2.7	16	234	.4	2.2	19	168	.5
WDAS-AM																			
FA '97	1	28		.2		10								10					
SU '97																			
SP '97	1	25		.2		8													
WI '97		24				8													
4-Book	1	19		.1		7								3					
FA '96	1	34		.2		7											2	9	.4
WDAS-FM																			
FA '97	19	278	.5	3.4	18	111	.4	2.9	24	104	.6	4.5	23	117	.6	3.1	14	134	.3
SU '97	11	266	.3	1.8	12	103	.3	1.7	14	96	.3	1.7	14	108	.3	1.9	13	141	.3
SP '97	16	244	.4	2.8	19	123	.5	2.9	18	97	.4	3.1	14	95	.3	1.8	14	85	.3
WI '97	10	330	.2	1.8	14	128	.3	2.1	6	76	.1	1.0	13	149	.3	1.9	7	93	.2
4-Book	14	280	.4	2.5	16	116	.4	2.4	16	93	.4	2.6	16	117	.4	2.2	12	113	.3
FA '96	23	346	.6	4.2	24	94	.6	3.8	25	162	.6	4.5	29	172	.7	4.0	23	172	.6
WFIL-AM																			
FA '97																			
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97																			
WI '97		22			1	10		.1					1	10		.1		12	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		26			1	9		.2					9						
WHAT-AM																			
FA '97		9																	
SU '97		5			3	5		.1	.4										
SP '97		5												5					
WI '97		17			1	9		.1											
4-Book		9			1	4		.1					1						
FA '96	5	36	.1	.9	4	27	.1	.6	8	26	.2	1.4	5	19	.1	.7	4	20	.1
WIOQ-FM																			
FA '97	48	1013	1.2	8.6	33	377	.8	5.3	42	397	1.0	7.9	66	584	1.6	9.0	57	508	1.4
SU '97	49	1222	1.2	8.0	31	377	.8	4.4	64	644	1.6	7.9	59	709	1.4	8.0	47	523	1.1
SP '97	57	1107	1.4	10.1	37	396	.9	5.6	56	448	1.4	9.6	94	728	2.3	12.3	57	495	1.4
WI '97	52	1252	1.3	9.6	54	536	1.3	8.0	45	465	1.1	7.7	76	785	1.8	11.0	53	663	1.3
4-Book	52	1149	1.3	9.1	39	422	1.0	5.8	52	489	1.3	8.3	74	702	1.8	10.1	54	547	1.3
FA '96	73	1335	1.8	13.3	66	573	1.6	10.4	59	598	1.4	10.6	102	803	2.5	14.0	86	759	2.1
WIP -AM																			
FA '97	23	497	.6	4.1	31	324	.8	5.0	25	187	.6	4.7	38	319	.9	5.2	9	170	.2
SU '97	28	495	.7	4.6	57	303	1.4	8.1	39	275	.9	4.8	32	249	.8	4.3	9	122	.2
SP '97	17	526	.4	3.0	22	177	.5	3.3	13	111	.3	2.2	15	150	.4	2.0	23	234	.6
WI '97	18	451	.4	3.3	33	242	.8	4.9	18	133	.4	3.1	21	171	.5	3.0	18	174	.4
4-Book	22	492	.5	3.8	36	262	.9	5.3	24	177	.6	3.7	27	222	.7	3.6	15	175	.4
FA '96	22	474	.5	4.0	35	257	.9	5.5	23	167	.6	4.1	23	172	.6	3.2	18	198	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
FA '97	7	181	.2	1.3	4	67	.1	.6	10	91	.2	1.9	10	105	.2	1.4	9	61	.2	1.7
SU '97	3	75	.1	.5	1	27	.1	.1	4	35	.1	.5	2	27	.1	.3	2	34	.1	.4
SP '97	7	105	.2	1.2	11	49	.3	1.7	5	39	.1	.9	6	36	.1	.8	2	31	.1	.4
WI '97	4	143	.1	.7	1	17	.1	.1	3	34	.1	.5	5	38	.1	.7	6	39	.1	1.3
4-Book	5	126	.2	.9	4	40	.1	.6	6	50	.1	1.0	6	52	.1	.8	5	41	.1	1.0
FA '96	3	123	.1	.5	2	10	.1	.3	2	40	.1	.4	5	57	.1	.7	5	87	.1	.9
WMGK-FM																				
FA '97	30	534	.7	5.4	26	187	.6	4.2	36	202	.9	6.7	48	325	1.2	6.5	22	232	.5	4.2
SU '97	23	609	.6	3.8	21	234	.5	3.0	43	308	1.0	5.3	36	351	.9	4.9	12	179	.3	2.5
SP '97	22	611	.5	3.9	17	206	.4	2.6	23	239	.6	4.0	26	300	.6	3.4	20	254	.5	4.1
WI '97	24	449	.6	4.4	20	128	.5	3.0	44	210	1.1	7.5	41	256	1.0	5.9	13	209	.3	2.7
4-Book	25	551	.6	4.4	21	189	.5	3.2	37	240	.9	5.9	38	308	.9	5.2	17	219	.4	3.4
FA '96	25	516	.6	4.5	28	289	.7	4.4	40	265	1.0	7.2	41	357	1.0	5.6	14	177	.3	2.7
WMMR-FM																				
FA '97	17	540	.4	3.0	19	182	.5	3.0	21	220	.5	3.9	21	276	.5	2.9	17	162	.4	3.3
SU '97	39	794	.9	6.4	40	259	1.0	5.7	71	316	1.7	8.7	58	431	1.4	7.8	24	263	.6	5.0
SP '97	26	754	.6	4.6	33	285	.8	5.0	41	297	1.0	7.1	36	426	.9	4.7	16	257	.4	3.3
WI '97	26	660	.6	4.8	26	253	.6	3.9	42	363	1.0	7.1	32	290	.8	4.6	13	177	.3	2.7
4-Book	27	687	.6	4.7	30	245	.7	4.4	44	299	1.1	6.7	37	356	.9	5.0	18	215	.4	3.6
FA '96	21	706	.5	3.8	20	227	.5	3.2	30	248	.7	5.4	30	366	.7	4.1	11	203	.3	2.1
WOGL-FM																				
FA '97	6	340	.1	1.1	6	97	.1	1.0	5	115	.1	.9	9	165	.2	1.2	7	119	.2	1.3
SU '97	15	337	.4	2.5	18	113	.4	2.6	31	127	.8	3.8	14	143	.3	1.9	5	107	.1	1.0
SP '97	14	410	.3	2.5	22	158	.5	3.3	9	92	.2	1.5	15	165	.4	2.0	13	116	.3	2.6
WI '97	4	268	.1	.7	2	80	.1	.3	5	72	.1	.9	6	72	.1	.9	4	74	.1	.8
4-Book	10	339	.2	1.7	12	112	.3	1.8	13	102	.3	1.8	11	136	.3	1.5	7	104	.2	1.4
FA '96	19	282	.5	3.5	20	100	.5	3.2	29	105	.7	5.2	25	190	.6	3.4	14	74	.3	2.7
WPEN-AM																				
FA '97																				
SU '97	2	41		.3	2	8		.3	7	16	.2	.9	3	8	.1	.4				
SP '97	2	19		.4		9		.3	2	9		.3	6	9	.1	.8	1	9		.2
WI '97	1	30		.2		9		.2	2	10		.3		9		.2				
4-Book	1	23		.2	1	7		.1	3	9		.1	2	7		.1	2			.1
FA '96	4	20	.1	.7	3	10	.1	.5	14	20	.3	2.5	2	20		.3				
+WPHI-FM																				
FA '97	80	1348	2.0	14.3	86	603	2.1	13.8	59	543	1.4	11.0	110	865	2.7	15.0	81	786	2.0	15.5
SU '97	81	1275	2.0	13.3	73	512	1.8	10.4	88	713	2.1	10.8	109	828	2.7	14.7	97	814	2.4	20.3
SP '97	81	1283	2.0	14.4	54	509	1.3	8.2	56	597	1.4	9.6	135	832	3.3	17.7	91	737	2.2	18.5
WI '97	60	980	1.5	11.0	59	466	1.4	8.8	57	431	1.4	9.7	80	690	1.9	11.5	62	569	1.5	13.0
4-Book	76	1222	1.9	13.3	68	523	1.7	10.3	65	571	1.6	10.3	109	804	2.7	14.7	83	727	2.0	16.8
FA '96	34	872	.8	6.2	37	343	.9	5.8	45	430	1.1	8.1	51	478	1.2	7.0	24	384	.6	4.6
WPHT-AM																				
FA '97	1	26		.2		8		.2	1	10		.2		8		.1	5	22	.1	1.0
SU '97	2	73		.3		9		.3	1	26		.2	2	9		.3	1	42		.2
SP '97	1	78		.2	2	9		.3	1	26		.2	2	9		.3	1	42		.2
WI '97	1	20		.2	3	20	.1	.4	1	11		.1	1	4		.1	2	16		.3
4-Book	1	49		.2	1	9		.2	1	11		.1	1	4		.1	2	16		.3
FA '96	1	17		.2	1	17		.2	3	10	.1	.5		10		.1				
WPLY-FM																				
FA '97	44	1145	1.1	7.9	37	453	.9	5.9	34	460	.8	6.4	66	742	1.6	9.0	50	524	1.2	9.6
SU '97	52	1220	1.3	8.5	43	484	1.0	6.1	59	577	1.4	7.3	65	745	1.6	8.8	61	628	1.5	12.8
SP '97	60	1349	1.5	10.7	76	567	1.8	11.6	68	623	1.7	11.7	85	773	2.1	11.2	48	521	1.2	9.8
WI '97	37	1144	.9	6.8	41	469	1.0	6.1	42	482	1.0	7.1	56	660	1.4	8.1	26	436	.6	5.4
4-Book	48	1215	1.2	8.5	49	493	1.2	7.4	51	536	1.2	8.1	68	730	1.7	9.3	46	527	1.1	9.4
FA '96	39	1143	.9	7.1	47	561	1.1	7.4	43	477	1.0	7.7	55	627	1.3	7.6	33	524	.8	6.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
FA '97	1	54	.2	1	25	.2	1	18	.2	3	35	.1	4	2	35	.4				
SU '97		20		1	15	.1		5					5		15	.2				
SP '97	1	24	.2	1	10	.2				2	14	.3			14					
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																				
FA '97	102	1453	2.5	18.3	82	729	2.0	13.1	67	585	1.6	12.5	148	872	3.6	20.2	138	919	3.4	26.5
SU '97	110	1381	2.7	18.1	101	671	2.5	14.3	132	751	3.2	16.3	140	863	3.4	18.9	98	744	2.4	20.5
SP '97	69	1293	1.7	12.3	55	550	1.3	8.4	56	591	1.4	9.6	108	852	2.6	14.2	85	698	2.1	17.3
WI '97	109	1469	2.7	20.1	117	801	2.8	17.4	100	707	2.4	17.0	148	990	3.6	21.3	126	855	3.1	26.4
4-Book	98	1399	2.4	17.2	89	688	2.2	13.3	89	659	2.2	13.9	136	894	3.3	18.7	112	804	2.8	22.7
FA '96	111	1417	2.7	20.2	86	622	2.1	13.6	67	615	1.6	12.1	163	849	4.0	22.5	150	989	3.6	28.5
WVDB-FM																				
FA '97	1	41	.2		1	7	.2			9			2	16	.3		3	41	.1	.6
SU '97	2	73	.3					4	33	.1	.5		5	25	.1	.7				
SP '97	3	127	.1	.5	3	42	.1	.5	6	41	.1	1.0	7	67	.2	1.0	6	48	.1	1.3
WI '97	5	131	.1	.9				10	30	.2	1.7		4	29	.1	.5	2	22	.1	.5
4-Book	3	93	.1	.5	1	12	.2		5	28	.1	.8	7	84	.2	1.1	3	47	.1	.6
FA '96	5	159	.1	.9	2	18	.3		8	36	.2	1.4	8							
WVJZ-AM																				
FA '97																				
SU '97																				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		7																		7
WXTU-FM																				
FA '97	5	140	.1	.9	9	77	.2	1.4	9	53	.2	1.7	4	60	.1	.5	4	78	.1	.8
SU '97	15	305	.4	2.5	16	141	.4	2.3	27	202	.7	3.3	19	168	.5	2.6	7	94	.2	1.5
SP '97	9	201	.2	1.6	9	96	.2	1.4	9	49	.2	1.5	7	85	.2	.9	9	77	.2	1.8
WI '97	10	155	.2	1.8	7	77	.2	1.0	10	73	.2	1.7	13	93	.3	1.9	9	97	.2	1.9
4-Book	10	200	.2	1.7	10	98	.3	1.5	14	94	.3	2.1	11	102	.3	1.5	7	87	.2	1.5
FA '96	13	212	.3	2.4	12	88	.3	1.9	12	96	.3	2.2	18	143	.4	2.5	16	112	.4	3.0
+WXM-FM																				
WFLN-FM																				
FA '97	11	484	.3	2.0	11	139	.3	1.8	14	171	.3	2.6	15	307	.4	2.0	10	181	.2	1.9
SU '97	3	73	.1	.5	4	26	.1	.6	4	34	.1	.5	2	34	.3		1	15	.2	
SP '97	2	69	.4		1	17	.2		1	17	.2		1	9	.1		2	24	.4	
WI '97	4	102	.1	.7	3	45	.1	.4	3	35	.1	.5	2	25	.3		4	27	.1	.8
4-Book	5	182	.1	.9	5	57	.1	.8	6	64	.1	1.0	5	94	.1	.7	4	62	.1	.8
FA '96	9	97	.2	1.6	8	38	.2	1.3	3	28	.1	.5	6	47	.1	.8	12	78	.3	2.3
WYSP-FM																				
FA '97	76	1181	1.9	13.6	175	783	4.3	28.0	93	460	2.3	17.4	62	470	1.5	8.4	30	281	.7	5.8
SU '97	78	1334	1.9	12.8	200	782	4.9	28.4	106	660	2.6	13.1	67	667	1.6	9.1	29	442	.7	6.1
SP '97	84	1343	2.0	14.9	185	920	4.5	28.2	112	644	2.7	19.3	93	713	2.3	12.2	34	452	.8	6.9
WI '97	86	1183	2.1	15.8	192	828	4.7	28.5	100	583	2.4	17.0	74	563	1.8	10.7	43	427	1.0	9.0
4-Book	81	1260	2.0	14.3	188	828	4.6	28.3	103	587	2.5	16.7	74	603	1.8	10.1	34	401	.8	7.0
FA '96	48	1152	1.2	8.7	119	715	2.9	18.8	41	458	1.0	7.4	45	509	1.1	6.2	27	353	.7	5.1
WYXR-FM																				
FA '97	9	503	.2	1.6	6	146	.1	1.0	6	106	.1	1.1	9	157	.2	1.2	14	227	.3	2.7
SU '97	15	508	.4	2.5	8	108	.2	1.1	18	221	.4	2.2	23	209	.6	3.1	14	159	.3	2.9
SP '97	13	346	.3	2.3	10	82	.2	1.5	17	126	.4	2.9	17	143	.4	2.2	8	165	.2	1.6
WI '97	9	516	.2	1.7	7	132	.2	1.0	12	182	.3	2.0	10	130	.2	1.4	11	230	.3	2.3
4-Book	12	468	.3	2.0	8	117	.2	1.2	13	159	.3	2.1	15	160	.4	2.0	12	195	.3	2.4
FA '96	15	442	.4	2.7	19	201	.5	3.0	15	139	.4	2.7	18	186	.4	2.5	11	171	.3	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WBYN-FM																				
FA '97	16											1	16		.1					
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96																				
WJBR-FM																				
FA '97	2	42	.4		9			1	17	.2		3	34	.1	.4	3	17	.1	.6	
SU '97		41		1	17	.1			7				7				8		.4	
SP '97	2	53	.4	1	28	.2		4	28	.1	.7	1	24	.1		2	26			
WI '97		46			9				7			1	22	.1			8			
4-Book	1	46	.2	1	16	.1		1	15	.2		1	20	.2		1	13		.3	
FA '96	2	46	.4	2	20	.3						4	16	.1	.6	3	26	.1	.6	
WKXV-FM																				
FA '97	1	64	.2	2	22	.3		1	26	.2		4	34	.1	.5				8	
SU '97	3	62	.1	1	11	.1		12	32	.3	1.5	5	38	.1	.7				16	
SP '97	1	61	.2		7			2	28	.3		1	21	.1					7	
WI '97	1	38	.2		9			1	9	.2		1	9	.1					9	
4-Book	2	56	.3	1	12	.1		4	24	.1	.6	3	26	.1	.4				10	
FA '96	1	26	.2	1	10	.2		1	17	.2		1	17	.1		2	19		.4	
+WLEV-FM																				
WFMZ-FM																				
FA '97		8																	8	
SU '97		23						1	8	.1		1	8	.1					8	
SP '97																				
WI '97	1	21	.2	1	21	.1							12			1	9		.2	
4-Book		13	.1		5				2				5				4		.1	
FA '96		18															9			
WPST-FM																				
FA '97	9	396	.2	1.6	6	124	.1	1.0	8	138	.2	1.5	12	223	.3	1.6	12	198	.3	2.3
SU '97	28	635	.7	4.6	12	143	.3	1.7	40	273	1.0	4.9	37	333	.9	5.0	17	289	.4	3.6
SP '97	21	606	.5	3.7	26	252	.6	4.0	22	254	.5	3.8	28	319	.7	3.7	19	267	.5	3.9
WI '97	20	658	.5	3.7	19	213	.5	2.8	9	202	2	1.5	35	359	.9	5.0	20	274	.5	4.2
4-Book	20	574	.5	3.4	16	183	.4	2.4	20	217	.5	2.9	28	309	.7	3.8	17	257	.4	3.5
FA '96	16	566	.4	2.9	9	141	.2	1.4	16	206	.4	2.9	27	315	.7	3.7	18	220	.4	3.4
WRDR-FM																				
FA '97		9																		
SU '97																				
SP '97																				
WI '97		19			9							1	19		.1					
4-Book		7			2								5							
FA '96		19											10					9		
WRFY-FM																				
FA '97		53			1	17	.2		8			1	20		.1				9	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOR -AM																				
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97		9														1	9		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																				
FA '97	558	3885	13.7		625	3089	15.3		534	2413	13.1		734	3310	18.0		521	2756	12.8	
SU '97	609	3930	14.8		705	2980	17.1		812	3040	19.7		740	3212	18.0		478	2768	11.6	
SP '97	562	3928	13.7		657	2999	16.0		581	2433	14.1		762	3197	18.5		492	2776	12.0	
WI '97	543	3866	13.2		673	3028	16.4		588	2300	14.3		694	3240	16.9		478	2767	11.6	
4-Book	568	3902	13.9		665	3024	16.2		629	2547	15.3		733	3240	17.9		492	2767	12.0	
FA '96	550	3917	13.4		633	3029	15.4		555	2426	13.5		726	3263	17.7		527	2983	12.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
FA '97	11	399	.3	1.8	4	108	.1	.9	5	36	.1	1.6	2	7	.3		3	18	.1	.5
4-Book	10	329	.3	1.6	4	145	.1	1.0	8	52	.2	2.7	3	24	.1	.5	3	20	.1	.5
WBEB-FM																				
FA '97	17	293	.4	2.7	11	162	.3	2.4	10	29	.2	3.2	13	51	.3	1.8	4	16	.1	.7
4-Book	15	260	.4	2.2	11	143	.3	2.5	10	31	.2	3.7	19	55	.5	2.7	7	28	.2	1.2
WDAS-AM																				
FA '97		10			3	19	.1	.6												
4-Book		7			2	13		.4												
WDAS-FM																				
FA '97	22	178	.5	3.5	18	156	.4	3.9	17	39	.4	5.4	26	64	.6	3.6	28	49	.7	4.9
4-Book	16	190	.4	2.4	13	140	.3	3.0	12	27	.3	4.2	15	40	.4	2.0	15	39	.4	2.6
WFIL-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97						9														
4-Book		5			1	7		.1		1		.1		1		.1				
WIOQ-FM																				
FA '97	47	820	1.2	7.5	44	625	1.1	9.5	18	111	.4	5.7	49	208	1.2	6.8	65	190	1.6	11.3
4-Book	55	939	1.4	8.2	45	672	1.1	10.4	18	85	.4	6.4	72	280	1.7	10.2	62	208	1.5	10.9
WIP -AM																				
FA '97	31	480	.8	5.0	19	204	.5	4.1	12	35	.3	3.8	39	89	1.0	5.4	24	56	.6	4.2
4-Book	28	397	.7	4.1	14	221	.4	3.2	13	47	.3	4.7	20	68	.5	2.8	13	45	.3	2.4
WJZ-FM																				
FA '97	8	151	.2	1.3	4	78	.1	.9	11	28	.3	3.5	12	39	.3	1.7	3	9	.1	.5
4-Book	5	86	.1	.8	6	64	.1	1.3	4	11	.1	1.2	13	29	.3	1.8	5	16	.1	.9
WMGK-FM																				
FA '97	37	436	.9	5.9	24	321	.6	5.2	20	85	.5	6.3	49	119	1.2	6.8	37	85	.9	6.4
4-Book	32	436	.8	4.8	18	279	.5	4.0	11	56	.3	3.6	32	111	.8	4.6	23	68	.6	4.1
WMMR-FM																				
FA '97	20	409	.5	3.2	11	235	.3	2.4	15	73	.4	4.8	22	103	.5	3.0	15	51	.4	2.6
4-Book	37	543	.9	5.5	16	303	.4	3.6	18	75	.5	6.5	30	124	.7	4.3	23	76	.6	4.1
WUGL-FM																				
FA '97	7	242	.2	1.1	5	144	.1	1.1	7	45	.2	2.2	17	42	.4	2.4	2	17		.3
4-Book	12	238	.3	1.8	8	143	.2	1.7	7	26	.2	2.5	20	49	.5	2.8	6	26	.1	1.1
WPEN-AM																				
FA '97																				
4-Book	2	14	.1	.3	1	11		.1		3		.1								
+WPHI-FM																				
FA '97	83	1094	2.0	13.3	73	920	1.8	15.8	66	199	1.6	21.0	111	365	2.7	15.4	86	295	2.1	15.0
4-Book	79	1036	1.9	11.8	63	731	1.5	14.5	37	119	.9	12.6	98	322	2.4	14.0	95	277	2.3	16.7
WPHT-AM																				
FA '97	1	19		.2	1	7		.2								.2	2	4	.1	.3
4-Book	1	23		.2	1	15		.2					1	4		.2				
WPLY-FM																				
FA '97	45	973	1.1	7.2	37	609	.9	8.0	16	124	.4	5.1	70	237	1.7	9.7	56	189	1.4	9.8
4-Book	56	1041	1.4	8.3	36	653	.9	8.3	16	94	.4	5.8	57	238	1.4	8.1	50	173	1.2	8.9
WURD-AM																				
FA '97	2	43	**	.3	1	26	**	.2	1	8	**	.3	1	8	**	.1	2	8	**	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM FA '97 4-Book	36 103	1241 1221	2.3 2.5	15.4 15.3	87 78	978 858	2.1 1.9	18.8 18.0	62 50	225 167	1.5 1.2	19.7 17.2	141 142	378 412	3.5 3.5	19.5 20.5	125 104	369 296	3.1 2.6	21.8 19.0
WVDB-FM FA '97 4-Book	1 4	24 58	.1 .1	.2 .6	1 2	17 42	.2 .5	.2 .5	1 1	7 7	.5 .5	.5 .5	1 1	4 4	.1 .1	.1 .1	2 2	6 6	.3 .3	.3 .3
WWJZ-AM FA '97 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WXTU-FM FA '97 4-Book	8 12	104 154	.2 .3	1.3 1.8	1 7	41 99	.2 .2	1.7 1.7	3 5	18 25	.1 .1	1.0 1.8	1 11	7 36	.1 .3	1.1 1.6	1 11	7 32	.2 .3	2.0 2.0
+WXXM-FM WFLN-FM FA '97 4-Book	14 6	410 139	.3 .1	2.2 .9	8 5	204 91	.2 .1	1.7 1.2	5 4	45 16	.1 .1	1.6 1.2	17 9	82 32	.4 .2	2.4 1.3	12 5	63 21	.3 .1	2.1 1.0
WYSP-FM FA '97 4-Book	109 120	1003 1124	2.7 2.9	17.4 17.9	49 44	637 560	1.2 1.1	10.6 10.2	13 32	61 92	.3 .8	4.1 11.4	53 65	206 210	1.3 1.6	7.3 9.3	37 55	133 178	.9 1.4	6.4 10.1
WYXR-FM FA '97 4-Book	7 12	293 294	.2 .3	1.1 1.8	10 11	247 218	.2 .3	2.2 2.5	5 7	28 31	.1 .2	1.6 2.4	2 13	28 58	.3 .3	1.9 1.9	3 12	18 53	.1 .3	.5 2.1
WBYN-FM FA '97 4-Book	** **	16 **	** **	** **	** **	8 **	** **	** **	** **	** **	** **	** **	2 **	8 **	.3 **	.3 **	2 **	8 **	.3 **	.3 **
WJBR-FM FA '97 4-Book	1 1	34 33	.2 .2	.2 .2	1 1	32 18	.2 .1	.2 .1	2 1	7 6	.6 .4	.6 .4	1 1	9 4	.1 .1	.1 .1	1 2	7 6	.2 .3	.2 .3
WKXW-FM FA '97 4-Book	2 2	49 45	.3 .3	.3 .3	1 1	23 19	.1 .1	.1 .1	1 1	15 4	.3 .1	.3 .1						2 2	.1 .1	.1 .1
+WLEV-FM WFMZ-FM FA '97 4-Book		9 9				8 6		.1 .1												
WPST-FM FA '97 4-Book	8 21	294 444	.2 .5	1.3 3.1	8 18	180 280	.2 .5	1.7 4.3	4 12	21 44	.1 .3	1.3 4.4	8 30	36 108	.2 .7	1.1 4.4	6 24	45 92	.1 .6	1.0 4.5
WRDR-FM FA '97 4-Book		5 5			1 1	9 2	.2 .1	.2 .1												
WRFY-FM FA '97 4-Book	** **	44 **	** **	** **	** **	9 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WDR -AM FA '97 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
TOTALS FA '97 4-Book	625 672	3771 3788	15.3 16.4		462 432	3143 3113	11.3 10.5		315 284	979 843	7.7 6.9		723 698	1781 1799	17.7 17.0		574 557	1374 1390	14.0 13.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 12-24																					
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																							
FA '97						12	26	.3	5.0	9	36	.2	1.8	1	8	.2		2	18	.6			
4-Book		1	7	.1		9	45	.2	4.5	4	24	.1	.9	3	16	.1	.7	3	26	.1	1.0		
WBEB-FM																							
FA '97		7	33	.2	1.5	17	39	.4	7.1	19	49	.5	3.9	17	57	.4	3.5	3	14	.1	.9		
4-Book		7	38	.2	1.7	8	19	.2	3.4	16	33	.4	3.5	10	36	.2	2.1	5	29	.1	1.6		
WDAS-AM																							
FA '97						5	10	.1	2.1	7	19	.2	1.4	5	10	.1	1.0	5	10	.1	1.4		
4-Book						3	7	.1	1.5	3	9	.1	.6	4	5	.1	.7	2	5		.5		
WDAS-FM																							
FA '97		20	52	.5	4.2	10	10	.2	4.2	20	58	.5	4.1	15	33	.4	3.1	5	15	.1	1.4		
4-Book		14	37	.4	3.2	7	15	.2	3.7	14	36	.3	3.0	13	28	.3	2.7	14	37	.3	4.5		
WFIL-AM																							
FA '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																							
FA '97						2	9		.8														
4-Book						2	7	.1	1.2	1	3		.1										
WIOQ-FM																							
FA '97		74	185	1.8	15.7	7	42	.2	2.9	43	143	1.1	8.7	47	141	1.2	9.7	44	144	1.1	12.6		
4-Book		62	209	1.5	14.3	11	48	.3	5.4	45	160	1.1	9.9	51	160	1.3	11.3	34	110	.8	10.2		
WIP -AM																							
FA '97		10	24	.2	2.1	11	27	.3	4.6	28	81	.7	5.7	27	64	.7	5.6	3	25	.1	.9		
4-Book		12	39	.3	2.6	6	29	.2	3.0	18	65	.4	3.8	16	48	.4	3.5	13	49	.3	4.3		
WJZ-FM																							
FA '97		5	12	.1	1.1																		
4-Book		3	11	.1	.8	3	11	.1	1.5	9	17	.2	2.1	3	10	.1	.7	4	11	.1	1.2		
WMGK-FM																							
FA '97		16	55	.4	3.4	8	44	.2	3.4	28	97	.7	5.7	27	94	.7	5.6	6	44	.1	1.7		
4-Book		9	51	.2	2.0	9	32	.2	4.0	20	73	.5	4.4	26	79	.7	5.5	11	54	.3	3.5		
WMMR-FM																							
FA '97		11	55	.3	2.3	8	50	.2	3.4	9	53	.2	1.8	2	20		.4	6	28	.1	1.7		
4-Book		11	58	.3	2.5	7	29	.2	3.5	16	69	.4	3.6	14	56	.3	3.2	8	45	.2	2.4		
WOGL-FM																							
FA '97			8			2	17		.8	2	29		.4	6	35	.1	1.2	4	28	.1	1.1		
4-Book		5	36	.1	1.2	3	13	.1	1.5	7	36	.2	1.7	4	15	.1	.9	5	23	.1	1.5		
WPEN-AM																							
FA '97										1	4		.2	3	5	.1	.7						
4-Book																							
+WPHI-FM																							
FA '97		79	298	1.9	16.7	42	166	1.0	17.6	52	208	1.3	10.5	81	245	2.0	16.7	63	183	1.5	18.0		
4-Book		77	254	1.9	17.6	23	82	.5	10.8	50	182	1.2	11.2	73	223	1.8	15.6	47	156	1.1	14.6		
WPHT-AM																							
FA '97		4	7	.1	.8					1	7		.2	2	7		.4						
4-Book		3	7	.1	.7					2	9		.3	1	7		.3						
WPLY-FM																							
FA '97		57	165	1.4	12.1	9	46	.2	3.8	28	165	.7	5.7	28	128	.7	5.8	27	142	.7	7.7		
4-Book		41	185	1.0	9.6	15	74	.4	7.8	39	180	1.0	8.7	39	154	1.0	8.4	27	135	.7	8.3		
WURD-AM																							
FA '97		**	**	**	**	**	**	**	**	4	19	.1	.8	1	11		.2	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM FA '97 4-Book	91 86	316 302	2.2 2.1	19.3 20.1	52 38	174 120	1.3 .9	21.8 18.2	72 65	267 203	1.8 1.6	14.6 14.3	73 68	241 213	1.8 1.7	15.1 14.7	74 58	219 199	1.8 1.4	21.1 17.6
WDOB-FM FA '97 4-Book					2 1	9 4	.8 .4		4 7	9 24	.1 .2	.8 1.6	2 1	8 7	.4 .3		2 6			.4
WWJZ-AM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM FA '97 4-Book	6	26	.2	1.5	6	32	.1	3.2	8	32	.2	1.9	6	23	.1	1.2	5	22	.1	1.7
+WXXM-FM WFLN-FM FA '97 4-Book	4 2	41 12	.1 .3	.8 .3	2 2	16 11	.8 1.3		9 7	61 36	.2 .2	1.8 1.4	6 11	34 25	.1 .3	1.2 2.4	5 4	43 23	.1 .1	1.4 1.2
WYSP-FM FA '97 4-Book	41 37	116 104	1.0 .9	8.7 8.4	9 18	34 53	.2 .4	3.8 9.3	101 56	339 203	2.5 1.4	20.5 12.4	93 54	302 178	2.3 1.3	19.2 11.9	38 31	148 126	.9 .7	10.9 9.5
WYXR-FM FA '97 4-Book	13 12	70 49	.3 .3	2.8 2.8	14 6	36 22	.3 .1	5.9 2.7	9 10	48 39	.2 .3	1.8 2.2	9 9	55 39	.2 .2	1.9 2.0	25 14	78 51	.6 .3	7.1 4.2
WBYN-FM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM FA '97 4-Book	1	2		.1	2 1	9 2	.8 .2		2 1	9 2	.4 .1		1 1	8 4	.2 .2		1 1	7 6	.3 .2	
WKXW-FM FA '97 4-Book						7 5			2	10		.5	1 1	8 4	.2 .3			2		.1
+WLEV-FM WFMZ-FM FA '97 4-Book					3	4	.1	1.2									1	8 2	.3 .1	
WPST-FM FA '97 4-Book	8 11	44 66	.2 .3	1.7 2.6	8	36	.2	4.3	6 21	32 78	.1 .5	1.2 4.6	5 23	42 85	.1 .6	1.0 5.0	21 16	70 64	.5 .4	6.0 4.9
WRDR-FM FA '97 4-Book					4 1	9 2	.1 .4	1.7	1	9 2	.2 .1									
WRFY-FM FA '97 4-Book	**	**	**	**	**	**	**	**	**	3 **	9 **	.1 **	.6 **	**	**	**	**	**	**	**
WOR -AM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS FA '97 4-Book	472 433	1393 1287	11.6 10.6		238 203	757 646	5.8 5.0		493 451	1444 1331	12.1 11.0		485 461	1232 1164	11.9 11.2		350 322	1066 1005	8.6 7.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
FA '97	23	992	.4	2.0	61	557	1.1	3.8	20	334	.3	1.2	25	373	.4	1.8	9	193	.2	1.4
SU '97	22	1044	.4	1.9	62	644	1.1	3.6	15	224	.3	.8	26	446	.4	1.9	8	204	.1	1.3
SP '97	24	908	.4	2.0	73	711	1.2	4.4	13	259	.2	.7	24	324	.4	1.6	10	183	.2	1.6
WI '97	33	1211	.6	2.9	98	735	1.7	6.1	26	386	.4	1.6	35	459	.6	2.5	13	357	.2	2.0
4-Book	26	1039	.5	2.2	74	662	1.3	4.5	19	301	.3	1.1	28	401	.5	2.0	10	234	.2	1.6
FA '96	28	1167	.5	2.4	76	795	1.3	4.8	18	356	.3	1.1	36	502	.6	2.5	13	259	.2	1.9
WBEB-FM																				
FA '97	25	631	.4	2.2	33	367	.6	2.1	33	204	.6	2.0	26	248	.5	1.8	12	196	.2	1.9
SU '97	26	520	.4	2.2	32	226	.5	1.9	41	232	.7	2.3	19	201	.3	1.4	10	161	.2	1.6
SP '97	24	511	.4	2.0	32	228	.5	1.9	48	214	.8	2.7	32	218	.5	2.2	10	129	.2	1.6
WI '97	32	629	.5	2.8	45	238	.8	2.8	59	267	1.0	3.6	30	269	.5	2.1	11	173	.2	1.7
4-Book	27	573	.4	2.3	36	265	.6	2.2	45	229	.8	2.7	27	234	.5	1.9	11	165	.2	1.7
FA '96	35	674	.6	3.0	38	327	.6	2.4	60	321	1.0	3.6	43	338	.7	3.0	26	256	.4	3.7
WDAS-AM																				
FA '97	4	62	.1	.4	6	27	.1	.4	5	18	.1	.3	3	29	.1	.2	3	9	.1	.5
SU '97	1	25	.1	.1									1	8	.1	.1	2	8	.1	.3
SP '97	2	55	.2	.2		8			2	17	.1	.1	2	17	.1	.1	2	8	.1	.3
WI '97	3	43	.1	.3					2	9	.1	.1	2	9	.1	.1	2	9	.1	.3
4-Book	3	46	.1	.3	2	9	.1	.1	2	11	.1	.1	2	16	.1	.1	2	9	.1	.4
FA '96	1	58	.1	.1		18			1	8	.1	.1	1	11	.1	.1				
WDAS-FM																				
FA '97	48	637	.8	4.2	60	290	1.0	3.8	64	322	1.1	3.9	54	331	.9	3.8	37	303	.6	5.9
SU '97	46	659	.8	3.9	53	292	.9	3.1	70	286	1.2	3.9	59	277	1.0	4.2	28	257	.5	4.5
SP '97	51	605	.9	4.3	60	310	1.0	3.6	73	350	1.2	4.1	49	310	.8	3.3	39	242	.7	6.1
WI '97	48	632	.8	4.2	57	360	1.0	3.5	68	282	1.2	4.1	58	370	1.0	4.2	31	215	.5	4.7
4-Book	48	633	.8	4.2	58	313	1.0	3.5	69	310	1.2	4.0	55	322	.9	3.9	34	254	.6	5.3
FA '96	57	684	1.0	4.9	59	275	1.0	3.7	68	353	1.2	4.1	82	384	1.4	5.7	59	345	1.0	8.5
WFIL-AM																				
FA '97		18																		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	1	18	.1	.1	1	18	.1	.1	10	10	.1	.1	1	18	.1	.1	1	10	.1	.2
WI '97	2	70	.2	.2	4	26	.1	.2	2	27	.1	.1	1	21	.1	.1		22		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		10																		
WHAT-AM																				
FA '97	3	31	.1	.3	5	22	.1	.3	3	9	.1	.2	6	9	.1	.4				
SU '97	3	17	.1	.3	5	17	.1	.3		8			5	17	.1	.4	4	17	.1	.6
SP '97	2	19	.2	.2	1	8	.1	.1	3	8	.1	.2	1	14	.1	.1	1	8	.1	.2
WI '97	6	45	.1	.5	14	28	.2	.9	11	28	.2	.7	2	9	.1	.1	1	9	.1	.2
4-Book	4	28	.1	.3	6	19	.1	.4	4	13	.1	.3	4	12	.1	.3	2	9	.1	.3
FA '96	5	69	.1	.4	6	51	.1	.4	6	20	.1	.4	6	20	.1	.4	4	20	.1	.6
W100-FM																				
FA '97	62	1067	1.1	5.4	52	467	.9	3.3	90	629	1.6	5.5	68	576	1.2	4.8	51	415	.9	8.2
SU '97	60	1275	1.0	5.1	51	401	.9	3.0	83	688	1.4	4.7	76	676	1.3	5.4	41	534	.7	6.6
SP '97	78	1184	1.3	6.6	57	466	1.0	3.5	108	610	1.8	6.1	117	776	2.0	7.9	57	487	1.0	8.9
WI '97	62	1216	1.1	5.5	55	436	.9	3.4	90	618	1.5	5.5	74	728	1.3	5.3	48	526	.8	7.3
4-Book	66	1186	1.1	5.7	54	443	.9	3.3	93	636	1.6	5.5	84	689	1.5	5.9	49	491	.9	7.8
FA '96	66	1433	1.1	5.7	60	539	1.0	3.8	74	742	1.3	4.5	81	792	1.4	5.7	69	679	1.2	9.9
WIP -AM																				
FA '97	77	1271	1.3	6.7	124	782	2.2	7.8	113	660	2.0	6.9	125	829	2.2	8.8	19	351	.3	3.0
SU '97	76	1131	1.3	6.4	128	697	2.2	7.5	106	638	1.8	6.0	106	752	1.8	7.6	29	343	.5	4.7
SP '97	57	1080	1.0	4.8	91	480	1.6	5.5	78	384	1.3	4.4	91	563	1.6	6.2	30	382	.5	4.7
WI '97	65	1185	1.1	5.7	95	653	1.6	5.9	102	498	1.7	6.2	82	676	1.4	5.9	39	417	.7	6.0
4-Book	69	1167	1.2	5.9	110	653	1.9	6.7	100	545	1.7	5.9	101	705	1.8	7.1	29	373	.5	4.6
FA '96	77	1189	1.3	6.7	115	630	2.0	7.2	127	592	2.2	7.7	117	763	2.0	8.2	29	346	.5	4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
FA '97	35	505	.6	3.1	18	170	.3	1.1	47	256	.8	2.9	56	334	1.0	4.0	33	242	.6	5.3
SU '97	17	390	.3	1.4	15	118	.3	.9	18	136	.3	1.0	15	151	.3	1.1	12	137	.2	1.9
SP '97	25	317	.4	2.1	40	156	.7	2.4	42	156	.7	2.4	27	137	.5	1.8	9	138	.2	1.4
WI '97	25	389	.4	2.2	19	116	.3	1.2	30	167	.5	1.8	35	189	.6	2.5	21	162	.4	3.2
4-Book	26	400	.4	2.2	23	140	.4	1.4	34	179	.6	2.0	33	203	.6	2.4	19	170	.4	3.0
FA '96	20	445	.3	1.7	22	212	.4	1.4	27	196	.5	1.6	30	246	.5	2.1	15	283	.3	2.2
WMGK-FM																				
FA '97	82	1212	1.4	7.2	75	526	1.3	4.7	154	658	2.7	9.4	126	723	2.2	8.9	37	396	.6	5.9
SU '97	87	1348	1.5	7.4	95	628	1.6	5.6	147	744	2.5	8.3	137	842	2.3	9.8	35	428	.6	5.7
SP '97	71	1279	1.2	6.0	87	587	1.5	5.3	116	579	2.0	6.6	84	785	1.4	5.7	35	492	.6	5.4
WI '97	75	1236	1.3	6.6	78	412	1.3	4.8	147	623	2.5	8.9	83	734	1.4	5.9	37	481	.6	5.7
4-Book	79	1269	1.4	6.8	84	538	1.4	5.1	141	651	2.4	8.3	108	771	1.8	7.6	36	449	.6	5.7
FA '96	89	1243	1.5	7.7	105	651	1.8	6.6	165	676	2.8	9.9	105	732	1.8	7.3	43	380	.7	6.2
WMMR-FM																				
FA '97	71	1456	1.2	6.2	88	676	1.5	5.5	120	745	2.1	7.4	104	821	1.8	7.3	32	337	.6	5.1
SU '97	104	1607	1.8	8.8	139	777	2.4	8.2	204	841	3.5	11.5	126	870	2.1	9.0	36	477	.6	5.8
SP '97	119	1791	2.0	10.0	153	964	2.6	9.3	204	915	3.5	11.5	139	1159	2.4	9.4	56	697	1.0	8.7
WI '97	83	1523	1.4	7.3	89	604	1.5	5.5	155	832	2.6	9.4	117	862	2.0	8.4	32	428	.5	4.9
4-Book	94	1594	1.6	8.1	117	755	2.0	7.1	171	833	2.9	10.0	122	928	2.1	8.5	39	485	.7	6.1
FA '96	87	1701	1.5	7.6	106	798	1.8	6.7	146	750	2.5	8.8	118	989	2.0	8.2	45	441	.8	6.5
WGL-FM																				
FA '97	19	484	.3	1.7	18	154	.3	1.1	41	193	.7	2.5	27	243	.5	1.9	8	153	.1	1.3
SU '97	34	559	.6	2.9	44	231	.7	2.6	71	259	1.2	4.0	35	297	.6	2.5	8	166	.1	1.3
SP '97	25	590	.4	2.1	22	238	.4	1.3	28	228	.5	1.6	29	329	.5	2.0	20	196	.3	3.1
WI '97	19	445	.3	1.7	23	196	.4	1.4	37	197	.6	2.2	22	228	.4	1.6	6	109	.1	.9
4-Book	24	520	.4	2.1	27	205	.5	1.6	44	219	.8	2.6	28	274	.5	2.0	11	156	.2	1.7
FA '96	30	504	.5	2.6	36	204	.6	2.3	45	201	.8	2.7	36	283	.6	2.5	15	94	.3	2.2
WPEN-AM																				
FA '97	2	62	.2	.2		8			3	14	.1	.2	3	25	.1	.2		9		
SU '97	3	75	.1	.3	3	17	.1	.2	7	33	.1	.4	5	25	.1	.4				
SP '97	2	27	.2	.2	1	9		.1	2	9		.1	6	9	.1	.4	1	9		.2
WI '97	2	65	.2	.2	1	21		.1	2	10		.1	1	12		.1		12		
4-Book	2	57	.2	.2	1	14		.1	4	17	.1	.2	4	18	.1	.3		8		.1
FA '96	5	74	.1	.4	4	21	.1	.3	15	42	.3	.9	2	31		.1	1	11		.1
+WPHI-FM																				
FA '97	65	1022	1.1	5.7	67	432	1.2	4.2	64	496	1.1	3.9	82	623	1.4	5.8	60	550	1.0	9.6
SU '97	102	1242	1.7	8.6	97	634	1.7	5.7	136	693	2.3	7.7	140	914	2.4	10.0	96	758	1.6	15.5
SP '97	72	1021	1.2	6.1	52	385	.9	3.2	84	582	1.4	4.7	120	706	2.0	8.1	64	502	1.1	9.9
WI '97	71	1051	1.2	6.3	66	416	1.1	4.1	100	540	1.7	6.1	95	684	1.6	6.8	61	499	1.0	9.3
4-Book	78	1084	1.3	6.7	71	467	1.2	4.3	96	578	1.6	5.6	109	732	1.9	7.7	70	577	1.2	11.1
FA '96	54	1205	.9	4.7	47	440	.8	3.0	87	629	1.5	5.2	93	755	1.6	6.5	31	526	.5	4.4
WPHT-AM																				
FA '97	2	103	.2	.2	6	45	.1	.4	4	38	.1	.2	2	27		.1		8		
SU '97	4	195	.1	.3	4	27	.1	.2	2	47		.1	4	64	.1	.3	6	73	.1	1.0
SP '97	2	182	.2	.2	3	30	.1	.2	2	44		.1	2	17		.1	5	73	.1	.8
WI '97	2	108	.2	.2	4	36	.1	.2		12			4	62	.1	.3	1	18		.2
4-Book	3	147	.2	.2	4	35	.1	.3	2	35		.1	3	43	.1	.2	3	43	.1	.5
FA '96	3	54	.1	.3	7	20	.1	.4	10	31	.2	.6	2	32		.1		10		
WPLY-FM																				
FA '97	60	1389	1.0	5.3	62	546	1.1	3.9	75	669	1.3	4.6	78	828	1.4	5.5	48	543	.8	7.7
SU '97	68	1630	1.2	5.8	98	674	1.7	5.8	90	672	1.5	5.1	82	989	1.4	5.9	50	683	.9	8.1
SP '97	69	1495	1.2	5.8	101	683	1.7	6.1	102	729	1.7	5.8	81	863	1.4	5.5	36	548	.6	5.6
WI '97	73	1439	1.2	6.4	86	628	1.5	5.3	116	757	2.0	7.0	96	884	1.6	6.9	32	445	.5	4.9
4-Book	68	1488	1.2	5.8	87	633	1.5	5.3	96	707	1.6	5.6	84	891	1.5	6.0	42	555	.7	6.6
FA '96	62	1474	1.1	5.4	81	743	1.4	5.1	96	643	1.6	5.8	79	759	1.3	5.5	32	575	.5	4.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
FA '97	7	100	.1	.6	18	80	.3	1.1	8	80	.1	.5	5	63	.1	.4	1	32		.2
SU '97	3	64	.1	.3	5	44	.1	.3	2	20		.1	4	30	.1	.3	1	15		.2
SP '97	2	39		.2	2	16		.1					6	39	.1	.4	2	23		.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	92	1211	1.6	8.1	80	579	1.4	5.0	105	640	1.8	6.4	116	722	2.0	8.2	90	664	1.6	14.4
SU '97	107	1239	1.8	9.1	100	690	1.7	5.9	156	767	2.7	8.8	114	744	1.9	8.2	95	665	1.6	15.4
SP '97	94	1200	1.6	7.9	84	520	1.4	5.1	133	722	2.3	7.5	114	698	1.9	7.7	84	612	1.4	13.0
WI '97	122	1286	2.1	10.8	111	649	1.9	6.9	138	720	2.4	8.4	172	876	2.9	12.3	133	669	2.3	20.3
4-Book	104	1234	1.8	9.0	94	610	1.6	5.7	133	712	2.3	7.8	129	760	2.2	9.1	101	653	1.7	15.8
FA '96	115	1367	2.0	10.0	103	596	1.8	6.5	130	771	2.2	7.8	140	766	2.4	9.8	123	845	2.1	17.6
WVDB-FM																				
FA '97	9	209	.2	.8	9	67	.2	.6	27	120	.5	1.7	6	62	.1	.4	3	33	.1	.5
SU '97	17	408	.3	1.4	7	72	.1	.4	35	186	.6	2.0	23	134	.4	1.6	7	68	.1	1.1
SP '97	15	320	.3	1.3	17	93	.3	1.0	26	132	.4	1.5	27	162	.5	1.8	4	57	.1	.6
WI '97	22	385	.4	1.9	11	76	.2	.7	51	156	.9	3.1	44	242	.7	3.1	3	50	.1	.5
4-Book	16	331	.3	1.4	11	77	.2	.7	35	149	.6	2.1	25	150	.4	1.7	4	52	.1	.7
FA '96	16	393	.3	1.4	11	83	.2	.7	33	185	.6	2.0	16	165	.3	1.1	10	129	.2	1.4
WVJZ-AM																				
FA '97																				
SU '97		17											1	17		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	25	387	.4	2.2	40	199	.7	2.5	28	175	.5	1.7	24	201	.4	1.7	17	177	.3	2.7
SU '97	32	482	.5	2.7	42	231	.7	2.5	57	255	1.0	3.2	33	265	.6	2.4	7	144	.1	1.1
SP '97	30	439	.5	2.5	43	282	.7	2.6	54	186	.9	3.1	24	245	.4	1.6	12	143	.2	1.9
WI '97	37	435	.6	3.3	48	253	.8	3.0	51	299	.9	3.1	44	286	.7	3.1	29	207	.5	4.4
4-Book	31	436	.5	2.7	43	241	.7	2.7	48	229	.8	2.8	31	249	.5	2.2	16	168	.3	2.5
FA '96	42	468	.7	3.6	54	263	.9	3.4	57	268	1.0	3.4	57	329	1.0	4.0	23	211	.4	3.3
+WXXM-FM																				
WFLN-FM																				
FA '97	37	804	.6	3.2	22	260	.4	1.4	58	341	1.0	3.6	64	502	1.1	4.5	21	276	.4	3.4
SU '97	6	190	.1	.5	8	86	.1	.5	6	41	.1	.3	8	103	.1	.6	3	51	.1	.5
SP '97	6	168	.1	.5	3	34	.1	.2	8	45	.1	.5	10	74	.2	.7	4	49	.1	.6
WI '97	8	193	.1	.7	8	83	.1	.5	8	66	.1	.5	11	116	.2	.8	7	108	.1	1.1
4-Book	14	339	.2	1.2	10	116	.2	.7	20	123	.3	1.2	23	199	.4	1.7	9	121	.2	1.4
FA '96	11	219	.2	1.0	9	92	.2	.6	12	71	.2	.7	7	74	.1	.5	11	111	.2	1.6
WYSP-FM																				
FA '97	204	2560	3.5	17.9	540	1818	9.4	33.9	288	1489	5.0	17.7	169	1089	2.9	11.9	40	599	.7	6.4
SU '97	196	2545	3.3	16.6	554	1801	9.4	32.5	252	1377	4.3	14.2	165	1225	2.8	11.8	50	653	.9	8.1
SP '97	224	2545	3.8	18.9	506	1770	8.6	30.8	359	1475	6.1	20.3	243	1407	4.1	16.5	56	666	1.0	8.7
WI '97	195	2529	3.3	17.2	538	1830	9.2	33.3	238	1299	4.1	14.4	169	1121	2.9	12.1	55	699	.9	8.4
4-Book	205	2545	3.5	17.7	535	1805	9.2	32.6	284	1410	4.9	16.7	187	1211	3.2	13.1	50	654	.9	7.9
FA '96	157	2493	2.7	13.6	414	1609	7.1	26.1	179	1202	3.1	10.8	138	1185	2.4	9.6	51	753	.9	7.3
WYXR-FM																				
FA '97	21	686	.4	1.8	20	267	.3	1.3	27	166	.5	1.7	31	287	.5	2.2	20	287	.3	3.2
SU '97	26	696	.4	2.2	17	124	.3	1.0	35	270	.6	2.0	26	307	.4	1.9	25	258	.4	4.0
SP '97	23	551	.4	1.9	23	205	.4	1.4	39	200	.7	2.2	31	296	.5	2.1	13	191	.2	2.0
WI '97	23	768	.4	2.0	23	274	.4	1.4	42	321	.7	2.5	27	289	.5	1.9	11	206	.2	1.7
4-Book	23	675	.4	2.0	21	218	.4	1.3	36	239	.6	2.1	29	295	.5	2.0	17	236	.3	2.7
FA '96	42	798	.7	3.6	51	356	.9	3.2	64	366	1.1	3.9	60	420	1.0	4.2	19	285	.3	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97		17			1	9	.1							8						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		11			1	11	.1													
WJBR-FM																				
FA '97	2	76	.2		3	41	.1	.2	1	19	.1	.1	3	19	.1	.2	2	19		.3
SU '97	2	85	.2		1	18	.1	.1	3	29	.1	.2	2	31	.1	.1	1	27		.2
SP '97	3	76	.1	.3	5	44	.1	.3	5	37	.1	.3	3	28	.1	.2	2	23		.3
WI '97	1	96	.1	.1	3	21	.1	.2	1	29	.1	.1	2	35	.1	.1	1	25		.2
4-Book	2	83	.2	.2	3	31	.1	.2	3	29	.1	.2	3	28	.1	.2	2	24		.3
FA '96	9	98	.2	.8	7	62	.1	.4	9	30	.2	.5	13	58	.2	.9	9	45	.2	1.3
WKXV-FM																				
FA '97	11	136	.2	1.0	12	39	.2	.8	10	37	.2	.6	24	98	.4	1.7	6	33	.1	1.0
SU '97	9	187	.2	.8	1	18	.1	.1	23	79	.4	1.3	17	109	.3	1.2	3	62	.1	.5
SP '97	3	152	.1	.3	2	39	.1	.1	5	49	.1	.3	2	48	.1	.1	1	18		.2
WI '97	7	138	.1	.6	16	39	.3	1.0	12	60	.2	.7	4	57	.1	.3	1	21		.2
4-Book	8	153	.2	.7	8	34	.1	.5	13	56	.2	.7	12	78	.2	.8	3	34	.1	.5
FA '96	6	49	.1	.5	12	29	.2	.8	13	38	.2	.8	2	29	.1	.1	3	19	.1	.4
+WLEV-FM																				
WFMZ-FM																				
FA '97		21											1	10		.1				
SU '97	1	63		.1	2	13		.1	1	8		.1	1	21		.1	1	22		.2
SP '97																				
WI '97	2	65		.2	1	33		.1	1	11		.1	2	34		.1	3	31		.5
4-Book	1	37		.1	1	12		.1	1	5		.1	1	16		.1	1	13		.2
FA '96	1	30		.1	1	10		.1	3	10		.1	1	10		.1				
WPST-FM																				
FA '97	10	546	.2	.9	14	238	.2	.9	11	191	.2	.7	14	277	.2	1.0	8	149	.1	1.3
SU '97	29	749	.5	2.5	24	209	.4	1.4	51	259	.9	2.9	40	419	.7	2.9	14	230	.2	2.3
SP '97	32	747	.5	2.7	37	307	.6	2.2	49	349	.8	2.8	48	477	.8	3.3	19	279	.3	3.0
WI '97	26	631	.4	2.3	34	199	.6	2.1	36	263	.6	2.2	42	379	.7	3.0	13	183	.2	2.0
4-Book	24	668	.4	2.1	27	238	.5	1.7	37	266	.6	2.2	36	388	.6	2.6	14	210	.2	2.2
FA '96	23	718	.4	2.0	13	220	.2	.8	46	332	.8	2.8	37	402	.6	2.6	9	279	.2	1.3
WRDR-FM																				
FA '97	1	17		.1					2	17		.1	2	11		.1				
SU '97		9				9				9										
SP '97	2	25		.2	3	15		.1	6	10		.1	2	25		.1				
WI '97																				
4-Book	1	13		.1	1	6		.1	2	9		.1	1	9		.1				
FA '96	1	16		.1	1	7		.1	2	7		.1	1	16		.1				
WRFY-FM																				
FA '97	3	101	.1	.3	6	46	.1	.4	5	38	.1	.3	4	55	.1	.3	1	28		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	9			**	**	**	**	**	**	**	**	**	**	**	**	1	9		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1141	5637	19.8		1593	4952	27.7		1631	4437	28.4		1417	5010	24.6		625	3506	10.9	
SU '97	1182	5739	20.1		1703	5027	29.0		1774	4520	30.2		1395	5111	23.8		618	3647	10.5	
SP '97	1188	5701	20.2		1645	4948	28.0		1769	4504	30.1		1473	4968	25.1		644	3756	11.0	
WI '97	1132	5657	19.3		1617	4925	27.6		1648	4381	28.1		1397	4972	23.8		654	3786	11.1	
4-Book	1161	5684	19.9		1640	4963	28.1		1706	4461	29.2		1421	5015	24.3		635	3674	10.9	
FA '96	1152	5750	19.6		1588	5001	27.1		1659	4617	28.3		1432	5046	24.4		697	3992	11.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	34	918	.6	2.2	12	270	.2	1.6	37	143	.6	5.7	1	10	.1	6	35	.1	.7	
4-Book	38	926	.7	2.4	13	405	.2	1.8	34	178	.6	5.4	11	80	.2	9	51	.2	.9	
WBEB-FM																				
FA '97	31	509	.5	2.0	23	342	.4	3.1	22	55	.4	3.4	28	99	.5	2.3	19	66	.3	2.2
4-Book	37	433	.6	2.3	20	272	.4	2.8	20	62	.4	3.2	36	111	.6	3.0	23	63	.4	2.6
WDAS-AM																				
FA '97	5	37	.1	.3	4	44	.1	.5					1	6	.1					
4-Book	2	20		.1	4	36	.1	.5		2			1	3	.1					
WDAS-FM																				
FA '97	60	478	1.0	3.9	35	346	.6	4.7	26	59	.5	4.0	47	142	.8	3.8	58	121	1.0	6.7
4-Book	61	492	1.0	3.8	34	365	.6	4.7	31	87	.6	4.9	54	139	.9	4.3	41	113	.7	4.5
WFIL-AM																				
FA '97					1	18		.1					4	9	.1	.3	2	9		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	4	22	.1	.3	2	19		.3					7	9	.1	.6	3	9	.1	.3
4-Book	5	23	.1	.3	2	16		.2	1	3		.1	6	8	.1	.5	1	2		.1
WIOD-FM																				
FA '97	72	852	1.3	4.6	51	641	.9	6.9	27	145	.5	4.2	69	259	1.2	5.6	87	218	1.5	10.0
4-Book	78	954	1.4	4.9	53	690	.9	7.3	31	125	.6	4.8	83	295	1.4	6.5	80	222	1.4	8.8
WIP -AM																				
FA '97	120	1173	2.1	7.7	39	481	.7	5.3	35	143	.6	5.4	77	234	1.3	6.3	46	119	.8	5.3
4-Book	103	1021	1.8	6.5	34	505	.6	4.7	38	128	.7	5.9	54	194	.9	4.4	39	126	.7	4.3
WJZZ-FM																				
FA '97	41	407	.7	2.6	25	270	.4	3.4	22	71	.4	3.4	71	150	1.2	5.8	22	55	.4	2.5
4-Book	31	293	.5	1.9	21	229	.4	2.9	20	73	.4	3.2	45	100	.8	3.6	25	68	.4	2.8
WMGK-FM																				
FA '97	121	1022	2.1	7.8	42	541	.7	5.7	40	158	.7	6.2	82	272	1.4	6.7	58	153	1.0	6.7
4-Book	113	1049	2.0	7.1	47	601	.8	6.4	35	144	.6	5.5	96	283	1.6	7.8	72	198	1.2	8.0
WMMR-FM																				
FA '97	105	1252	1.8	6.8	37	646	.6	5.0	45	153	.8	7.0	107	341	1.9	8.7	44	148	.8	5.1
4-Book	139	1346	2.4	8.7	52	762	.9	7.0	51	181	.9	8.0	107	366	1.8	8.5	68	229	1.2	7.3
WUGL-FM																				
FA '97	29	357	.5	1.9	7	168	.1	.9	5	39	.1	.8	18	49	.3	1.5	2	21		.2
4-Book	34	398	.6	2.1	16	235	.3	2.2	17	59	.3	2.6	32	82	.6	2.5	19	68	.3	2.0
WPEN-AM																				
FA '97	2	33		.1	2	19		.3									3	3	.1	.3
4-Book	3	36	.1	.2	2	28		.3	1	5		.1	2	8		.2	3	3	.1	.3
+WPHI-FM																				
FA '97	71	817	1.2	4.6	59	652	1.0	8.0	57	102	1.0	8.8	79	257	1.4	6.4	63	182	1.1	7.2
4-Book	93	934	1.6	5.8	56	638	1.0	7.6	34	103	.6	5.3	92	284	1.6	7.3	76	222	1.3	8.2
WPHT-AM																				
FA '97	4	81	.1	.3		22							1	4		.1	3	9	.1	.4
4-Book	3	90	.1	.2	2	54		.3												
WPLY-FM																				
FA '97	72	1192	1.3	4.6	47	679	.8	6.3	40	198	.7	6.2	91	335	1.6	7.4	66	205	1.1	7.6
4-Book	89	1284	1.5	5.6	47	772	.8	6.4	35	152	.6	5.7	83	326	1.4	6.7	59	220	1.0	6.5
WURD-AM																				
FA '97	10	100	.2	.6	6	61	.1	.8	20	30	.3	3.1	4	28	.1	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM FA '97 4-Book	100 120	1015 1058	1.7 2.0	6.4 7.5	76 77	759 763	1.3 1.3	10.3 10.5	54 54	157 161	.9 .9	8.4 8.5	121 130	352 335	2.1 2.2	9.9 10.6	112 96	266 254	1.9 1.7	12.9 10.5
WWDB-FM FA '97 4-Book	15 25	154 242	.3 .4	1.0 1.6	4 9	57 131	.1 .1	.5 1.2	3 3	18 18	.1 .1	.5 .5	3 3	8 11	.1 .1	.1 .3	2 3	9 8	.1 .1	.2 .3
WWJZ-AM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM FA '97 4-Book	30 41	310 356	.5 .7	1.9 2.6	20 22	197 239	.3 .4	2.7 3.0	23 25	79 77	.4 .5	3.6 4.0	27 35	92 114	.5 .6	2.2 2.8	24 28	62 83	.4 .5	2.8 3.0
+WXMM-FM WFLN-FM FA '97 4-Book	49 18	682 271	.9 .3	3.2 1.2	27 11	400 161	.5 .2	3.6 1.5	50 15	137 43	.9 .3	7.8 2.3	89 29	248 88	1.5 .5	7.3 2.4	19 6	90 35	.3 .1	2.2 .7
WYSP-FM FA '97 4-Book	329 331	2303 2348	5.7 5.7	21.2 20.7	93 84	1242 1058	1.6 1.4	12.6 11.5	30 75	125 214	.5 1.3	4.7 12.2	80 123	333 425	1.4 2.1	6.5 9.8	70 91	273 296	1.2 1.5	8.0 9.9
WYXR-FM FA '97 4-Book	26 29	448 459	.5 .5	1.7 1.9	13 18	315 336	.2 .3	1.8 2.5	4 18	38 58	.1 .3	.6 2.8	8 29	70 124	.1 .5	.7 2.4	16 23	72 98	.3 .4	1.8 2.5
WBYN-FM FA '97 4-Book	**	17 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM FA '97 4-Book	2 3	50 58	.1 .1	.1 .1	3 3	57 36	.1 .1	.4 .4	3 5	8 13	.1 .1	.5 .9	7 6	19 19	.1 .1	.6 .5	3 3	9 10	.1 .1	.3 .3
WKXW-FM FA '97 4-Book	15 11	117 111	.3 .2	1.0 .7	7 4	64 66	.1 .1	.9 .6	10 4	20 12	.2 .1	1.6 .6	10 6	20 25	.2 .1	.8 .5	24 10	34 22	.4 .2	2.8 1.1
+WLEV-FM WFMZ-FM FA '97 4-Book	1	10 21	.1	.1	1 1	10 20	.1	.1					3							
WPST-FM FA '97 4-Book	13 34	456 545	.2 .6	.8 2.1	6 15	156 304	.1 .3	.8 2.1	4 10	21 41	.1 .2	.6 1.7	9 24	59 117	.2 .4	.7 1.9	9 25	55 105	.2 .4	1.0 2.7
WRDR-FM FA '97 4-Book	2 2	17 13	.1 .1	.1 .1		2							2							
WRFY-FM FA '97 4-Book	5 **	92 **	.1 **	.3 **	1 **	27 **	.1 **	.1 **	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS FA '97 4-Book	1555 1598	5610 5612	27.0 27.4		741 732	4526 4615	12.9 12.5		645 634	1632 1701	11.2 10.9		1225 1245	2838 2922	21.3 21.3		871 914	2058 2195	15.1 15.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	5	29	.1	.8	34	87	.6	8.2	8	29	.1	.9	6	32	.1	.8	7	58	.1	1.8
4-Book	6	42	.1	.9	25	121	.4	6.6	7	60	.1	.9	7	43	.1	.9	10	67	.2	2.2
WBEB-FM																				
FA '97	9	69	.2	1.4	26	76	.5	6.2	36	91	.6	3.9	39	107	.7	5.2	10	52	.2	2.6
4-Book	13	65	.3	2.0	14	40	.3	3.3	30	77	.5	3.6	20	65	.3	2.8	7	44	.1	1.6
WDAS-AM																				
FA '97					7	29	.1	1.7	14	38	.2	1.5	5	10	.1	.7	5	10	.1	1.3
4-Book					10	24	.2	2.6	11	29	.2	1.4	5	12	.1	.8	3	5	.1	.8
WDAS-FM																				
FA '97	38	112	.7	5.8	25	59	.4	6.0	28	106	.5	3.0	34	91	.6	4.6	26	57	.5	6.8
4-Book	35	103	.6	5.3	23	56	.4	6.2	27	80	.5	3.3	24	70	.4	3.4	35	82	.6	8.1
WFIL-AM																				
FA '97					1	9		.2												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97					2	5	.1	.7	3	9	.1	.3	2	9		.3				
4-Book	1	2		.1	2	5	.1	.7	3	9	.1	.3	2	5		.3				
WIOQ-FM																				
FA '97	92	235	1.6	14.1	7	29	.1	1.7	44	172	.8	4.7	34	100	.6	4.6	41	124	.7	10.8
4-Book	73	229	1.3	11.1	17	57	.3	4.5	50	164	.9	6.0	46	147	.8	6.7	40	119	.7	9.1
WIP -AM																				
FA '97	8	8	.1	1.2	24	81	.4	5.8	61	194	1.1	6.5	56	157	1.0	7.5	7	39	.1	1.8
4-Book	24	82	.4	3.7	19	65	.3	4.9	42	152	.7	4.9	32	118	.6	4.5	24	98	.4	5.3
WJZZ-FM																				
FA '97	14	51	.2	2.2	11	32	.2	2.6	21	57	.4	2.2	17	39	.3	2.3	15	53	.3	3.9
4-Book	15	54	.3	2.3	10	36	.2	2.6	24	59	.4	2.9	19	44	.3	2.8	10	34	.2	2.3
WMGK-FM																				
FA '97	26	97	.5	4.0	12	44	.2	2.9	60	192	1.0	6.4	43	136	.7	5.8	13	41	.2	3.4
4-Book	32	99	.6	4.8	9	40	.2	2.4	57	190	1.0	6.9	46	156	.8	6.7	22	84	.4	4.9
WMMR-FM																				
FA '97	19	95	.3	2.9	19	98	.3	4.6	31	184	.5	3.3	13	86	.2	1.7	15	52	.3	3.9
4-Book	33	139	.6	5.0	28	107	.5	7.8	58	223	1.0	7.1	39	144	.7	5.7	23	114	.4	5.3
WGL-FM																				
FA '97	7	8	.1	1.1	2	17		.5	11	52	.2	1.2	4	28	.1	.5	4	20	.1	1.0
4-Book	10	47	.2	1.6	15	32	.3	4.1	15	71	.3	1.9	14	43	.2	2.1	8	29	.1	1.7
WPEN-AM																				
FA '97					3	11	.1	.7	4	11	.1	.4	2	8		.3	8	8	.1	2.1
4-Book	1	3		.2	1	3		.2	3	12	.1	.4	6	12	.1	.9	2	2		.5
+WPHI-FM																				
FA '97	80	230	1.4	12.3	30	121	.5	7.2	51	147	.9	5.5	63	207	1.1	8.5	45	152	.8	11.8
4-Book	72	216	1.2	10.9	13	52	.2	3.2	46	157	.8	5.6	69	212	1.2	10.0	38	129	.7	8.8
WPHT-AM																				
FA '97	2	11		.3	1	11		.2												
4-Book	4	9	.1	.6	2	8		.4	4	18	.1	.5	4	21	.1	.6				
WPLY-FM																				
FA '97	39	134	.7	6.0	19	71	.3	4.6	55	198	1.0	5.9	43	180	.7	5.8	19	109	.3	5.0
4-Book	47	185	.8	7.2	17	68	.3	4.5	55	221	1.0	6.7	43	181	.7	6.1	27	133	.5	6.1
WURD-AM																				
FA '97					9	23	.2	2.2	11	31	.2	1.2	8	21	.1	1.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM FA '97 4-Book	93 95	290 274	1.6 1.6	14.3 14.5	40 39	90 117	.7 .7	9.6 10.5	72 73	223 215	1.3 1.3	7.7 8.9	70 65	181 166	1.2 1.1	9.4 9.4	42 52	103 147	.7 .9	11.0 11.7
WVDB-FM FA '97 4-Book	2	7		.3	5 7	18 30	.1 .1	1.2 1.7	11 33	40 76	.2 .6	1.2 4.1	4 6	8 16	.1 .1	.5 .9	4 9	8 22	.1 .2	1.0 2.2
WVJZ-AM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM FA '97 4-Book	13 10	31 32	.2 .2	2.0 1.5	28 20	74 56	.5 .4	6.7 5.3	29 26	65 75	.5 .4	3.1 3.1	14 23	48 62	.2 .4	1.9 3.4	2 12	9 38	.2	5 2.5
+WXXM-FM WFLN-FM FA '97 4-Book	21 8	90 37	.4 .2	3.2 1.2	4 3	28 14	.1 .1	1.0 .8	15 11	77 54	.3 .2	1.6 1.3	12 10	55 32	.2 .2	1.6 1.5	5 4	44 26	.1 .1	1.3 .8
WYSP-FM FA '97 4-Book	59 62	202 204	1.0 1.1	9.1 9.4	29 35	100 95	.5 .6	7.0 9.3	234 123	774 421	4.1 2.1	25.1 14.4	191 113	568 347	3.3 1.9	25.7 16.1	38 44	175 179	.7 .8	10.0 10.0
WYXR-FM FA '97 4-Book	12 20	48 90	.2 .4	1.8 3.0	12 5	61 31	.2 .1	2.9 1.3	17 20	93 76	.3 .3	1.8 2.4	11 15	55 66	.2 .3	1.5 2.2	19 12	81 63	.3 .2	5.0 2.9
WBYN-FM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM FA '97 4-Book	1	4		.1	6 2	31 8	.1	1.4 .4	8 3	18 11	.1 .1	.9 .3	1 1	8 7		.1 .1	1	5		.2
WKXV-FM FA '97 4-Book	11 3	14 6	.2 .1	1.7 .5	1 2	10 13		.2 .5	5	16	.1	.6	1 3	8 12		.1 .4	1	11		.2
+WLEV-FM WFMZ-FM FA '97 4-Book					1 4	10 12		.2 .9	1 2	10 8		.1 .2	1 1	10 8		.1 .2	3 1	10 5		.8 .3
WPST-FM FA '97 4-Book	7 12	32 78	.1 .2	1.1 1.8	8	38	.2	2.2	16	11 78	.1 .3	.1 2.0	2 15	18 69	.3 .3	.3 2.3	11 10	52 59	.2 .2	2.9 2.3
WRDR-FM FA '97 4-Book		2		.1																
WRFY-FM FA '97 4-Book	1 **	8 **		.2 **	**	**	**	**	**	4 **	17 **	.1 **	.4 **	1 **	9 **		.1 **	**	**	**
WOR -AM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS FA '97 4-Book	651 658	1774 1782	11.3 11.3		417 379	1210 1100	7.2 6.5		934 831	2346 2169	16.2 14.3		743 692	1766 1710	12.9 11.8		381 438	1088 1280	6.6 7.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
FA '97	83	2819	.7	3.8	204	1801	1.8	6.1	72	984	.6	2.3	106	1339	.9	3.9	32	556	.3	3.1
SU '97	83	2887	.7	3.7	216	1915	1.9	6.5	72	879	.6	2.2	86	1366	.8	3.2	32	597	.3	2.9
SP '97	86	2815	.8	3.7	241	2046	2.1	6.9	69	849	.6	2.1	98	1182	.9	3.5	24	500	.2	2.2
WI '97	103	3376	.9	4.7	293	2274	2.6	8.7	67	1065	.6	2.1	112	1566	1.0	4.1	38	844	.3	3.6
4-Book	89	2974	.8	4.0	239	2009	2.1	7.1	70	944	.6	2.2	101	1363	.9	3.7	32	624	.3	3.0
FA '96	91	3115	.8	4.1	250	2176	2.2	7.6	72	1012	.6	2.2	107	1472	.9	3.9	37	733	.3	3.3
WBEB-FM																				
FA '97	74	1337	.7	3.3	97	755	.9	2.9	112	498	1.0	3.5	89	631	.8	3.3	29	401	.3	2.8
SU '97	75	1178	.7	3.3	97	563	.9	2.9	131	571	1.2	4.0	63	542	.6	2.3	22	361	.2	2.0
SP '97	51	1128	.4	2.2	74	561	.7	2.1	82	424	.7	2.5	69	544	.6	2.5	20	337	.2	1.8
WI '97	91	1416	.8	4.2	118	577	1.0	3.5	176	632	1.5	5.6	113	768	1.0	4.2	29	404	.3	2.7
4-Book	73	1265	.7	3.3	97	614	.9	2.9	125	531	1.1	3.9	84	621	.8	3.1	25	376	.3	2.3
FA '96	72	1225	.6	3.2	96	693	.8	2.9	135	603	1.2	4.1	83	631	.7	3.0	36	382	.3	3.2
WDAS-AM																				
FA '97	7	141	.1	.3	10	61	.1	.3	5	18		.2	6	51	.1	.2	4	28		.4
SU '97	4	82		.2	4	25		.1	2	8		.1	3	17		.1	2	17		.2
SP '97	7	140	.1	.3	2	34		.1	17	51	.1	.5	5	45		.2	2	17		.2
WI '97	7	182	.1	.3	7	37	.1	.2	7	46	.1	.2	5	66		.2	2	17		.2
4-Book	6	136	.1	.3	6	39	.1	.2	8	31	.1	.3	5	45		.2	3	20		.3
FA '96	6	164	.1	.3	13	64	.1	.4	2	25		.1	4	47		.1	5	8		.4
WDAS-FM																				
FA '97	111	1249	1.0	5.0	160	693	1.4	4.8	146	645	1.3	4.6	134	737	1.2	4.9	72	555	.6	7.0
SU '97	107	1294	.9	4.7	126	622	1.1	3.8	137	634	1.2	4.2	111	613	1.0	4.1	90	592	.8	8.0
SP '97	117	1225	1.0	5.1	147	654	1.3	4.2	159	693	1.4	4.8	128	688	1.1	4.6	88	554	.8	8.1
WI '97	128	1349	1.1	5.8	162	758	1.4	4.8	172	719	1.5	5.5	162	760	1.4	6.0	84	567	.7	7.9
4-Book	116	1279	1.0	5.2	149	682	1.3	4.4	154	673	1.4	4.8	134	700	1.2	4.9	84	567	.7	7.8
FA '96	136	1309	1.2	6.1	154	644	1.4	4.7	168	747	1.5	5.1	180	809	1.6	6.5	113	667	1.0	10.0
WFIL-AM																				
FA '97	4	158		.2	9	60	.1	.3	5	31		.2	3	39		.1	5	84		.5
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	6	105	.1	.3	9	78	.1	.3	13	48	.1	.4	11	64	.1	.4	2	28		.2
WI '97	6	116	.1	.3	12	63	.1	.4	8	54	.1	.3	3	48		.1	6	41	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	3	104		.1	8	50	.1	.2	1	7		.1	5	52		.2	1	17		.1
WHAT-AM																				
FA '97	15	171	.1	.7	19	91	.2	.6	24	97	.2	.8	22	72	.2	.8	3	35		.3
SU '97	10	96	.1	.4	9	42	.1	.3	14	51	.1	.4	16	61	.1	.6	7	35	.1	.6
SP '97	9	126	.1	.4	25	68	.2	.7	12	88	.1	.4	4	43		.1	3	26		.3
WI '97	12	153	.1	.5	33	63	.3	1.0	15	53	.1	.5	6	33	.1	.2	5	34		.5
4-Book	12	137	.1	.5	22	66	.2	.7	16	72	.1	.5	12	52	.1	.4	5	33		.4
FA '96	10	131	.1	.4	20	86	.2	.6	12	58	.1	.4	7	30	.1	.3	6	26	.1	.5
WIOQ-FM																				
FA '97	83	1609	.7	3.8	92	650	.8	2.7	126	915	1.1	3.9	84	807	.7	3.1	60	549	.5	5.9
SU '97	92	1925	.8	4.1	89	644	.8	2.7	135	977	1.2	4.1	110	1003	1.0	4.1	53	737	.5	4.7
SP '97	91	1662	.8	4.0	70	576	.6	2.0	121	782	1.1	3.6	129	981	1.1	4.7	69	661	.6	6.4
WI '97	83	1761	.7	3.8	86	626	.8	2.6	119	877	1.0	3.8	98	940	.9	3.6	60	666	.5	5.6
4-Book	87	1739	.8	3.9	84	624	.8	2.5	125	888	1.1	3.9	105	933	.9	3.9	61	653	.5	5.7
FA '96	83	1990	.7	3.7	81	687	.7	2.5	104	1004	.9	3.2	99	1068	.9	3.6	75	851	.7	6.6
WIP -AM																				
FA '97	159	2459	1.4	7.2	273	1501	2.4	8.1	224	1184	2.0	7.0	235	1605	2.1	8.6	54	749	.5	5.3
SU '97	158	2312	1.4	7.0	274	1528	2.4	8.2	224	1333	2.0	6.8	240	1654	2.1	8.9	54	653	.5	4.8
SP '97	135	2416	1.2	5.9	226	1197	2.0	6.5	174	1032	1.5	5.2	186	1379	1.6	6.7	77	871	.7	7.1
WI '97	143	2575	1.3	6.5	238	1547	2.1	7.1	227	1148	2.0	7.2	183	1592	1.6	6.8	66	876	.6	6.2
4-Book	149	2441	1.3	6.7	253	1443	2.2	7.5	212	1174	1.9	6.6	211	1558	1.9	7.8	63	787	.6	5.9
FA '96	162	2567	1.4	7.2	266	1553	2.3	8.1	249	1360	2.2	7.6	242	1643	2.1	8.7	55	753	.5	4.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-49

	Men 18-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
FA '97	95	1323	.8	4.3	93	594	.8	2.8	140	627	1.2	4.4	135	906	1.2	4.9	68	583	.6	6.6
SU '97	119	1362	1.0	5.2	136	697	1.2	4.1	173	700	1.5	5.3	139	789	1.2	5.1	76	599	.7	6.8
SP '97	90	1121	.8	3.9	106	544	.9	3.1	130	630	1.1	3.9	121	670	1.1	4.4	50	438	.4	4.6
WI '97	78	1224	.7	3.6	73	452	.6	2.2	111	459	1.0	3.5	113	665	1.0	4.2	46	517	.4	4.3
4-Book	96	1258	.8	4.3	102	572	.9	3.1	139	604	1.2	4.3	127	758	1.1	4.7	60	534	.5	5.6
FA '96	81	1312	.7	3.6	89	604	.8	2.7	119	575	1.0	3.6	118	762	1.0	4.2	52	625	.5	4.6
WMGK-FM																				
FA '97	163	2350	1.4	7.4	186	1121	1.6	5.5	295	1212	2.6	9.2	229	1469	2.0	8.4	64	799	.6	6.2
SU '97	157	2578	1.4	6.9	184	1192	1.6	5.5	274	1382	2.4	8.4	231	1601	2.0	8.5	54	769	.5	4.8
SP '97	164	2615	1.4	7.1	190	1299	1.7	5.5	266	1299	2.3	8.0	204	1580	1.8	7.4	61	907	.5	5.6
WI '97	153	2300	1.3	7.0	196	969	1.7	5.8	283	1187	2.5	9.0	186	1489	1.6	6.9	63	828	.6	5.9
4-Book	159	2461	1.4	7.1	189	1145	1.7	5.6	280	1270	2.5	8.7	213	1535	1.9	7.8	61	826	.6	5.6
FA '96	169	2165	1.5	7.5	204	1184	1.8	6.2	319	1202	2.8	9.7	209	1422	1.8	7.5	81	777	.7	7.2
WMMR-FM																				
FA '97	135	2613	1.2	6.1	184	1337	1.6	5.5	221	1320	2.0	6.9	179	1582	1.6	6.6	56	679	.5	5.5
SU '97	185	2705	1.6	8.1	247	1300	2.2	7.4	328	1394	2.9	10.0	235	1623	2.1	8.7	69	843	.6	6.1
SP '97	221	2969	1.9	9.6	334	1576	2.9	9.6	395	1595	3.5	11.8	236	1921	2.1	8.5	77	977	.7	7.1
WI '97	139	2514	1.2	6.3	164	1095	1.4	4.9	248	1303	2.2	7.9	176	1399	1.5	6.5	50	683	.4	4.7
4-Book	170	2700	1.5	7.5	232	1327	2.0	6.9	298	1403	2.7	9.2	207	1631	1.8	7.6	63	796	.6	5.9
FA '96	163	2814	1.4	7.3	215	1367	1.9	6.5	286	1317	2.5	8.7	221	1762	1.9	8.0	66	806	.6	5.8
WVGL-FM																				
FA '97	88	1529	.8	4.0	117	606	1.0	3.5	160	678	1.4	5.0	109	804	1.0	4.0	26	450	.2	2.5
SU '97	105	1828	.9	4.6	129	832	1.1	3.9	160	925	1.4	4.9	128	1126	1.1	4.7	46	565	.4	4.1
SP '97	106	1717	.9	4.6	113	725	1.0	3.3	151	738	1.3	4.5	108	940	.9	3.9	50	610	.4	4.6
WI '97	89	1629	.8	4.1	130	817	1.1	3.9	143	686	1.3	4.5	101	895	.9	3.7	35	401	.3	3.3
4-Book	97	1676	.9	4.3	122	745	1.1	3.7	154	757	1.4	4.7	112	941	1.0	4.1	39	507	.3	3.6
FA '96	98	1541	.9	4.4	116	687	1.0	3.5	150	677	1.3	4.6	125	961	1.1	4.5	49	458	.4	4.3
WPEN-AM																				
FA '97	5	135	.2	.2	4	43	.1	.1	11	41	.1	.3	6	58	.1	.2	1	18	.1	.1
SU '97	11	170	.1	.5	17	64	.1	.5	12	63	.1	.4	11	74	.1	.4	7	25	.1	.6
SP '97	6	157	.1	.3	3	30	.1	.1	8	84	.1	.2	10	50	.1	.4	2	36	.1	.2
WI '97	8	207	.1	.4	8	54	.1	.2	8	45	.1	.3	3	62	.1	.1	7	52	.1	.7
4-Book	8	167	.1	.4	8	48	.1	.2	10	58	.1	.3	8	61	.1	.3	4	33	.1	.4
FA '96	10	178	.1	.4	15	80	.1	.5	24	93	.2	.7	6	47	.1	.2	2	19	.1	.2
+WPHI-FM																				
FA '97	79	1264	.7	3.6	83	529	.7	2.5	84	608	.7	2.6	96	714	.9	3.5	74	668	.7	7.2
SU '97	116	1487	1.0	5.1	112	709	1.0	3.4	156	815	1.4	4.8	157	1057	1.4	5.8	107	854	.9	9.5
SP '97	82	1259	.7	3.6	61	458	.5	1.8	95	682	.8	2.8	131	810	1.2	4.7	72	594	.6	6.6
WI '97	86	1278	.8	3.9	85	493	.7	2.5	109	612	1.0	3.5	109	844	1.0	4.0	73	564	.6	6.8
4-Book	91	1322	.8	4.1	85	547	.7	2.6	111	679	1.0	3.4	123	856	1.1	4.5	82	670	.7	7.5
FA '96	68	1469	.6	3.0	64	570	.6	1.9	107	697	.9	3.3	116	927	1.0	4.2	34	619	.3	3.0
WPHT-AM																				
FA '97	7	352	.1	.3	13	111	.1	.4	11	63	.1	.3	6	70	.1	.2	2	65	.1	.2
SU '97	14	529	.1	.6	17	114	.1	.5	8	133	.1	.2	12	154	.1	.4	22	245	.2	2.0
SP '97	13	594	.1	.6	21	204	.2	.6	12	116	.1	.4	14	135	.1	.5	16	211	.1	1.5
WI '97	11	361	.1	.5	24	160	.2	.7	11	93	.1	.3	14	189	.1	.5	2	48	.1	.2
4-Book	11	459	.1	.5	19	147	.2	.6	11	101	.1	.3	12	137	.1	.4	11	142	.1	1.0
FA '96	10	235	.1	.4	27	112	.2	.8	13	79	.1	.4	8	95	.1	.3	5	44	.1	.4
WPLY-FM																				
FA '97	68	1832	.6	3.1	72	733	.6	2.1	81	812	.7	2.5	93	1059	.8	3.4	54	659	.5	5.3
SU '97	91	2031	.8	4.0	134	877	1.2	4.0	130	844	1.1	4.0	102	1247	.9	3.8	55	825	.5	4.9
SP '97	92	1979	.8	4.0	126	867	1.1	3.6	145	989	1.3	4.3	107	1092	.9	3.9	44	655	.4	4.1
WI '97	86	1908	.8	3.9	96	787	.8	2.9	136	954	1.2	4.3	124	1185	1.1	4.6	40	537	.4	3.7
4-Book	84	1938	.8	3.8	107	816	.9	3.2	123	900	1.1	3.8	107	1146	.9	3.9	48	669	.5	4.5
FA '96	74	1906	.7	3.3	99	957	.9	3.0	107	746	.9	3.3	98	970	.9	3.5	40	709	.4	3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WURD-AM																					
FA '97	11	147	.1	.5	33	108	.3	1.0	10	98	.1	.3	8	80	.1	.3	4	41	.4		
SU '97	5	107		.2	8	58	.1	.2	4	40		.1	5	56		.2	2	24	.2		
SP '97	6	112	.1	.3	11	52	.1	.3	4	30		.1	11	86	.1	.4	3	40	.3		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																					
FA '97	112	1614	1.0	5.1	103	737	.9	3.1	135	883	1.2	4.2	135	928	1.2	4.9	99	733	.9	9.7	
SU '97	123	1599	1.1	5.4	120	859	1.1	3.6	182	988	1.6	5.6	132	902	1.2	4.9	104	763	.9	9.3	
SP '97	114	1597	1.0	5.0	115	717	1.0	3.3	162	878	1.4	4.9	142	863	1.2	5.1	92	716	.8	8.5	
WI '97	148	1803	1.3	6.8	133	827	1.2	4.0	165	967	1.5	5.2	221	1151	1.9	8.2	156	834	1.4	14.6	
4-Book	124	1653	1.1	5.6	118	785	1.1	3.5	161	929	1.4	5.0	158	961	1.4	5.8	113	762	1.0	10.5	
FA '96	149	1866	1.3	6.6	143	813	1.3	4.3	188	1057	1.7	5.7	182	1043	1.6	6.5	140	1041	1.2	12.4	
WWDB-FM																					
FA '97	36	724	.3	1.6	48	205	.4	1.4	79	348	.7	2.5	41	328	.4	1.5	9	165	.1	.9	
SU '97	56	1061	.5	2.5	46	316	.4	1.4	104	432	.9	3.2	77	437	.7	2.8	17	237	.1	1.5	
SP '97	59	1073	.5	2.6	84	361	.7	2.4	106	482	.9	3.2	76	525	.7	2.8	16	209	.1	1.5	
WI '97	72	1142	.6	3.3	62	380	.5	1.8	140	561	1.2	4.5	115	700	1.0	4.2	17	240	.1	1.6	
4-Book	56	1000	.5	2.5	60	316	.5	1.8	107	456	.9	3.4	77	498	.7	2.8	15	213	.1	1.4	
FA '96	64	1011	.6	2.9	65	306	.6	2.0	129	543	1.1	3.9	78	515	.7	2.8	31	284	.3	2.7	
WVJZ-AM																					
FA '97		19			1	11								8							
SU '97	1	34			2	9		.1	1	8			4	34		.1					
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		12																1	12		.1
WXTU-FM																					
FA '97	62	961	.5	2.8	90	493	.8	2.7	84	459	.7	2.6	80	588	.7	2.9	29	347	.3	2.8	
SU '97	84	1117	.7	3.7	102	571	.9	3.1	130	515	1.1	4.0	112	682	1.0	4.1	35	316	.3	3.1	
SP '97	85	976	.7	3.7	109	647	1.0	3.1	136	495	1.2	4.1	91	577	.8	3.3	33	350	.3	3.0	
WI '97	72	953	.6	3.3	103	505	.9	3.1	117	552	1.0	3.7	76	625	.7	2.8	36	315	.3	3.4	
4-Book	76	1002	.6	3.4	101	554	.9	3.0	117	505	1.0	3.6	90	618	.8	3.3	33	332	.3	3.1	
FA '96	81	944	.7	3.6	106	552	.9	3.2	120	574	1.1	3.7	101	678	.9	3.6	35	381	.3	3.1	
+WXMM-FM																					
WFLN-FM																					
FA '97	45	1084	.4	2.0	30	363	.3	.9	69	458	.6	2.2	75	660	.7	2.7	23	336	.2	2.2	
SU '97	28	604	.2	1.2	33	260	.3	1.0	41	203	.4	1.3	35	334	.3	1.3	19	161	.2	1.7	
SP '97	26	556	.2	1.1	23	216	.2	.7	45	194	.4	1.3	40	295	.4	1.4	9	126	.1	.8	
WI '97	32	623	.3	1.5	38	297	.3	1.1	53	277	.5	1.7	36	346	.3	1.3	17	257	.1	1.6	
4-Book	33	717	.3	1.5	31	284	.3	.9	52	283	.5	1.6	47	409	.4	1.7	17	220	.2	1.6	
FA '96	38	669	.3	1.7	47	302	.4	1.4	47	269	.4	1.4	30	316	.3	1.1	30	253	.3	2.7	
WYSP-FM																					
FA '97	321	4270	2.8	14.5	887	2861	7.9	26.4	437	2122	3.9	13.7	234	1532	2.1	8.6	59	811	.5	5.8	
SU '97	262	3892	2.3	11.5	780	2602	6.9	23.4	308	1866	2.7	9.4	200	1600	1.8	7.4	73	939	.6	6.5	
SP '97	326	3887	2.9	14.2	836	2688	7.3	24.1	497	2190	4.4	14.9	309	1929	2.7	11.2	71	905	.6	6.6	
WI '97	285	3822	2.5	13.0	839	2794	7.4	25.0	345	1844	3.0	11.0	238	1574	2.1	8.8	73	871	.6	6.8	
4-Book	299	3968	2.6	13.3	836	2736	7.4	24.7	397	2006	3.5	12.3	245	1659	2.2	9.0	69	882	.6	6.4	
FA '96	242	3966	2.1	10.8	667	2452	5.9	20.3	265	1767	2.3	8.1	206	1720	1.8	7.4	61	923	.5	5.4	
WYXR-FM																					
FA '97	46	1213	.4	2.1	59	498	.5	1.8	62	352	.5	1.9	71	531	.6	2.6	29	424	.3	2.8	
SU '97	61	1340	.5	2.7	58	392	.5	1.7	93	495	.8	2.8	67	660	.6	2.5	36	415	.3	3.2	
SP '97	54	1191	.5	2.4	80	542	.7	2.3	82	430	.7	2.5	67	630	.6	2.4	22	371	.2	2.0	
WI '97	39	1285	.3	1.8	45	472	.4	1.3	59	449	.5	1.9	50	539	.4	1.8	20	404	.2	1.9	
4-Book	50	1257	.4	2.3	61	476	.5	1.8	74	432	.6	2.3	64	590	.6	2.3	27	404	.3	2.5	
FA '96	66	1276	.6	2.9	81	520	.7	2.5	92	537	.8	2.8	89	709	.8	3.2	31	438	.3	2.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97	4	50		.2	4	24		.1	8	8	.1	.3	4	26		.1				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	3	55		.1	3	37		.1	3	17		.1	6	36	.1	.2	1	8		.1
WJBR-FM																				
FA '97	11	195	.1	.5	17	94	.2	.5	19	54	.2	.6	17	112	.2	.6	3	38		.3
SU '97	7	151	.1	.3	7	59	.1	.2	8	53	.1	.2	8	59	.1	.3	6	51	.1	.5
SP '97	6	161	.1	.3	9	91	.1	.3	12	73	.1	.4	6	65	.1	.2	3	42		.3
WI '97	9	216	.1	.4	10	81	.1	.3	17	72	.1	.5	15	103	.1	.6	2	61		.2
4-Book	8	181	.1	.4	11	81	.1	.3	14	63	.1	.4	12	85	.1	.4	4	48		.3
FA '96	19	197	.2	.8	12	102	.1	.4	24	80	.2	.7	25	124	.2	.9	11	61	.1	1.0
WKXV-FM																				
FA '97	25	379	.2	1.1	33	163	.3	1.0	32	149	.3	1.0	45	245	.4	1.6	11	84	.1	1.1
SU '97	18	354	.2	.8	11	107	.1	.3	39	169	.3	1.2	36	212	.3	1.3	6	94	.1	.5
SP '97	8	354	.1	.3	9	117	.1	.3	9	111	.1	.3	11	140	.1	.4	3	61		.3
WI '97	17	398	.1	.8	32	158	.3	1.0	34	167	.3	1.1	18	166	.2	.7	1	44		.1
4-Book	17	371	.2	.8	21	136	.2	.7	29	149	.3	.9	28	191	.3	1.0	5	71	.1	.5
FA '96	15	223	.1	.7	21	120	.2	.6	28	122	.2	.9	12	145	.1	.4	7	75	.1	.6
+WLEV-FM																				
WFMZ-FM																				
FA '97	3	139		.1	2	35		.1	4	26		.1	5	39		.2	3	35		.3
SU '97	6	120	.1	.3	9	30	.1	.3	10	41	.1	.3	7	78	.1	.3	1	22		.1
SP '97	4	55	.2	.2	7	19	.1	.2	8	10	.1	.2	4	28	.1	.1	1	19		.1
WI '97	6	153	.1	.3	5	83	.1	.1	8	60	.1	.3	5	83	.2	.2	5	53		.5
4-Book	5	117	.1	.2	6	42	.1	.2	8	34	.1	.2	5	57	.2	.2	3	32		.3
FA '96	2	47		.1	2	18		.1	4	19		.1	3	27		.1		8		
WPST-FM																				
FA '97	20	828	.2	.9	26	372	.2	.8	27	333	.2	.8	30	445	.3	1.1	15	271	.1	1.5
SU '97	35	982	.3	1.5	29	266	.3	.9	55	322	.5	1.7	47	552	.4	1.7	17	288	.1	1.5
SP '97	37	977	.3	1.6	46	376	.4	1.3	56	439	.5	1.7	55	610	.5	2.0	22	341	.2	2.0
WI '97	30	833	.3	1.4	38	257	.3	1.1	42	296	.4	1.3	48	496	.4	1.8	15	245	.1	1.4
4-Book	31	905	.3	1.4	35	318	.3	1.0	45	348	.4	1.4	45	526	.4	1.7	17	286	.1	1.6
FA '96	32	930	.3	1.4	32	322	.3	1.0	64	418	.6	2.0	44	521	.4	1.6	11	338	.1	1.0
WRDR-FM																				
FA '97	2	46		.1	2	23		.1	4	23		.1	4	27		.1	1	17		.1
SU '97		17			1	17				9			1	8						
SP '97	2	60	.1	.1	3	25	.1	.1	6	10	.1	.2	3	33	.1	.1	1	17		.1
WI '97	1	34			1	17				5			5	25	.2	.2	2	17		.2
4-Book	1	39		.1	2	21		.1	3	11		.1	3	23	.1	.1	1	13		.1
FA '96	2	48		.1	1	15			3	14		.1	5	32		.2				
WRFY-FM																				
FA '97	9	210	.1	.4	18	86	.2	.5	14	76	.1	.4	14	105	.1	.5	2	36		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97		17							1	9			1	8						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	43			1	19				10			8	9	.1	.3	1	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	2213	10986	19.6	3361	9975	29.8	3193	8531	28.3	2728	9814	24.2	1025	6523	9.1					
SU '97	2271	11156	20.0	3338	9884	29.3	3274	8685	28.8	2710	9965	23.8	1122	6729	9.9					
SP '97	2297	11111	20.2	3469	9985	30.5	3335	8738	29.3	2762	9797	24.3	1083	6954	9.5					
WI '97	2190	11022	19.2	3359	9866	29.5	3144	8460	27.6	2706	9807	23.8	1068	6914	9.4					
4-Book	2243	11069	19.8	3382	9928	29.8	3237	8604	28.5	2727	9846	24.0	1075	6780	9.5					
FA '96	2242	11099	19.7	3292	9887	28.9	3275	8737	28.8	2779	9752	24.4	1131	7180	9.9					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	123	2564	1.1	4.0	47	1210	.4	3.3	119	548	1.1	8.7	39	223	.3	1.7	37	231	.3	2.4
4-Book	131	2667	1.2	4.2	52	1371	.5	3.6	131	616	1.2	9.2	52	313	.4	2.1	39	224	.4	2.3
WBEB-FM																				
FA '97	100	1039	.9	3.2	58	758	.5	4.1	51	148	.5	3.7	114	278	1.0	4.9	68	221	.6	4.3
4-Book	103	976	.9	3.3	51	669	.5	3.5	51	169	.5	3.5	95	262	.9	4.0	62	196	.5	3.7
WDAS-AM																				
FA '97	7	84	.1	.2	9	81	.1	.6	1	6	.1	.1	5	12	.2	.2	2	8	.1	.1
4-Book	6	70	.1	.2	10	104	.1	.7	1	10	.1	.1	7	17	.1	.3	1	3	.1	.1
WDAS-FM																				
FA '97	147	1023	1.3	4.7	75	685	.7	5.3	41	113	.4	3.0	106	272	.9	4.6	93	216	.8	5.9
4-Book	146	1037	1.3	4.7	84	777	.8	5.8	72	185	.6	5.1	129	299	1.1	5.3	94	235	.9	5.4
WFIL-AM																				
FA '97	5	113	.2	.2	2	51	.1	.1		7	.1	.1	4	9	.2	.2	2	9	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	22	152	.2	.7	10	97	.1	.7	10	27	.1	.7	37	61	.3	1.6	20	61	.2	1.3
4-Book	17	107	.2	.5	7	80	.1	.5	10	25	.1	.7	21	44	.2	.9	8	24	.1	.5
WIOQ-FM																				
FA '97	102	1272	.9	3.3	64	852	.6	4.5	35	170	.3	2.5	96	368	.9	4.1	103	282	.9	6.6
4-Book	106	1359	.9	3.4	71	957	.6	4.9	42	170	.4	2.9	116	407	1.1	4.7	111	318	1.0	6.4
WIP -AM																				
FA '97	242	2208	2.1	7.8	82	1073	.7	5.8	83	325	.7	6.0	120	439	1.1	5.2	82	253	.7	5.2
4-Book	224	2156	2.0	7.2	72	1134	.6	5.0	87	321	.8	6.0	110	404	1.0	4.6	73	261	.6	4.3
WJZ-FM																				
FA '97	124	1134	1.1	4.0	60	767	.5	4.2	45	184	.4	3.3	136	387	1.2	5.9	77	254	.7	4.9
4-Book	124	1011	1.1	4.0	69	753	.6	4.7	52	185	.5	3.6	118	319	1.1	4.9	90	270	.8	5.2
WMGK-FM																				
FA '97	241	1980	2.1	7.8	92	1164	.8	6.5	115	361	1.0	8.4	187	556	1.7	8.0	135	393	1.2	8.6
4-Book	231	2057	2.0	7.4	99	1273	.9	6.8	96	327	.8	6.7	204	595	1.8	8.3	152	459	1.3	8.7
WMMR-FM																				
FA '97	196	2260	1.7	6.3	79	1196	.7	5.6	90	331	.8	6.6	182	569	1.6	7.8	89	321	.8	5.7
4-Book	250	2285	2.2	8.0	100	1376	.9	6.9	113	371	1.0	7.8	205	656	1.8	8.4	128	410	1.1	7.3
WOGL-FM																				
FA '97	131	1188	1.2	4.2	54	787	.5	3.8	44	184	.4	3.2	105	352	.9	4.5	56	212	.5	3.6
4-Book	131	1317	1.2	4.2	75	925	.7	5.1	74	257	.7	5.1	125	362	1.1	5.0	87	266	.8	5.0
WPEN-AM																				
FA '97	7	84	.1	.2	5	50	.1	.4	1	9	.1	.1	2	9	.1	.1	1	9	.1	.1
4-Book	8	105	.1	.3	9	95	.1	.6	8	25	.1	.5	10	26	.1	.4	9	22	.1	.5
+WPHI-FM																				
FA '97	87	988	.8	2.8	66	761	.6	4.6	59	111	.5	4.3	81	262	.7	3.5	66	204	.6	4.2
4-Book	107	1113	1.0	3.4	68	755	.6	4.6	46	131	.4	3.2	115	343	1.0	4.7	93	263	.8	5.3
WPHT-AM																				
FA '97	10	200	.1	.3	5	129	.1	.4	4	28	.3	.3	7	18	.1	.3	9	9	.1	.6
4-Book	13	290	.1	.4	9	183	.1	.6	7	25	.4	.4	8	35	.1	.4	8	27	.1	.5
WPLY-FM																				
FA '97	82	1547	.7	2.6	54	940	.5	3.8	46	244	.4	3.4	107	411	.9	4.6	72	249	.6	4.6
4-Book	113	1659	1.0	3.6	57	998	.5	3.9	45	193	.4	3.2	103	401	.9	4.2	74	273	.6	4.3
WURD-AM																				
FA '97	16	137	.1	.5	8	80	.1	.6	20	30	.2	1.5	8	37	.1	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

Target Listener Estimates - Men 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	125	1338	1.1	4.0	99	958	.9	7.0	71	212	.6	5.2	162	422	1.4	7.0	127	312	1.1	8.1
4-Book	147	1401	1.3	4.7	93	954	.8	6.4	65	200	.6	4.6	162	417	1.4	6.8	113	296	1.0	6.7
WWDB-FM																				
FA '97	58	569	.5	1.9	15	262	.1	1.1	25	69	.2	1.8	16	54	.1	.7	2	9	.1	.9
4-Book	84	775	.7	2.7	34	443	.3	2.4	43	126	.4	3.0	32	97	.3	1.4	16	46	.1	.9
WWJZ-AM																				
FA '97		19																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	85	825	.8	2.7	45	545	.4	3.2	44	183	.4	3.2	79	261	.7	3.4	50	151	.4	3.2
4-Book	104	844	.9	3.3	56	590	.5	3.8	63	197	.6	4.3	99	278	.9	4.0	71	207	.6	4.0
+WXXM-FM																				
WFLH-FM																				
FA '97	59	918	.5	1.9	35	548	.3	2.5	55	164	.5	4.0	104	309	.9	4.5	31	150	.3	2.0
4-Book	44	572	.4	1.4	24	343	.2	1.7	23	79	.2	1.6	48	152	.4	2.1	20	91	.2	1.2
WYSP-FM																				
FA '97	513	3505	4.5	16.5	158	2207	1.4	11.1	81	305	.7	5.9	124	475	1.1	5.3	90	374	.8	5.7
4-Book	485	3497	4.3	15.5	122	1640	1.1	8.4	105	318	.9	7.3	178	594	1.6	7.3	126	438	1.1	7.2
WYXR-FM																				
FA '97	64	820	.6	2.1	26	588	.2	1.8	23	112	.2	1.7	13	131	.1	.6	40	170	.4	2.5
4-Book	67	895	.6	2.2	36	641	.3	2.5	41	131	.4	2.8	60	247	.5	2.5	45	188	.4	2.6
WBYN-FM																				
FA '97	5	42	.2	.2	6	33	.1	.4	2	8	.1	.1	11	26	.1	.5	4	8	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	18	158	.2	.6	4	119	.3	.3	3	18	.2	.2	11	61	.1	.5	4	19	.1	.3
4-Book	12	138	.1	.4	4	84	.3	.3	7	24	.1	.5	10	40	.1	.5	6	16	.1	.3
WKXV-FM																				
FA '97	36	333	.3	1.2	13	132	.1	.9	20	43	.2	1.5	28	62	.2	1.2	31	59	.3	2.0
4-Book	26	284	.2	.9	8	143	.1	.6	7	28	.1	.5	15	57	.1	.6	12	28	.1	.7
+WLEV-FM																				
WFMZ-FM																				
FA '97	4	83	.1	.1	3	66	.2	.2					1	11			4	29		.3
4-Book	7	82	.1	.2	4	62	.3	.3	5	9	.1	.4	5	18	.2	.2	2	12	.1	.1
WPST-FM																				
FA '97	28	690	.2	.9	12	301	.1	.8	9	39	.1	.7	26	115	.2	1.1	24	125	.2	1.5
4-Book	42	725	.4	1.4	20	416	.2	1.4	13	52	.1	.9	35	159	.3	1.4	32	140	.3	1.9
WRDR-FM																				
FA '97	4	46	.1	.1	2	16	.1	.1					1	10			1	10		.1
4-Book	3	35	.1	.1	1	16	.1	.1					2	8	.1	.1		3		
WRFY-FM																				
FA '97	15	161	.1	.5	4	95	.3	.3	9	30	.1	.7	9	18	.1	.4	2	18	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VOR -AM																				
FA '97	1	17																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	3101	10905	27.5		1422	8989	12.6		1373	3759	12.2		2323	5495	20.6		1570	4026	13.9	
4-Book	3124	10921	27.5		1455	9123	12.8		1437	3948	12.7		2429	5748	21.4		1737	4310	15.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	24	135	.2	2.2	102	408	.9	10.7	26	158	.2	1.4	32	190	.3	2.3	15	151	.1	2.0
4-Book	21	154	.2	1.9	104	477	.9	10.7	35	231	.3	2.1	28	177	.3	2.1	24	178	.2	2.7
WBEB-FM																				
FA '97	30	157	.3	2.8	49	158	.4	5.1	68	189	.6	3.7	59	206	.5	4.2	24	113	.2	3.3
4-Book	30	136	.3	2.7	33	122	.3	3.3	62	186	.6	3.7	49	168	.4	3.6	24	115	.2	2.9
WDAS-AM																				
FA '97					21	52	.2	2.2	28	67	.2	1.5	5	10		.4	5	10		.7
4-Book		2			29	66	.3	3.0	25	62	.2	1.5	8	16	.1	.6	6	9		.7
WDAS-FM																				
FA '97	49	153	.4	4.5	44	120	.4	4.6	82	209	.7	4.4	70	164	.6	5.0	105	187	.9	14.3
4-Book	70	195	.6	6.2	43	119	.4	4.4	66	187	.6	3.9	60	146	.5	4.5	126	238	1.1	15.0
WFIL-AM																				
FA '97					13	42	.1	1.4					1	7		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97					1	9		.1	11	44	.1	.6	3	17		.2				
4-Book	1	5		.1	11	25	.1	1.1	6	26	.1	.4	2	7		.2				
WIOQ-FM																				
FA '97	106	271	.9	9.7	11	45	.1	1.2	52	215	.5	2.8	42	116	.4	3.0	57	175	.5	7.8
4-Book	86	286	.8	7.7	27	96	.2	2.7	67	227	.6	4.0	59	196	.5	4.5	52	161	.5	6.2
WIP -AM																				
FA '97	40	77	.4	3.7	65	213	.6	6.8	119	401	1.1	6.4	124	350	1.1	8.8	28	145	.2	3.8
4-Book	54	183	.5	4.9	47	166	.5	4.9	82	337	.8	4.8	80	280	.7	5.9	42	196	.4	4.9
WJZ-FM																				
FA '97	42	146	.4	3.9	21	94	.2	2.2	61	213	.5	3.3	42	147	.4	3.0	44	139	.4	6.0
4-Book	59	187	.5	5.2	31	123	.3	3.2	74	237	.7	4.4	65	164	.6	4.9	50	138	.5	5.9
WMGK-FM																				
FA '97	55	203	.5	5.1	31	120	.3	3.2	100	338	.9	5.4	78	271	.7	5.6	35	126	.3	4.8
4-Book	62	233	.6	5.5	35	148	.3	3.7	113	383	1.0	6.8	86	296	.8	6.4	37	156	.3	4.5
WMMR-FM																				
FA '97	36	173	.3	3.3	67	205	.6	7.0	82	354	.7	4.4	45	171	.4	3.2	37	139	.3	5.0
4-Book	51	218	.5	4.5	70	243	.7	7.2	117	434	1.0	7.0	76	287	.7	5.7	41	187	.4	5.0
WGL-FM																				
FA '97	21	51	.2	1.9	62	201	.5	6.5	70	258	.6	3.8	41	141	.4	2.9	27	86	.2	3.7
4-Book	58	185	.5	5.1	72	192	.6	7.4	80	271	.7	4.8	70	201	.6	5.2	39	123	.3	4.6
WPEN-AM																				
FA '97					7	33	.1	.7	13	20	.1	.7	2	8		.1	9	17	.1	1.2
4-Book	7	23	.1	.6	5	27	.1	.5	10	31	.1	.6	12	34	.1	.9	8	17	.1	.9
+WPHI-FM																				
FA '97	97	263	.9	8.9	39	150	.3	4.1	59	162	.5	3.2	67	222	.6	4.8	50	167	.4	6.8
4-Book	90	251	.8	8.0	16	64	.2	1.7	55	176	.5	3.3	78	232	.7	5.8	42	139	.4	5.1
WPHT-AM																				
FA '97	8	34	.1	.7	8	48	.1	.8	4	31		.2								
4-Book	8	34	.1	.7	12	45	.1	1.2	14	58	.1	.8	10	46	.1	.8	2	10		.2
WPLY-FM																				
FA '97	42	162	.4	3.9	24	102	.2	2.5	62	265	.5	3.4	49	217	.4	3.5	22	145	.2	3.0
4-Book	51	218	.5	4.6	23	93	.2	2.4	67	288	.6	4.0	59	247	.5	4.4	32	162	.3	3.7
WURD-AM																				
FA '97					12	33	.1	1.3	14	40	.1	.8	13	31	.1	.9				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

Target Listener Estimates - Men 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cums (00)	AQH Rtg	AQH Shr	AQH (00)	Cums (00)	AQH Rtg	AQH Shr	AQH (00)	Cums (00)	AQH Rtg	AQH Shr	AQH (00)	Cums (00)	AQH Rtg	AQH Shr	AQH (00)	Cums (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	132	361	1.2	12.1	66	153	.6	6.9	91	276	.8	4.9	79	202	.7	5.6	51	124	.5	7.0
4-Book	114	319	1.0	10.2	54	164	.5	5.6	88	271	.8	5.3	71	181	.6	5.3	61	171	.6	7.3
WVDB-FM																				
FA '97	4	27	.4	.4	15	67	.1	1.6	43	148	.4	2.3	4	8	.3	.3	9	26	.1	1.2
4-Book	18	52	.2	1.5	34	120	.3	3.5	86	200	.8	5.3	17	41	.1	1.3	23	66	.2	2.6
WWJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	28	105	.2	2.6	46	172	.4	4.8	70	172	.6	3.8	34	134	.3	2.4	9	43	.1	1.2
4-Book	24	104	.2	2.2	42	134	.4	4.4	72	193	.7	4.3	55	159	.5	4.1	24	92	.2	2.7
+WXXM-FM																				
WFLN-FM																				
FA '97	30	128	.3	2.8	5	39	.5	.5	27	130	.2	1.5	17	83	.2	1.2	6	64	.1	.8
4-Book	15	66	.2	1.4	13	54	.1	1.3	35	132	.3	2.1	25	79	.3	1.9	11	63	.1	1.3
WYSP-FM																				
FA '97	65	235	.6	6.0	34	125	.3	3.6	453	1430	4.0	24.5	352	1127	3.1	25.1	46	218	.4	6.3
4-Book	73	254	.7	6.5	46	143	.4	4.7	212	693	1.9	12.3	177	575	1.6	12.9	50	213	.5	6.0
WYXR-FM																				
FA '97	40	149	.4	3.7	18	86	.2	1.9	24	140	.2	1.3	28	114	.2	2.0	26	120	.2	3.5
4-Book	34	151	.3	2.9	22	82	.2	2.3	35	153	.3	2.1	32	131	.3	2.4	18	98	.2	2.2
WBYN-FM																				
FA '97	**	**	**	**	2	15	.2	.2	15	16	.1	.8	13	16	.1	.9	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97					6	31	.1	.6	8	18	.1	.4	2	18	.1	.1	1	10	.1	.1
4-Book	2	11	.2	.2	2	11	.2	.2	5	24	.3	.3	2	15	.1	.1	2	9	.2	.2
WXXV-FM																				
FA '97	16	32	.1	1.5	4	27	.4	.4	3	18	.2	.2	6	26	.1	.4				
4-Book	5	14	.5	.5	6	30	.1	.6	11	47	.1	.7	5	23	.1	.4	2	19	.3	.3
+WLEV-FM																				
WFMZ-FM																				
FA '97					1	10	.1	.1	3	18	.2	.2	6	48	.1	.4	11	30	.1	1.5
4-Book	1	5	.1	.1	8	22	.1	.8	5	17	.1	.3	5	27	.1	.4	4	15	.5	.5
WPST-FM																				
FA '97	8	40	.1	.7	1	8	.1	.1	6	63	.1	.3	5	51	.2	.4	12	60	.1	1.6
4-Book	14	89	.1	1.2	9	51	.1	.9	22	106	.2	1.4	21	101	.2	1.6	12	70	.1	1.4
WRDR-FM																				
FA '97									5	6	.3	.3	1	6	.1	.1	4	6	.5	.5
4-Book	1	4	.1	.1					1	2	.1	.1	2	2	.1	.1	2	6	.3	.3
WRFY-FM																				
FA '97	1	8	.1	.1	6	31	.1	.6	7	50	.1	.4	1	9	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1088	3032	9.6		955	2931	8.5		1850	4777	16.4		1402	3641	12.4		733	2164	6.5	
4-Book	1127	3200	9.9		971	2907	8.6		1679	4438	14.8		1341	3451	11.8		843	2472	7.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	79	2565	.9	4.3	191	1687	2.1	6.5	69	900	.8	2.5	101	1254	1.1	4.4	32	528	.3	4.2
SU '97	79	2682	.9	4.2	205	1779	2.2	7.3	67	837	.7	2.5	83	1324	.9	3.7	30	563	.3	3.7
SP '97	83	2673	.9	4.3	234	1963	2.5	7.8	68	806	.7	2.4	97	1155	1.1	4.3	24	491	.3	3.0
WI '97	96	3111	1.0	5.3	282	2134	3.1	9.7	54	962	.6	2.1	103	1489	1.1	4.6	36	774	.4	4.5
4-Book	84	2758	.9	4.5	228	1891	2.5	7.8	65	876	.7	2.4	96	1306	1.1	4.3	31	589	.3	3.9
FA '96	84	2872	.9	4.5	229	1992	2.5	8.0	67	935	.7	2.4	100	1393	1.1	4.3	33	713	.4	4.0
WBEB-FM																				
FA '97	65	1133	.7	3.5	85	631	.9	2.9	96	407	1.0	3.5	80	531	.9	3.5	25	317	.3	3.3
SU '97	66	991	.7	3.5	87	470	.9	3.1	117	496	1.3	4.3	59	478	.6	2.6	17	287	.2	2.1
SP '97	46	974	.5	2.4	69	511	.7	2.3	70	381	.8	2.5	62	494	.7	2.7	19	306	.2	2.4
WI '97	82	1206	.9	4.5	102	508	1.1	3.5	161	537	1.7	6.1	106	679	1.1	4.7	26	356	.3	3.3
4-Book	65	1076	.7	3.5	86	530	.9	3.0	111	455	1.2	4.1	77	546	.8	3.4	22	317	.3	2.8
FA '96	61	935	.7	3.2	86	557	.9	3.0	120	487	1.3	4.3	71	457	.8	3.1	20	261	.2	2.4
WDAS-AM																				
FA '97	6	121	.1	.3	10	51	.1	.3	5	18	.1	.2	6	41	.1	.3	4	28		.5
SU '97	4	82		.2	4	25		.1	2	8		.1	3	17		.1	2	17		.2
SP '97	7	124	.1	.4	2	27		.1	17	51	.2	.6	5	45	.1	.2	2	17		.3
WI '97	7	175	.1	.4	7	37	.1	.2	7	46	.1	.3	5	66	.1	.2	2	17		.3
4-Book	6	126	.1	.3	6	35	.1	.2	8	31	.1	.3	5	42	.1	.2	3	20		.3
FA '96	6	146	.1	.3	13	64	.1	.5	2	25		.1	4	47		.2	5	8	.1	.6
WDAS-FM																				
FA '97	95	1056	1.0	5.1	145	623	1.6	4.9	124	564	1.4	4.5	114	650	1.2	5.0	61	484	.7	8.1
SU '97	97	1083	1.1	5.2	114	536	1.2	4.0	124	558	1.3	4.6	101	534	1.1	4.5	80	489	.9	9.8
SP '97	107	1068	1.2	5.6	137	597	1.5	4.5	147	620	1.6	5.2	120	638	1.3	5.3	77	494	.8	9.6
WI '97	120	1138	1.3	6.6	150	662	1.6	5.2	168	665	1.8	6.4	152	658	1.6	6.8	80	529	.9	10.1
4-Book	105	1086	1.2	5.6	137	605	1.5	4.7	141	602	1.5	5.2	122	620	1.3	5.4	75	499	.8	9.4
FA '96	119	1090	1.3	6.3	137	591	1.5	4.8	146	631	1.6	5.2	155	688	1.7	6.7	99	564	1.1	12.1
WFIL-AM																				
FA '97	4	158		.2	9	60	.1	.3	5	31	.1	.2	3	39		.1	5	84	.1	.7
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	6	105	.1	.3	9	78	.1	.3	13	48	.1	.5	11	64	.1	.5	2	28		.3
WI '97	5	94	.1	.3	11	53	.1	.4	8	54	.1	.3	2	38		.1	6	30	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	3	104		.2	8	50	.1	.3	1	7		.2	5	52	.1	.2	1	17		.1
WHAT-AM																				
FA '97	15	171	.2	.8	19	91	.2	.6	24	97	.3	.9	22	72	.2	1.0	3	35		.4
SU '97	10	96	.1	.5	9	42	.1	.3	14	51	.2	.5	16	61	.2	.7	7	35	.1	.9
SP '97	9	121	.1	.5	25	68	.3	.8	12	88	.1	.4	3	38		.1	3	26		.4
WI '97	12	144	.1	.7	32	54	.3	1.1	15	53	.2	.6	6	33	.1	.3	5	34	.1	.6
4-Book	12	133	.1	.6	21	64	.2	.7	16	72	.2	.6	12	51	.1	.5	5	33	.1	.6
FA '96	6	111	.1	.3	16	66	.2	.6	6	48	.1	.2	5	20	.1	.2	2	6		.2
W100-FM																				
FA '97	51	1060	.6	2.8	68	425	.7	2.3	89	610	1.0	3.2	51	510	.6	2.2	22	281	.2	2.9
SU '97	60	1277	.7	3.2	70	443	.8	2.5	92	607	1.0	3.4	66	582	.7	2.9	26	422	.3	3.2
SP '97	47	1021	.5	2.5	48	344	.5	1.6	71	462	.8	2.5	55	505	.6	2.4	26	355	.3	3.3
WI '97	54	1192	.6	3.0	61	413	.7	2.1	81	572	.9	3.1	60	571	.7	2.7	36	395	.4	4.5
4-Book	53	1138	.6	2.9	62	406	.7	2.1	83	563	.9	3.1	58	542	.7	2.6	28	363	.3	3.5
FA '96	49	1311	.5	2.6	53	442	.6	1.8	69	629	.7	2.5	54	682	.6	2.3	36	500	.4	4.4
WIP -AM																				
FA '97	139	2115	1.5	7.5	251	1291	2.7	8.5	199	997	2.2	7.3	202	1350	2.2	8.8	47	629	.5	6.2
SU '97	139	2001	1.5	7.4	233	1337	2.5	8.2	196	1150	2.1	7.3	219	1502	2.4	9.8	48	580	.5	5.9
SP '97	123	2120	1.3	6.4	208	1072	2.3	6.9	162	938	1.8	5.7	174	1290	1.9	7.6	66	756	.7	8.3
WI '97	130	2286	1.4	7.2	212	1381	2.3	7.3	213	1061	2.3	8.1	166	1481	1.8	7.4	56	793	.6	7.0
4-Book	133	2131	1.4	7.1	226	1270	2.5	7.7	193	1037	2.1	7.1	190	1406	2.1	8.4	54	690	.6	6.9
FA '96	146	2272	1.6	7.8	239	1381	2.6	8.3	227	1216	2.5	8.1	223	1517	2.4	9.6	45	656	.5	5.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr
WJJZ-FM																				
FA '97	89	1210	1.0	4.8	90	543	1.0	3.1	131	558	1.4	4.8	128	831	1.4	5.6	62	541	.7	8.2
SU '97	118	1328	1.3	6.3	136	687	1.5	4.8	171	684	1.9	6.4	139	789	1.5	6.2	75	581	.8	9.2
SP '97	83	1050	.9	4.3	96	504	1.0	3.2	125	590	1.4	4.4	115	643	1.2	5.1	48	415	.5	6.0
WI '97	74	1139	.8	4.1	72	443	.8	2.5	108	433	1.2	4.1	109	653	1.2	4.9	40	479	.4	5.0
4-Book	91	1182	1.0	4.9	99	544	1.1	3.4	134	566	1.5	4.9	123	729	1.3	5.5	56	504	.6	7.1
FA '96	78	1220	.8	4.2	87	594	.9	3.0	117	535	1.3	4.2	114	715	1.2	4.9	48	560	.5	5.8
WMGK-FM																				
FA '97	142	2029	1.6	7.7	169	1031	1.8	5.7	265	1051	2.9	9.7	194	1250	2.1	8.5	50	651	.5	6.6
SU '97	142	2189	1.5	7.6	168	1014	1.8	5.9	244	1184	2.6	9.1	203	1367	2.2	9.1	47	665	.5	5.8
SP '97	148	2208	1.6	7.7	176	1144	1.9	5.8	248	1120	2.7	8.7	184	1351	2.0	8.1	49	720	.5	6.1
WI '97	132	1976	1.4	7.3	178	901	1.9	6.1	240	1021	2.6	9.2	152	1299	1.6	6.8	53	670	.6	6.7
4-Book	141	2101	1.5	7.6	173	1023	1.9	5.9	249	1094	2.7	9.2	183	1317	2.0	8.1	50	677	.5	6.3
FA '96	149	1795	1.6	7.9	183	990	2.0	6.4	282	987	3.1	10.1	174	1151	1.9	7.5	74	689	.8	9.0
WMMR-FM																				
FA '97	121	2222	1.3	6.5	169	1221	1.8	5.7	201	1125	2.2	7.3	160	1361	1.7	7.0	45	560	.5	6.0
SU '97	153	2168	1.7	8.2	209	1092	2.3	7.4	272	1177	2.9	10.1	189	1299	2.0	8.4	50	650	.5	6.1
SP '97	197	2403	2.1	10.3	304	1360	3.3	10.1	356	1342	3.9	12.6	204	1565	2.2	9.0	62	762	.7	7.8
WI '97	116	2057	1.3	6.4	143	931	1.6	4.9	207	982	2.2	7.9	147	1188	1.6	6.5	39	546	.4	4.9
4-Book	147	2213	1.6	7.9	206	1151	2.3	7.0	259	1157	2.8	9.5	175	1353	1.9	7.7	49	630	.5	6.2
FA '96	145	2254	1.6	7.7	200	1189	2.2	7.0	258	1105	2.8	9.2	196	1480	2.1	8.5	57	659	.6	6.9
WOGL-FM																				
FA '97	84	1332	.9	4.5	115	569	1.3	3.9	156	603	1.7	5.7	102	710	1.1	4.4	22	366	.2	2.9
SU '97	92	1640	1.0	4.9	114	767	1.2	4.0	133	842	1.4	4.9	114	1025	1.2	5.1	42	486	.5	5.1
SP '97	97	1466	1.1	5.1	104	657	1.1	3.4	143	662	1.6	5.0	97	818	1.1	4.3	39	535	.4	4.9
WI '97	87	1509	.9	4.8	129	787	1.4	4.4	138	622	1.5	5.3	96	847	1.0	4.3	34	383	.4	4.3
4-Book	90	1487	1.0	4.8	116	695	1.3	3.9	143	682	1.6	5.2	102	850	1.1	4.5	34	443	.4	4.3
FA '96	82	1367	.9	4.4	100	622	1.1	3.5	121	573	1.3	4.3	107	837	1.2	4.6	39	418	.4	4.8
WPEN-AM																				
FA '97	5	135	.1	.3	4	43	.1	.1	11	41	.1	.4	6	58	.1	.3	1	18	.1	.1
SU '97	9	129	.1	.5	15	56	.2	.5	5	47	.1	.2	7	66	.1	.3	7	25	.1	.9
SP '97	4	148	.2	.2	3	30	.1	.1	6	75	.1	.2	5	41	.1	.2	1	27	.1	.1
WI '97	8	186	.1	.4	8	54	.1	.3	6	35	.1	.2	3	62	.1	.1	7	52	.1	.9
4-Book	7	150	.1	.4	8	46	.1	.3	7	50	.1	.3	5	57	.1	.2	4	31	.1	.5
FA '96	7	158	.1	.4	11	70	.1	.4	10	73	.1	.4	4	27	.1	.2	2	19	.1	.2
+WPHI-FM																				
FA '97	39	621	.4	2.1	39	289	.4	1.3	43	317	.5	1.6	47	354	.5	2.0	40	325	.4	5.3
SU '97	64	791	.7	3.4	70	420	.8	2.5	97	417	1.1	3.6	89	542	1.0	4.0	43	355	.5	5.3
SP '97	43	675	.5	2.2	38	259	.4	1.3	58	366	.6	2.0	65	415	.7	2.9	32	294	.3	4.0
WI '97	49	737	.5	2.7	51	274	.6	1.8	61	315	.7	2.3	61	438	.7	2.7	35	269	.4	4.4
4-Book	49	706	.5	2.6	50	311	.6	1.7	65	354	.7	2.4	66	437	.7	2.9	38	311	.4	4.8
FA '96	42	918	.5	2.2	38	353	.4	1.3	63	334	.7	2.3	74	612	.8	3.2	17	363	.2	2.1
WPHT-AM																				
FA '97	7	342	.1	.4	13	111	.1	.4	9	53	.1	.3	6	70	.1	.3	2	65	.1	.3
SU '97	13	480	.1	.7	17	114	.2	.6	7	124	.1	.3	11	146	.1	.5	20	237	.2	2.5
SP '97	12	559	.1	.6	19	194	.2	.6	11	90	.1	.4	12	126	.1	.5	16	202	.2	2.0
WI '97	10	350	.1	.6	21	149	.2	.7	11	93	.1	.4	14	189	.2	.6	2	48	.1	.3
4-Book	11	433	.1	.6	18	142	.2	.6	10	90	.1	.4	11	133	.1	.5	10	138	.1	1.3
FA '96	9	225	.1	.5	26	102	.3	.9	10	69	.1	.4	8	85	.1	.3	5	44	.1	.6
WPLY-FM																				
FA '97	44	1213	.5	2.4	54	531	.6	1.8	53	509	.6	1.9	55	617	.6	2.4	33	380	.4	4.4
SU '97	64	1327	.7	3.4	107	597	1.2	3.8	91	525	1.0	3.4	70	805	.8	3.1	30	476	.3	3.7
SP '97	55	1243	.6	2.9	79	556	.9	2.6	87	556	.9	3.1	63	638	.7	2.8	21	384	.2	2.6
WI '97	63	1286	.7	3.5	75	564	.8	2.6	96	576	1.0	3.7	92	809	1.0	4.1	30	353	.3	3.8
4-Book	57	1267	.6	3.1	79	562	.9	2.7	82	542	.9	3.0	70	717	.8	3.1	29	398	.3	3.6
FA '96	46	1198	.5	2.4	64	573	.7	2.2	67	366	.7	2.4	62	607	.7	2.7	23	435	.2	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
FA '97	11	127	.1	.6	32	98	.3	1.1	9	88	.1	.3	7	60	.1	.3	3	21		.4
SU '97	4	93		.2	8	43	.1	.3	4	40		.1	5	56	.1	.2	1	9		.1
SP '97	5	105	.1	.3	11	52	.1	.4	4	30		.1	10	79	.1	.4	2	33		.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	69	957	.8	3.7	74	460	.8	2.5	88	563	1.0	3.2	85	559	.9	3.7	48	345	.5	6.3
SU '97	56	907	.6	3.0	56	485	.6	2.0	95	550	1.0	3.5	56	460	.6	2.5	35	318	.4	4.3
SP '97	80	964	.9	4.2	92	502	1.0	3.0	117	538	1.3	4.1	99	473	1.1	4.3	55	390	.6	6.9
WI '97	84	1094	.9	4.6	78	529	.8	2.7	87	546	.9	3.3	139	682	1.5	6.2	86	458	.9	10.8
4-Book	72	981	.8	3.9	75	494	.8	2.6	97	549	1.1	3.5	95	544	1.0	4.2	56	378	.6	7.1
FA '96	96	1207	1.0	5.1	110	553	1.2	3.8	142	679	1.5	5.1	115	683	1.2	5.0	61	546	.7	7.4
WWDB-FM																				
FA '97	36	715	.4	1.9	48	205	.5	1.6	79	339	.9	2.9	41	328	.4	1.8	9	165	.1	1.2
SU '97	54	1014	.6	2.9	46	316	.5	1.6	100	409	1.1	3.7	75	422	.8	3.3	15	213	.2	1.8
SP '97	58	1017	.6	3.0	81	345	.9	2.7	103	450	1.1	3.6	70	509	.8	3.1	16	209	.2	2.0
WI '97	68	1062	.7	3.7	62	380	.7	2.1	130	539	1.4	5.0	109	649	1.2	4.9	15	209	.2	1.9
4-Book	54	952	.6	2.9	59	312	.7	2.0	103	434	1.1	3.8	74	477	.8	3.3	14	199	.2	1.7
FA '96	60	897	.7	3.2	64	298	.7	2.2	121	507	1.3	4.3	70	458	.8	3.0	29	264	.3	3.5
WWJZ-AM																				
FA '97		19			1	11								8						
SU '97	1	34		.1	2	9		.1	1	8			4	34		.2				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		12															1	12		.1
WXTU-FM																				
FA '97	59	875	.6	3.2	84	446	.9	2.9	76	428	.8	2.8	77	551	.8	3.4	26	308	.3	3.4
SU '97	76	937	.8	4.1	93	502	1.0	3.3	111	420	1.2	4.1	101	571	1.1	4.5	31	244	.3	3.8
SP '97	79	867	.9	4.1	105	613	1.1	3.5	128	455	1.4	4.5	87	532	.9	3.8	26	290	.3	3.3
WI '97	65	856	.7	3.6	98	445	1.1	3.4	106	489	1.1	4.0	67	565	.7	3.0	28	252	.3	3.5
4-Book	70	884	.8	3.8	95	502	1.0	3.3	105	448	1.1	3.9	83	555	.9	3.7	28	274	.3	3.5
FA '96	71	798	.8	3.8	97	482	1.1	3.4	108	477	1.2	3.9	88	569	1.0	3.8	24	312	.3	2.9
+WXXM-FM																				
WFLN-FM																				
FA '97	36	740	.4	1.9	21	264	.2	.7	57	317	.6	2.1	63	438	.7	2.7	15	222	.2	2.0
SU '97	27	559	.3	1.4	31	245	.3	1.1	38	180	.4	1.4	33	311	.4	1.5	18	146	.2	2.2
SP '97	24	496	.3	1.3	22	200	.2	.7	45	177	.5	1.6	39	286	.4	1.7	7	102	.1	.9
WI '97	30	563	.3	1.7	35	267	.4	1.2	51	258	.6	1.9	35	329	.4	1.6	15	237	.2	1.9
4-Book	29	590	.3	1.6	27	244	.3	.9	48	233	.5	1.8	43	341	.5	1.9	14	177	.2	1.8
FA '96	33	599	.4	1.8	42	282	.5	1.5	45	259	.5	1.6	27	296	.3	1.2	22	193	.2	2.7
WYSP-FM																				
FA '97	256	3439	2.8	13.8	736	2266	8.0	25.0	350	1694	3.8	12.8	180	1169	2.0	7.8	38	581	.4	5.0
SU '97	199	3034	2.2	10.7	605	1989	6.6	21.4	221	1402	2.4	8.2	153	1172	1.7	6.8	53	653	.6	6.5
SP '97	257	2936	2.8	13.4	681	2046	7.4	22.6	391	1668	4.2	13.8	242	1431	2.6	10.6	49	634	.5	6.1
WI '97	213	2989	2.3	11.7	675	2191	7.3	23.2	251	1378	2.7	9.6	176	1180	1.9	7.8	47	620	.5	5.9
4-Book	231	3100	2.5	12.4	674	2123	7.3	23.1	303	1536	3.3	11.1	188	1238	2.1	8.3	47	622	.5	5.9
FA '96	203	3111	2.2	10.8	568	1884	6.2	19.8	225	1347	2.4	8.0	169	1348	1.8	7.3	39	649	.4	4.8
WYXR-FM																				
FA '97	41	951	.4	2.2	55	404	.6	1.9	60	296	.7	2.2	66	455	.7	2.9	21	316	.2	2.8
SU '97	50	1070	.5	2.7	53	347	.6	1.9	82	397	.9	3.0	52	538	.6	2.3	25	311	.3	3.1
SP '97	46	1021	.5	2.4	72	503	.8	2.4	66	346	.7	2.3	57	554	.6	2.5	19	302	.2	2.4
WI '97	34	992	.4	1.9	43	388	.5	1.5	49	300	.5	1.9	46	457	.5	2.0	16	302	.2	2.0
4-Book	43	1009	.5	2.3	56	411	.6	1.9	64	335	.7	2.4	55	501	.6	2.4	20	308	.2	2.6
FA '96	56	1023	.6	3.0	67	407	.7	2.3	78	433	.8	2.8	78	604	.8	3.4	23	310	.2	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBVN-FM																				
FA '97	4	42	.2	.2	4	24	.1	.1	8	8	.1	.3	4	17	.2	.2				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	3	55	.2	.2	3	37	.1	.1	3	17	.1	.1	6	36	.1	.3	1	8	.1	.1
WJBR-FM																				
FA '97	10	168	.1	.5	17	85	.2	.6	19	45	.2	.7	14	93	.2	.6	2	28	.3	.3
SU '97	7	144	.1	.4	7	59	.1	.2	8	45	.1	.3	8	59	.1	.4	6	51	.1	.7
SP '97	5	132	.1	.3	8	71	.1	.3	8	53	.1	.3	6	57	.1	.3	2	24	.3	.3
WI '97	8	186	.1	.4	10	72	.1	.3	17	65	.2	.6	13	90	.1	.6	2	61	.3	.3
4-Book	8	158	.1	.4	11	72	.1	.4	13	52	.2	.5	10	75	.1	.5	3	41	.4	.4
FA '96	17	151	.2	.9	10	82	.1	.3	24	80	.3	.9	21	107	.2	.9	8	36	.1	1.0
WKXW-FM																				
FA '97	24	351	.3	1.3	33	163	.4	1.1	31	130	.3	1.1	42	226	.5	1.8	11	76	.1	1.5
SU '97	15	322	.2	.8	11	107	.1	.4	28	145	.3	1.0	32	196	.3	1.4	5	78	.1	.6
SP '97	7	321	.1	.4	9	117	.1	.3	7	90	.1	.2	11	140	.1	.5	3	61	.4	.4
WI '97	16	377	.2	.9	32	158	.3	1.1	33	158	.4	1.3	18	166	.2	.8	1	34	.1	.1
4-Book	16	343	.2	.9	21	136	.2	.7	25	131	.3	.9	26	182	.3	1.1	5	62	.1	.7
FA '96	14	213	.2	.7	21	110	.2	.7	27	112	.3	1.0	12	135	.1	.5	5	65	.1	.6
+WLEV-FM																				
WFMZ-FM																				
FA '97	3	139	.2	.2	2	35	.1	.1	4	26	.1	.1	5	39	.1	.2	3	35	.4	.4
SU '97	6	98	.1	.3	9	30	.1	.3	9	33	.1	.3	6	71	.1	.3	1	22	.1	.1
SP '97	4	55	.2	.2	7	19	.1	.2	8	10	.1	.3	4	28	.2	.2	1	19	.1	.1
WI '97	5	132	.1	.3	5	63	.1	.2	8	60	.1	.3	5	72	.1	.2	4	44	.5	.5
4-Book	5	106	.1	.3	6	37	.1	.2	7	32	.1	.3	5	53	.1	.2	2	30	.3	.3
FA '96	2	37	.1	.1	2	18	.1	.1	4	19	.1	.1	3	27	.1	.1		8		
WPST-FM																				
FA '97	15	618	.2	.8	21	287	.2	.7	20	231	.2	.7	23	305	.3	1.0	8	171	.1	1.1
SU '97	18	637	.2	1.0	23	188	.2	.8	27	180	.3	1.0	28	364	.3	1.3	6	122	.1	.7
SP '97	20	592	.2	1.0	27	218	.3	.9	36	232	.4	1.3	32	376	.3	1.4	7	153	.1	.9
WI '97	21	487	.2	1.2	26	169	.3	.9	35	170	.4	1.3	30	295	.3	1.3	10	149	.1	1.3
4-Book	19	584	.2	1.0	24	216	.3	.8	30	203	.3	1.1	28	335	.3	1.3	8	149	.1	1.0
FA '96	24	652	.3	1.3	27	243	.3	.9	50	268	.5	1.8	30	370	.3	1.3	8	228	.1	1.0
WRDR-FM																				
FA '97	2	46	.1	.1	2	23	.1	.1	4	23	.1	.1	4	27	.2	.2	1	17	.1	.1
SU '97	1	17	.1	.1	1	17	.1	.1	1	9	.1	.1	1	8	.1	.1				
SP '97	2	60	.1	.1	3	25	.1	.1	6	10	.1	.2	3	33	.1	.1	1	17	.1	.1
WI '97	1	34	.1	.1	1	17	.1	.1	1	17	.1	.1	5	25	.1	.2	2	17	.3	.3
4-Book	1	39	.1	.1	2	21	.1	.1	3	11	.1	.1	3	23	.1	.1	1	13	.1	.1
FA '96	2	39	.1	.1	1	15	.1	.1	3	14	.1	.1	4	22	.2	.2				
WRFY-FM																				
FA '97	9	165	.1	.5	18	69	.2	.6	14	76	.2	.5	13	85	.1	.6	1	27	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97		17							1	9			1	8						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	34	.1	.1	1	19	.1	.1	10	10	.1	.1	8	9	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1853	8925	20.2		2943	8340	32.1		2739	6898	29.9		2294	7975	25.1		756	5150	8.3	
SU '97	1866	9068	20.2		2825	8155	30.6		2690	7042	29.2		2240	8165	24.3		816	5195	8.8	
SP '97	1918	9038	20.8		3019	8345	32.7		2835	7134	30.7		2277	8022	24.7		798	5518	8.7	
WI '97	1816	9013	19.7		2910	8265	31.5		2619	6827	28.4		2245	8066	24.3		795	5518	8.6	
4-Book	1863	9011	20.2		2924	8276	31.7		2721	6975	29.6		2264	8057	24.6		791	5345	8.6	
FA '96	1878	9022	20.4		2867	8203	31.1		2797	6991	30.3		2316	7945	25.1		821	5597	8.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	116	2327	1.3	4.4	44	1155	.5	3.9	117	530	1.3	10.0	39	223	.4	2.1	34	213	.4	2.7
4-Book	124	2482	1.4	4.7	49	1286	.6	4.2	126	585	1.4	10.1	50	300	.5	2.6	37	208	.4	2.7
WBEB-FM																				
FA '97	88	844	1.0	3.3	51	671	.6	4.5	43	129	.5	3.7	107	243	1.2	5.8	67	213	.7	5.4
4-Book	93	834	1.0	3.6	44	590	.5	3.7	43	152	.5	3.4	84	227	.9	4.3	57	177	.6	4.2
WDAS-AM																				
FA '97	7	74	.1	.3	6	71	.1	.5	1	6	.1	.1	5	12	.1	.3	2	8	.2	.2
4-Book	6	66	.1	.2	9	98	.1	.7	1	10	.1	.1	7	17	.1	.3	1	3	.1	.1
WDAS-FM																				
FA '97	127	906	1.4	4.8	59	559	.6	5.2	24	74	.3	2.0	80	208	.9	4.3	67	180	.7	5.4
4-Book	134	909	1.5	5.1	74	674	.8	6.2	63	165	.7	5.0	118	269	1.3	6.0	82	207	.9	5.8
WFIL-AM																				
FA '97	5	113	.1	.2	2	51	.2	.2	7				4	9	.2	.2	2	9	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	22	152	.2	.8	10	97	.1	.9	10	27	.1	.9	37	61	.4	2.0	20	61	.2	1.6
4-Book	16	104	.2	.6	7	79	.1	.6	9	24	.1	.7	21	43	.2	1.1	8	24	.1	.6
WIOQ-FM																				
FA '97	71	831	.8	2.7	36	504	.4	3.2	24	97	.3	2.0	66	243	.7	3.6	50	143	.5	4.0
4-Book	69	852	.7	2.6	42	602	.5	3.6	31	117	.4	2.5	71	245	.8	3.6	71	197	.8	5.0
WIP -AM																				
FA '97	216	1873	2.4	8.1	64	918	.7	5.6	72	298	.8	6.1	82	357	.9	4.4	60	205	.7	4.8
4-Book	202	1893	2.2	7.7	63	996	.7	5.2	77	291	.8	6.1	95	359	1.0	4.8	64	229	.7	4.6
WJZ-FM																				
FA '97	117	1030	1.3	4.4	57	707	.6	5.0	44	174	.5	3.8	126	358	1.4	6.8	73	245	.8	5.9
4-Book	119	959	1.3	4.5	64	708	.7	5.4	51	180	.6	4.1	107	295	1.2	5.4	85	257	.9	6.0
WMGK-FM																				
FA '97	214	1697	2.3	8.0	78	974	.9	6.8	104	324	1.1	8.9	157	479	1.7	8.4	108	339	1.2	8.7
4-Book	206	1757	2.2	7.8	89	1113	1.0	7.4	89	296	1.0	7.1	183	526	2.0	9.1	136	416	1.5	9.6
WMMR-FM																				
FA '97	178	1956	1.9	6.7	70	1011	.8	6.1	81	285	.9	6.9	161	467	1.8	8.7	75	277	.8	6.0
4-Book	217	1883	2.4	8.2	89	1159	1.0	7.4	98	318	1.1	7.8	182	561	2.0	9.0	110	351	1.2	7.7
WQGL-FM																				
FA '97	127	1059	1.4	4.8	50	682	.5	4.4	40	154	.4	3.4	91	325	1.0	4.9	56	202	.6	4.5
4-Book	122	1178	1.3	4.6	71	852	.6	5.9	69	240	.7	5.4	114	337	1.2	5.6	84	255	.9	5.9
WPEN-AM																				
FA '97	7	84	.1	.3	5	50	.1	.4	1	9	.1	.1	2	9	.1	.1	1	9	.1	.1
4-Book	7	96	.1	.3	8	83	.1	.7	7	22	.1	.6	10	26	.1	.5	9	22	.1	.7
+WPHI-FM																				
FA '97	43	489	.5	1.6	31	362	.3	2.7	22	51	.2	1.9	26	95	.3	1.4	38	104	.4	3.1
4-Book	61	584	.7	2.3	36	389	.4	3.0	26	81	.3	2.0	67	186	.7	3.3	49	127	.5	3.5
WPHT-AM																				
FA '97	9	190	.1	.3	5	129	.1	.4	4	28	.1	.3	7	18	.1	.4	9	9	.1	.7
4-Book	12	272	.2	.5	8	175	.1	.6	7	25	.1	.5	8	33	.1	.4	7	23	.1	.5
WPLY-FM																				
FA '97	54	1012	.6	2.0	34	634	.4	3.0	33	144	.4	2.8	64	254	.7	3.4	47	147	.5	3.8
4-Book	77	1071	.9	2.9	39	658	.4	3.3	35	137	.4	2.8	69	272	.8	3.5	49	182	.5	3.5
WURD-AM																				
FA '97	16	117	.2	.6	8	80	.1	.7	20	30	.2	1.7	8	37	.1	.4	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM FA '97 4-Book	83 90	808 832	.9 1.0	3.1 3.4	58 53	526 537	.6 .6	5.1 4.4	37 40	120 120	.4 .4	3.2 3.2	100 88	265 225	1.1 1.0	5.4 4.5	74 60	145 147	.8 .6	6.0 4.4
WVDB-FM FA '97 4-Book	58 81	560 740	.6 .9	2.2 3.1	15 33	262 420	.2 .4	1.3 2.8	25 43	69 126	.3 .5	2.1 3.4	16 32	54 97	.2 .4	.9 1.6	2 15	9 42	.2 .2	1.0 1.0
WVJZ-AM FA '97 4-Book	**	19 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM FA '97 4-Book	79 95	758 755	.9 1.1	3.0 3.6	45 53	526 537	.5 .6	3.9 4.4	43 60	172 184	.5 .7	3.7 4.7	79 94	261 256	.9 1.1	4.2 4.6	50 67	151 194	.5 .7	4.0 4.7
+WXM-FM WFLN-FM FA '97 4-Book	48 40	603 465	.5 .4	1.8 1.5	29 21	400 283	.3 .2	2.5 1.8	50 21	119 66	.5 .2	4.3 1.7	90 41	236 127	1.0 .5	4.8 2.1	25 18	111 79	.3 .2	2.0 1.3
WYSP-FM FA '97 4-Book	417 382	2768 2700	4.6 4.2	15.7 14.5	119 88	1762 1263	1.3 1.0	10.4 7.4	68 78	244 245	.7 .9	5.8 6.2	88 131	349 460	1.0 1.4	4.7 6.4	65 89	299 318	.7 1.0	5.2 6.2
WYXR-FM FA '97 4-Book	60 59	660 725	.7 .7	2.3 2.3	20 29	434 519	.2 .3	1.8 2.4	22 37	102 120	.2 .4	1.9 2.9	11 51	113 211	.1 .6	.6 2.5	38 36	160 157	.4 .4	3.1 2.6
WBYN-FM FA '97 4-Book	5 **	34 **	.1 **	.2 **	6 **	33 **	.1 **	.5 **	2 **	8 **	.2 **	.2 **	11 **	26 **	.1 **	.6 **	4 **	8 **	.3 **	.3 **
WJBR-FM FA '97 4-Book	17 12	140 119	.2 .2	.6 .4	4 4	101 78	.4 .4	.4 .4	3 7	18 22	.3 .1	.3 .5	10 10	52 35	.1 .1	.5 .5	4 4	19 14	.3 .3	.3 .3
WKXW-FM FA '97 4-Book	35 24	314 266	.4 .3	1.3 .9	13 8	123 133	.1 .1	1.1 .7	20 7	43 28	.2 .1	1.7 .6	28 15	62 57	.3 .2	1.5 .8	31 12	59 28	.3 .1	2.5 .9
+WLEV-FM WFMZ-FM FA '97 4-Book	4 6	83 73	.2 .1	.2 .3	3 4	66 58	.3 .1	.3 .3	1 5	11 9	.1 .1	.4 .4	1 5	11 18	.1 .1	.3 .3	4 2	29 12	.3 .1	.3 .1
WPST-FM FA '97 4-Book	21 28	503 469	.2 .3	.8 1.1	7 9	210 245	.1 .1	.6 .7	5 6	17 25	.1 .1	.4 .5	18 16	86 89	.2 .2	1.0 .8	21 17	104 80	.2 .2	1.7 1.2
WRDR-FM FA '97 4-Book	4 3	46 35	.2 .1	.2 .1	2 1	16 16	.2 .1	.2 .1	1 2	10 2	.1 .1	.1 .1	1 2	10 8	.1 .1	.1 .1	1 3	10 3	.1 .1	.1 .1
WRFY-FM FA '97 4-Book	15 **	125 **	.2 **	.6 **	4 **	86 **	.4 **	.4 **	9 **	30 **	.1 **	.8 **	9 **	18 **	.1 **	.5 **	2 **	18 **	.2 **	.2 **
WOR -AM FA '97 4-Book	1 **	17 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS FA '97 4-Book	2664 2643	8855 8890	29.1 28.7		1140 1194	7275 7462	12.5 13.0		1171 1260	3251 3490	12.8 13.7		1859 1999	4430 4722	20.3 21.7		1243 1406	3262 3519	13.6 15.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	24	135	.3	3.0	92	389	1.0	11.3	19	140	.2	1.3	32	190	.3	2.9	14	142	.2	2.6
4-Book	21	149	.2	2.4	97	446	1.1	11.3	33	220	.4	2.4	26	171	.3	2.5	23	169	.3	3.3
WBEB-FM																				
FA '97	29	149	.3	3.6	35	129	.4	4.3	55	161	.6	3.6	48	173	.5	4.4	21	99	.2	3.8
4-Book	26	115	.3	3.1	26	108	.3	3.0	48	158	.5	3.4	43	148	.5	4.0	22	100	.2	3.3
WDAS-AM																				
FA '97					16	42	.2	2.0	23	57	.3	1.5					5	7	.1	.7
4-Book		2			27	61	.3	3.1	23	58	.3	1.7	6	14	.1	.6				
WDAS-FM																				
FA '97	30	110	.3	3.7	34	110	.4	4.2	70	172	.8	4.6	55	132	.6	5.0	100	172	1.1	18.3
4-Book	58	168	.6	6.7	37	108	.4	4.4	57	160	.6	4.1	50	124	.5	4.6	115	208	1.3	17.4
WFIL-AM																				
FA '97					13	42	.1	1.6					1	7		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97					1	9		.1	11	44	.1	.7	3	17		.3				
4-Book	1	5		.2	10	24	.1	1.2	6	24	.1	.5	2	7		.2				
WIOQ-FM																				
FA '97	61	162	.7	7.5	8	35	.1	1.0	19	121	.2	1.3	18	39	.2	1.6	31	92	.3	5.7
4-Book	47	164	.5	5.6	19	67	.2	2.2	34	135	.4	2.5	26	109	.3	2.4	34	111	.4	5.1
WIP -AM																				
FA '97	32	69	.3	3.9	55	195	.6	6.7	91	328	1.0	6.0	98	293	1.1	8.9	28	145	.3	5.1
4-Book	45	162	.5	5.4	43	156	.5	5.1	69	298	.8	4.9	71	251	.8	6.6	36	171	.4	5.4
WJJZ-FM																				
FA '97	37	134	.4	4.6	21	94	.2	2.6	61	213	.7	4.0	42	147	.5	3.8	44	139	.5	8.1
4-Book	56	178	.6	6.5	29	117	.3	3.4	68	225	.8	4.9	63	157	.7	5.8	49	131	.6	7.4
WMGK-FM																				
FA '97	41	165	.4	5.0	29	110	.3	3.5	85	289	.9	5.6	63	221	.7	5.7	32	109	.3	5.9
4-Book	55	199	.6	6.3	34	137	.4	4.0	103	345	1.1	7.5	71	249	.8	6.6	33	131	.4	5.1
WMMR-FM																				
FA '97	26	126	.3	3.2	63	176	.7	7.7	74	308	.8	4.9	44	152	.5	4.0	32	119	.3	5.9
4-Book	42	171	.5	4.8	66	224	.7	7.7	106	388	1.2	7.7	68	254	.7	6.3	34	150	.4	5.2
VOGL-FM																				
FA '97	21	51	.2	2.6	61	184	.7	7.5	68	228	.7	4.5	37	113	.4	3.4	24	66	.3	4.4
4-Book	56	170	.6	6.6	72	188	.8	8.3	74	243	.8	5.3	67	192	.8	6.3	35	108	.4	5.3
WPEN-AM																				
FA '97					7	33	.1	.9	13	20	.1	.9	2	8		.2	9	17	.1	1.6
4-Book	7	23	.1	.8	5	27	.1	.6	9	27	.1	.6	9	29	.1	.9	8	17	.1	1.2
+WPHI-FM																				
FA '97	57	129	.6	7.0	24	73	.3	2.9	28	79	.3	1.8	24	80	.3	2.2	26	87	.3	4.8
4-Book	47	123	.5	5.5	9	30	.1	1.0	26	82	.3	1.9	38	107	.4	3.6	19	63	.2	3.0
WPHT-AM																				
FA '97	8	34	.1	1.0	8	48	.1	1.0	4	31		.3								
4-Book	7	32	.1	.8	12	45	.1	1.4	13	55	.1	1.0	10	44	.1	.9	2	10		.3
WPLY-FM																				
FA '97	11	76	.1	1.4	20	80	.2	2.4	47	184	.5	3.1	38	160	.4	3.4	9	71	.1	1.6
4-Book	25	115	.3	3.0	18	65	.2	2.1	47	203	.5	3.4	41	170	.5	3.7	20	99	.2	2.9
WURD-AM																				
FA '97					12	33	.1	1.5	14	40	.2	.9	13	31	.1	1.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	94	227	1.0	11.6	37	89	.4	4.5	50	141	.5	3.3	44	97	.5	4.0	21	50	.2	3.8
4-Book	69	173	.8	8.1	35	105	.4	4.1	51	160	.6	3.7	38	82	.4	3.6	32	87	.3	4.7
WWDB-FM																				
FA '97	4	27		.5	15	67	.2	1.8	43	148	.5	2.8	4	8		.4	9	26	.1	1.6
4-Book	18	52	.2	2.0	34	118	.4	3.9	81	186	.9	6.0	17	36	.2	1.6	21	62	.2	3.1
WWJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	28	105	.3	3.4	44	164	.5	5.4	70	172	.8	4.6	34	134	.4	3.1	9	43	.1	1.6
4-Book	22	95	.2	2.5	38	116	.4	4.5	69	180	.8	4.9	52	145	.6	4.9	20	78	.2	3.0
+WXXM-FM																				
WFLN-FM																				
FA '97	27	102	.3	3.3	4	30		.5	21	94	.2	1.4	12	57	.1	1.1	3	28		.5
4-Book	14	60	.2	1.7	12	49	.1	1.3	30	109	.3	2.2	20	64	.2	1.9	9	47	.1	1.3
WYSP-FM																				
FA '97	28	145	.3	3.4	27	106	.3	3.3	373	1169	4.1	24.6	279	923	3.0	25.3	18	111	.2	3.3
4-Book	45	179	.5	5.1	31	105	.4	3.6	168	549	1.8	11.7	133	442	1.5	12.1	27	127	.3	4.0
WYXR-FM																				
FA '97	35	121	.4	4.3	11	58	.1	1.3	17	100	.2	1.1	21	76	.2	1.9	9	60	.1	1.6
4-Book	26	122	.3	3.0	20	71	.2	2.3	27	125	.3	2.0	27	106	.3	2.5	11	68	.1	1.7
WBYN-FM																				
FA '97	**	**	**	**	2	15		.2	15	16	.2	1.0	13	16	.1	1.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97					4	22		.5	6	8	.1	.4	1	10		.1	1	10		.2
4-Book	1	9		.1	1	8		.2	4	21	.1	.3	2	13		.2	2	9		.2
WXXV-FM																				
FA '97	16	32	.2	2.0	4	27		.5	3	18		.2	4	18		.4				
4-Book	5	14	.1	.6	6	27	.1	.7	9	39	.1	.7	4	21		.4	2	19		.3
+WLEV-FM																				
WFMZ-FM																				
FA '97					1	10		.1	3	18		.2	6	48	.1	.5	11	30	.1	2.0
4-Book	1	5		.1	5	18	.1	.6	5	17	.1	.4	5	27	.1	.4	4	15		.7
WPST-FM																				
FA '97	3	18		.4	1	8		.1	6	63	.1	.4	3	33		.3	2	17		.4
4-Book	6	45	.1	.7	4	29		.4	10	60	.1	.7	9	55	.1	.8	5	35		.7
WRDR-FM																				
FA '97									5	6	.1	.3	1	6		.1	4	6		.7
4-Book	1	4		.1					1	2		.1	1	2		.1	2	6		.4
WRFY-FM																				
FA '97	1	8		.1	6	31	.1	.7	4	41		.3	1	9		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	813	2300	8.9		817	2553	8.9		1517	3948	16.6		1102	2949	12.0		546	1621	6.0	
4-Book	858	2486	9.3		857	2580	9.3		1390	3677	15.1		1073	2816	11.7		664	1957	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	109	3136	1.0	5.1	257	2038	2.4	7.6	96	1091	.9	3.1	140	1598	1.3	5.3	45	728	.4	5.1
SU '97	102	3274	1.0	4.9	257	2194	2.4	8.0	93	1079	.9	3.1	105	1645	1.0	4.2	40	679	.4	4.4
SP '97	108	3177	1.0	5.0	300	2335	2.8	8.8	87	986	.8	2.8	124	1421	1.2	4.9	31	591	.3	3.5
WI '97	126	3671	1.2	6.0	360	2553	3.4	10.7	85	1139	.8	2.9	131	1757	1.2	5.1	46	934	.4	5.2
4-Book	111	3315	1.1	5.3	294	2280	2.8	8.8	90	1074	.9	3.0	125	1605	1.2	4.9	41	733	.4	4.6
FA '96	110	3506	1.0	5.1	297	2464	2.8	9.0	87	1169	.8	2.7	131	1723	1.2	5.0	41	914	.4	4.5
WBEB-FM																				
FA '97	78	1309	.7	3.6	102	727	1.0	3.0	122	477	1.2	3.9	90	629	.9	3.4	33	369	.3	3.7
SU '97	75	1188	.7	3.6	101	536	1.0	3.2	129	586	1.2	4.3	72	580	.7	2.9	20	330	.2	2.2
SP '97	59	1160	.6	2.8	92	613	.9	2.7	96	459	.9	3.1	74	585	.7	2.9	22	338	.2	2.5
WI '97	91	1360	.9	4.4	118	598	1.1	3.5	175	597	1.7	5.9	119	802	1.1	4.6	26	373	.2	3.0
4-Book	76	1254	.7	3.6	103	619	1.0	3.1	131	530	1.3	4.3	89	649	.9	3.5	25	353	.2	2.9
FA '96	69	1083	.7	3.2	94	607	.9	2.8	132	540	1.3	4.2	82	546	.8	3.1	24	307	.2	2.6
WDAS-AM																				
FA '97	6	128	.1	.3	10	51	.1	.3	5	24	.2	.2	6	41	.1	.2	4	28	.1	.5
SU '97	7	117	.1	.3	7	35	.1	.2	7	23	.1	.2	4	27	.1	.2	2	17	.1	.2
SP '97	7	133	.1	.3	2	36	.1	.1	17	51	.2	.5	5	45	.2	.2	2	17	.1	.2
WI '97	8	204	.1	.4	8	57	.1	.2	7	55	.1	.2	6	75	.1	.2	2	17	.1	.2
4-Book	7	146	.1	.3	7	45	.1	.2	9	38	.1	.2	5	47	.1	.2	3	20	.1	.3
FA '96	12	200	.1	.6	17	96	.2	.5	13	36	.1	.4	12	58	.1	.5	9	19	.1	1.0
WDAS-FM																				
FA '97	107	1194	1.0	5.0	169	702	1.6	5.0	132	621	1.3	4.2	130	739	1.2	5.0	68	532	.6	7.7
SU '97	115	1232	1.1	5.5	146	610	1.4	4.6	147	621	1.4	4.9	116	606	1.1	4.7	99	589	.9	10.8
SP '97	122	1216	1.2	5.7	167	703	1.6	4.9	161	685	1.5	5.2	130	695	1.2	5.1	85	550	.8	9.7
WI '97	131	1278	1.2	6.3	178	779	1.7	5.3	175	716	1.7	5.9	169	745	1.6	6.6	83	563	.8	9.4
4-Book	119	1230	1.1	5.6	165	699	1.6	5.0	154	661	1.5	5.1	136	696	1.3	5.4	84	559	.8	9.4
FA '96	126	1184	1.2	5.9	154	639	1.5	4.7	154	665	1.5	4.8	159	725	1.5	6.1	105	612	1.0	11.4
WFIL-AM																				
FA '97	4	158	.2	.3	9	60	.1	.3	5	31	.2	.2	3	39	.1	.2	5	84	.1	.6
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	7	113	.1	.3	9	78	.1	.3	13	55	.1	.4	12	72	.1	.5	2	28	.1	.2
WI '97	7	120	.1	.3	23	79	.2	.7	9	62	.1	.3	2	38	.1	.3	6	30	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	6	122	.1	.3	17	59	.2	.5	10	25	.1	.3	7	70	.1	.3	1	17	.1	.1
WHAT-AM																				
FA '97	17	196	.2	.8	21	105	.2	.6	29	111	.3	.9	25	90	.2	1.0	4	46	.1	.5
SU '97	10	110	.1	.5	9	42	.1	.3	14	65	.1	.5	16	67	.2	.6	7	35	.1	.8
SP '97	9	146	.1	.4	25	68	.2	.7	12	88	.1	.4	4	45	.2	.2	3	35	.1	.3
WI '97	18	187	.2	.9	41	85	.4	1.2	27	84	.3	.9	16	53	.2	.6	7	46	.1	.8
4-Book	14	160	.2	.7	24	75	.2	.7	21	87	.2	.7	15	64	.2	.6	5	41	.1	.6
FA '96	7	150	.1	.3	21	85	.2	.6	6	48	.1	.2	5	20	.2	.2	2	6	.1	.2
W100-FM																				
FA '97	53	1138	.5	2.5	71	449	.7	2.1	91	634	.9	2.9	53	546	.5	2.0	23	289	.2	2.6
SU '97	61	1324	.6	2.9	70	454	.7	2.2	93	619	.9	3.1	67	590	.6	2.7	27	430	.3	2.9
SP '97	49	1079	.5	2.3	50	373	.5	1.5	72	492	.7	2.3	58	539	.5	2.3	28	369	.3	3.2
WI '97	55	1244	.5	2.6	61	422	.6	1.8	81	581	.8	2.7	61	580	.6	2.4	37	404	.4	4.2
4-Book	55	1196	.5	2.6	63	425	.6	1.9	84	582	.8	2.8	60	564	.6	2.4	29	373	.3	3.2
FA '96	53	1353	.5	2.5	62	476	.6	1.9	75	644	.7	2.4	59	715	.6	2.2	36	518	.3	3.9
WIP -AM																				
FA '97	157	2364	1.5	7.3	286	1460	2.7	8.5	224	1100	2.1	7.2	229	1534	2.2	8.7	53	721	.5	6.0
SU '97	156	2280	1.5	7.4	271	1575	2.6	8.5	216	1326	2.0	7.1	240	1684	2.3	9.7	51	673	.5	5.6
SP '97	140	2376	1.3	6.5	242	1270	2.3	7.1	172	1035	1.6	5.5	205	1484	1.9	8.1	72	849	.7	8.2
WI '97	149	2540	1.4	7.1	252	1554	2.4	7.5	238	1169	2.3	8.0	185	1645	1.8	7.2	59	853	.6	6.7
4-Book	151	2390	1.4	7.1	263	1465	2.5	7.9	213	1158	2.0	7.0	215	1587	2.1	8.4	59	774	.6	6.6
FA '96	165	2469	1.6	7.7	272	1516	2.6	8.2	257	1315	2.4	8.1	250	1678	2.4	9.5	50	746	.5	5.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
FA '97	106	1359	1.0	5.0	105	607	1.0	3.1	156	642	1.5	5.0	149	925	1.4	5.7	71	583	.7	8.0
SU '97	132	1546	1.3	6.3	151	772	1.4	4.7	197	799	1.9	6.5	150	914	1.4	6.0	85	673	.8	9.3
SP '97	94	1200	.9	4.4	114	576	1.1	3.3	140	647	1.3	4.5	125	753	1.2	4.9	54	475	.5	6.2
WI '97	103	1417	1.0	4.9	99	584	.9	2.9	155	601	1.5	5.2	150	813	1.4	5.9	58	645	.5	6.6
4-Book	109	1381	1.1	5.2	117	635	1.1	3.5	162	672	1.6	5.3	144	851	1.4	5.6	67	594	.6	7.5
FA '96	95	1408	.9	4.4	108	675	1.0	3.3	156	665	1.5	4.9	131	837	1.2	5.0	54	650	.5	5.9
WMGK-FM																				
FA '97	152	2141	1.4	7.1	174	1095	1.7	5.2	277	1115	2.6	8.9	209	1320	2.0	8.0	56	686	.5	6.3
SU '97	145	2279	1.4	6.9	175	1057	1.7	5.5	249	1224	2.4	8.2	205	1399	1.9	8.3	47	675	.4	5.1
SP '97	153	2287	1.5	7.1	183	1197	1.7	5.3	258	1165	2.4	8.3	191	1409	1.8	7.5	50	745	.5	5.7
WI '97	138	2034	1.3	6.6	186	932	1.8	5.5	248	1051	2.4	8.3	162	1342	1.5	6.3	53	675	.5	6.0
4-Book	147	2185	1.4	6.9	180	1070	1.7	5.4	258	1139	2.5	8.4	192	1368	1.8	7.5	52	695	.5	5.8
FA '96	158	1891	1.5	7.4	193	1061	1.8	5.8	301	1031	2.9	9.5	188	1222	1.8	7.2	77	725	.7	8.4
WMMR-FM																				
FA '97	132	2380	1.3	6.2	188	1300	1.8	5.6	225	1181	2.1	7.2	175	1455	1.7	6.7	47	595	.4	5.3
SU '97	154	2207	1.5	7.3	209	1099	2.0	6.5	273	1194	2.6	9.0	190	1323	1.8	7.7	50	658	.5	5.4
SP '97	199	2505	1.9	9.3	306	1395	2.9	8.9	357	1378	3.4	11.5	207	1624	2.0	8.1	62	775	.6	7.1
WI '97	124	2141	1.2	5.9	161	997	1.5	4.8	219	1016	2.1	7.4	158	1239	1.5	6.2	41	578	.4	4.7
4-Book	152	2308	1.5	7.2	216	1198	2.1	6.5	269	1192	2.6	8.8	183	1410	1.8	7.2	50	652	.5	5.6
FA '96	149	2325	1.4	7.0	209	1234	2.0	6.3	265	1133	2.5	8.3	199	1498	1.9	7.6	57	676	.5	6.2
WOGL-FM																				
FA '97	128	1854	1.2	6.0	171	844	1.6	5.1	218	846	2.1	7.0	145	1019	1.4	5.5	45	565	.4	5.1
SU '97	123	2127	1.2	5.9	154	995	1.5	4.8	180	1121	1.7	5.9	151	1288	1.4	6.1	53	653	.5	5.8
SP '97	126	1923	1.2	5.9	132	836	1.3	3.9	184	826	1.7	5.9	136	1080	1.3	5.3	48	667	.5	5.5
WI '97	118	1976	1.1	5.7	171	1050	1.6	5.1	180	811	1.7	6.0	129	1050	1.2	5.0	43	529	.4	4.9
4-Book	124	1970	1.2	5.9	157	931	1.5	4.7	191	901	1.8	6.2	140	1109	1.3	5.5	47	604	.5	5.3
FA '96	121	1861	1.1	5.7	160	883	1.5	4.8	182	792	1.7	5.7	153	1113	1.5	5.8	53	572	.5	5.8
WPEN-AM																				
FA '97	7	169	.1	.3	7	68	.1	.2	12	49	.1	.4	7	84	.1	.3	1	26	.1	.1
SU '97	26	283	.2	1.2	35	142	.3	1.1	33	145	.3	1.1	27	168	.3	1.1	18	85	.2	2.0
SP '97	7	218	.1	.3	7	65	.1	.2	8	110	.1	.3	9	70	.1	.4	1	27	.1	.1
WI '97	9	255	.1	.4	9	79	.1	.3	8	50	.1	.3	5	104	.2	.2	9	60	.1	1.0
4-Book	12	231	.1	.6	15	89	.2	.5	15	89	.2	.5	12	107	.1	.5	7	50	.1	.8
FA '96	8	230	.1	.4	14	116	.1	.4	11	92	.1	.3	5	45	.2	.2	3	28	.1	.3
+WPHI-FM																				
FA '97	39	626	.4	1.8	39	289	.4	1.2	43	317	.4	1.4	47	354	.4	1.8	40	325	.4	4.5
SU '97	65	797	.6	3.1	70	420	.7	2.2	97	417	.9	3.2	89	542	.8	3.6	43	355	.4	4.7
SP '97	44	706	.4	2.1	42	290	.4	1.2	59	388	.6	1.9	67	433	.6	2.6	32	303	.3	3.6
WI '97	49	757	.5	2.4	51	282	.5	1.5	62	320	.6	2.1	62	452	.6	2.4	35	269	.3	4.0
4-Book	49	722	.5	2.4	51	320	.5	1.5	65	361	.6	2.2	66	445	.6	2.6	38	313	.4	4.2
FA '96	42	927	.4	2.0	38	353	.4	1.1	63	334	.6	2.0	74	612	.7	2.8	17	363	.2	1.8
WPHT-AM																				
FA '97	13	482	.1	.6	21	151	.2	.6	18	92	.2	.6	14	121	.1	.5	6	110	.1	.7
SU '97	16	617	.2	.8	23	164	.2	.7	10	168	.1	.3	14	198	.1	.6	23	278	.2	2.5
SP '97	16	680	.2	.7	31	259	.3	.9	12	102	.1	.4	14	147	.1	.5	17	239	.2	1.9
WI '97	16	470	.2	.8	41	221	.4	1.2	17	155	.2	.6	19	249	.2	.7	6	78	.1	.7
4-Book	15	562	.2	.7	29	199	.3	.9	14	129	.2	.5	15	179	.1	.6	13	176	.2	1.5
FA '96	11	291	.1	.5	31	148	.3	.9	11	98	.1	.3	10	113	.1	.4	6	62	.1	.7
WPLY-FM																				
FA '97	45	1256	.4	2.1	56	540	.5	1.7	54	518	.5	1.7	59	643	.6	2.2	34	388	.3	3.8
SU '97	64	1356	.6	3.0	108	615	1.0	3.4	91	533	.9	3.0	71	826	.7	2.9	31	487	.3	3.4
SP '97	55	1270	.5	2.6	80	571	.8	2.3	88	564	.8	2.8	63	644	.6	2.5	21	399	.2	2.4
WI '97	65	1312	.6	3.1	79	581	.7	2.3	97	584	.9	3.3	93	818	.9	3.6	34	370	.3	3.9
4-Book	57	1299	.5	2.7	81	577	.8	2.4	83	550	.8	2.7	72	733	.7	2.8	30	411	.3	3.4
FA '96	46	1215	.4	2.2	64	573	.6	1.9	67	366	.6	2.1	63	615	.6	2.4	23	435	.2	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
FA '97	12	136	.1	.6	32	98	.3	1.0	13	97	.1	.4	7	60	.1	.3	3	21	.3	
SU '97	4	93		.2	8	43	.1	.2	4	40		.1	5	56		.2	1	9	.1	
SP '97	6	114	.1	.3	12	61	.1	.4	6	39	.1	.2	11	88	.1	.4	2	33	.2	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																				
FA '97	70	980	.7	3.3	75	473	.7	2.2	91	576	.9	2.9	87	572	.8	3.3	50	352	.5	5.6
SU '97	58	959	.5	2.8	58	495	.5	1.8	97	568	.9	3.2	58	480	.5	2.3	37	328	.4	4.0
SP '97	82	1007	.8	3.8	94	525	.9	2.7	123	580	1.2	4.0	99	497	.9	3.9	55	399	.5	6.3
WI '97	85	1163	.8	4.1	79	544	.7	2.3	88	563	.8	3.0	139	682	1.3	5.4	88	469	.8	10.0
4-Book	74	1027	.7	3.5	77	509	.7	2.3	100	572	1.0	3.3	96	558	.9	3.7	58	387	.6	6.5
FA '96	96	1235	.9	4.5	110	553	1.0	3.3	142	690	1.3	4.5	115	683	1.1	4.4	61	546	.6	6.6
WWDB-FM																				
FA '97	49	912	.5	2.3	65	293	.6	1.9	94	415	.9	3.0	52	407	.5	2.0	17	252	.2	1.9
SU '97	68	1275	.6	3.2	55	422	.5	1.7	124	540	1.2	4.1	84	518	.8	3.4	25	285	.2	2.7
SP '97	73	1221	.7	3.4	110	449	1.0	3.2	125	561	1.2	4.0	89	620	.8	3.5	19	266	.2	2.2
WI '97	80	1279	.8	3.8	77	489	.7	2.3	155	678	1.5	5.2	121	772	1.1	4.7	20	278	.2	2.3
4-Book	68	1172	.7	3.2	77	413	.7	2.3	125	549	1.2	4.1	87	579	.8	3.4	20	270	.2	2.3
FA '96	79	1131	.7	3.7	87	432	.8	2.6	165	631	1.6	5.2	90	593	.9	3.4	34	336	.3	3.7
WWJZ-AM																				
FA '97		19			1	11								8						
SU '97	3	65		.1	5	32		.2	7	31	.1	.2	4	41		.2	1	7	.1	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		22												10			1	12	.1	
WXTU-FM																				
FA '97	76	1055	.7	3.6	110	554	1.0	3.3	101	508	1.0	3.2	98	686	.9	3.7	29	346	.3	3.3
SU '97	89	1100	.8	4.2	117	618	1.1	3.7	131	532	1.2	4.3	116	704	1.1	4.7	34	301	.3	3.7
SP '97	93	1009	.9	4.3	126	707	1.2	3.7	147	559	1.4	4.7	106	647	1.0	4.2	32	316	.3	3.6
WI '97	90	1069	.9	4.3	131	581	1.2	3.9	147	609	1.4	4.9	100	726	.9	3.9	32	286	.3	3.6
4-Book	87	1058	.8	4.1	121	615	1.1	3.7	132	552	1.3	4.3	105	691	1.0	4.1	32	312	.3	3.6
FA '96	85	984	.8	4.0	120	586	1.1	3.6	123	576	1.2	3.9	110	728	1.0	4.2	26	339	.2	2.8
+WXXM-FM																				
WFLN-FM																				
FA '97	38	810	.4	1.8	23	280	.2	.7	61	344	.6	2.0	65	482	.6	2.5	16	240	.2	1.8
SU '97	38	682	.4	1.8	44	325	.4	1.4	64	265	.6	2.1	51	407	.5	2.1	19	160	.2	2.1
SP '97	34	637	.3	1.6	42	289	.4	1.2	61	219	.6	2.0	52	346	.5	2.0	11	147	.1	1.3
WI '97	43	713	.4	2.1	49	331	.5	1.5	70	349	.7	2.4	51	419	.5	2.0	20	279	.2	2.3
4-Book	38	711	.4	1.8	40	306	.4	1.2	64	294	.6	2.1	55	414	.5	2.2	17	207	.2	1.9
FA '96	44	787	.4	2.1	62	399	.6	1.9	61	376	.6	1.9	41	422	.4	1.6	31	283	.3	3.4
WYSP-FM																				
FA '97	267	3650	2.5	12.5	772	2369	7.3	22.9	357	1771	3.4	11.4	182	1199	1.7	6.9	40	603	.4	4.5
SU '97	205	3184	1.9	9.8	632	2093	6.0	19.7	223	1443	2.1	7.4	154	1188	1.5	6.2	55	674	.5	6.0
SP '97	264	3046	2.5	12.3	708	2128	6.7	20.7	399	1715	3.8	12.8	246	1463	2.3	9.7	50	655	.5	5.7
WI '97	221	3118	2.1	10.6	707	2287	6.7	20.9	259	1419	2.5	8.7	181	1230	1.7	7.1	48	626	.5	5.5
4-Book	239	3250	2.3	11.3	705	2219	6.7	21.1	310	1587	3.0	10.1	191	1270	1.8	7.5	48	640	.5	5.4
FA '96	208	3262	2.0	9.7	586	1946	5.6	17.7	227	1381	2.2	7.1	170	1383	1.6	6.5	41	667	.4	4.5
WYXR-FM																				
FA '97	46	1075	.4	2.2	62	456	.6	1.8	68	346	.6	2.2	71	500	.7	2.7	23	344	.2	2.6
SU '97	55	1202	.5	2.6	59	381	.6	1.8	91	453	.9	3.0	55	574	.5	2.2	25	319	.2	2.7
SP '97	48	1073	.5	2.2	77	529	.7	2.2	69	366	.7	2.2	59	584	.6	2.3	20	309	.2	2.3
WI '97	39	1051	.4	1.9	47	423	.4	1.4	57	329	.5	1.9	52	500	.5	2.0	16	310	.2	1.8
4-Book	47	1100	.5	2.2	61	447	.6	1.8	71	374	.7	2.3	59	540	.6	2.3	21	321	.2	2.4
FA '96	63	1102	.6	2.9	88	454	.8	2.7	84	462	.8	2.6	88	649	.8	3.3	25	337	.2	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97	5	67	.2	.2	4	32	.1	.1	8	8	.1	.3	4	25	.2	.2		9		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	5	108	.2	.2	8	80	.1	.2	3	34		.1	7	53	.1	.3	3	26		.3
WJBR-FM																				
FA '97	10	176	.1	.5	17	85	.2	.5	19	45	.2	.6	14	93	.1	.5	2	28		.2
SU '97	7	189	.1	.3	7	77	.1	.2	8	60	.1	.3	9	69	.1	.4	6	51	.1	.7
SP '97	9	173	.1	.4	15	86	.1	.4	16	61	.2	.5	11	65	.1	.4	2	24		.2
WI '97	11	205	.1	.5	14	81	.1	.4	22	74	.2	.7	17	99	.2	.7	2	61		.2
4-Book	9	186	.1	.4	13	82	.1	.4	16	60	.2	.5	13	82	.1	.5	3	41		.3
FA '96	23	215	.2	1.1	20	118	.2	.6	38	107	.4	1.2	25	153	.2	1.0	10	54	.1	1.1
WKXV-FM																				
FA '97	29	421	.3	1.4	44	205	.4	1.3	37	149	.4	1.2	46	271	.4	1.8	15	103	.1	1.7
SU '97	16	368	.2	.8	12	115	.1	.4	30	183	.3	1.0	32	213	.3	1.3	5	78		.5
SP '97	10	366	.1	.5	10	135	.1	.3	16	122	.2	.5	16	165	.2	.6	3	61		.3
WI '97	19	438	.2	.9	36	184	.3	1.1	35	169	.3	1.2	21	181	.2	.8	2	58		.2
4-Book	19	398	.2	.9	26	160	.2	.8	30	156	.3	1.0	29	208	.3	1.1	6	75		.7
FA '96	20	267	.2	.9	36	146	.3	1.1	37	140	.4	1.2	17	172	.2	.6	7	83	.1	.8
+WLEV-FM																				
WFMZ-FM																				
FA '97	7	165	.1	.3	2	35	.1	.1	6	43	.1	.2	12	66	.1	.5	10	61	.1	1.1
SU '97	7	137	.1	.3	9	40	.1	.3	10	43	.1	.3	6	71	.1	.2	2	30		.2
SP '97	4	83	.2	.2	7	26	.1	.2	8	17	.1	.3	6	49	.1	.2	1	19		.1
WI '97	7	167	.1	.3	6	80	.1	.2	8	69	.1	.3	7	90	.1	.3	4	61		.5
4-Book	6	138	.1	.3	6	45	.1	.2	8	43	.1	.3	8	69	.1	.3	4	43		.5
FA '96	9	101	.1	.4	11	64	.1	.3	13	47	.1	.4	15	64	.1	.6	2	26		.2
WPST-FM																				
FA '97	17	655	.2	.8	23	297	.2	.7	20	231	.2	.6	25	331	.2	1.0	9	181	.1	1.0
SU '97	19	669	.2	.9	23	188	.2	.7	28	187	.3	.9	28	375	.3	1.1	7	139	.1	.8
SP '97	20	592	.2	.9	27	218	.3	.8	36	232	.3	1.2	32	376	.3	1.3	7	153	.1	.8
WI '97	21	509	.2	1.0	29	183	.3	.9	35	170	.3	1.2	32	304	.3	1.2	10	157	.1	1.1
4-Book	19	606	.2	.9	26	222	.3	.8	30	205	.3	1.0	29	347	.3	1.2	8	158	.1	.9
FA '96	25	688	.2	1.2	29	252	.3	.9	51	277	.5	1.6	31	388	.3	1.2	8	237	.1	.9
WRDR-FM																				
FA '97	4	64	.2	.2	5	41	.1	.1	6	32	.1	.2	6	36	.1	.2	1	17		.1
SU '97	4	57	.2	.2	4	38	.1	.1	8	41	.1	.3	4	40	.2	.2				
SP '97	3	79	.1	.1	3	43	.1	.1	6	10	.1	.2	4	45	.2	.2	1	29		.1
WI '97	2	58	.1	.1	1	24				12			6	43	.1	.2	2	17		.2
4-Book	3	65	.2	.2	3	37	.1	.1	5	24	.1	.2	5	41	.1	.2	1	16		.1
FA '96	2	39	.1	.1	1	15			3	14		.1	4	22		.2				
WRFY-FM																				
FA '97	9	165	.1	.4	18	69	.2	.5	14	76	.1	.4	13	85	.1	.5	1	27		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	1	26							3	18		.1	1	8			2	9		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	57	.1	.1	1	24				15			11	22	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	2137	10273	20.3		3366	9505	31.9		3122	7862	29.6		2623	9187	24.9		886	5945	8.4	
SU '97	2099	10353	19.9		3204	9325	30.4		3030	7988	28.7		2481	9251	23.5		918	5970	8.7	
SP '97	2141	10318	20.3		3423	9537	32.5		3113	7996	29.5		2546	9123	24.1		878	6190	8.3	
WI '97	2085	10310	19.8		3376	9485	32.0		2978	7803	28.2		2564	9197	24.3		879	6191	8.3	
4-Book	2116	10314	20.1		3342	9463	31.7		3061	7912	29.0		2554	9190	24.2		890	6074	8.4	
FA '96	2138	10322	20.3		3307	9379	31.4		3176	7968	30.1		2627	9088	24.9		919	6323	8.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	159	2843	1.5	5.2	63	1530	.6	4.6	162	708	1.5	11.7	76	350	.7	3.4	56	335	.5	3.8
4-Book	164	2996	1.6	5.5	67	1606	.6	4.8	171	777	1.6	11.6	75	394	.7	3.3	50	279	.5	3.1
WBEB-FM																				
FA '97	106	1004	1.0	3.5	60	783	.6	4.4	54	172	.5	3.9	114	277	1.1	5.1	78	255	.7	5.3
4-Book	109	978	1.0	3.7	51	690	.5	3.7	51	178	.5	3.4	93	265	.9	4.1	69	215	.7	4.4
WDAS-AM																				
FA '97	7	80	.1	.2	6	77	.1	.4	1	6	.1	.1	5	12	.2	.2	2	8	.1	.1
4-Book	7	81	.1	.2	10	111	.1	.7	2	13	.2	.2	7	18	.1	.3	1	3	.1	.1
WDAS-FM																				
FA '97	143	1038	1.4	4.7	70	646	.7	5.2	34	91	.3	2.5	103	262	1.0	4.6	89	220	.8	6.0
4-Book	152	1034	1.5	5.1	84	759	.8	6.1	72	193	.7	4.8	131	303	1.3	5.7	98	239	.9	6.1
WFIL-AM																				
FA '97	5	113	.2	.2	2	51	.1	.1		7	.1	.1	4	9	.2	.2	2	9	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	25	171	.2	.8	12	122	.1	.9	13	40	.1	.9	41	73	.4	1.8	26	73	.2	1.8
4-Book	20	125	.2	.6	8	97	.1	.6	13	35	.1	.9	23	51	.2	1.0	10	29	.1	.7
WIOQ-FM																				
FA '97	73	892	.7	2.4	36	513	.3	2.7	24	97	.2	1.7	67	252	.6	3.0	50	143	.5	3.4
4-Book	70	889	.7	2.4	43	625	.4	3.1	33	122	.3	2.2	72	254	.7	3.1	71	203	.7	4.4
WIP -AM																				
FA '97	245	2111	2.3	8.1	70	1012	.7	5.2	81	324	.8	5.8	94	415	.9	4.2	61	214	.6	4.1
4-Book	229	2139	2.2	7.7	73	1120	.7	5.3	96	355	.9	6.5	112	418	1.1	4.9	73	266	.7	4.6
WJZ-FM																				
FA '97	138	1158	1.3	4.5	72	799	.7	5.3	56	204	.5	4.0	145	396	1.4	6.5	85	284	.8	5.7
4-Book	143	1128	1.4	4.8	76	828	.7	5.5	64	218	.6	4.3	128	349	1.2	5.6	99	295	.9	6.2
WMGK-FM																				
FA '97	224	1795	2.1	7.4	89	1051	.8	6.6	114	357	1.1	8.2	181	532	1.7	8.1	130	385	1.2	8.8
4-Book	213	1829	2.0	7.2	94	1167	.9	6.8	97	313	.9	6.5	193	550	1.8	8.3	143	432	1.4	8.9
WMMR-FM																				
FA '97	198	2090	1.9	6.5	74	1098	.7	5.4	89	311	.8	6.4	168	508	1.6	7.5	75	277	.7	5.1
4-Book	226	1961	2.2	7.5	91	1209	.9	6.6	103	332	1.0	6.9	186	586	1.8	8.0	110	353	1.1	6.8
WOGL-FM																				
FA '97	181	1476	1.7	5.9	89	1027	.8	6.6	60	234	.6	4.3	173	520	1.6	7.8	97	322	.9	6.5
4-Book	165	1549	1.6	5.5	103	1177	1.0	7.5	98	336	1.0	6.5	180	511	1.7	7.8	114	360	1.1	7.1
WPEN-AM																				
FA '97	9	119	.1	.3	8	76	.1	.6	1	9	.1	.1	2	9	.1	.1	1	9	.1	.1
4-Book	14	162	.2	.5	12	121	.1	.9	10	30	.1	.6	15	38	.2	.6	14	29	.1	.9
+WPHI-FM																				
FA '97	43	489	.4	1.4	31	367	.3	2.3	22	51	.2	1.6	26	95	.2	1.2	38	104	.4	2.6
4-Book	61	597	.6	2.1	36	397	.4	2.6	27	82	.3	1.8	68	191	.6	3.0	51	129	.5	3.2
WPHT-AM																				
FA '97	18	275	.2	.6	9	198	.1	.7	4	28	.3	.3	7	18	.1	.3	11	28	.1	.7
4-Book	19	365	.2	.6	10	220	.1	.8	7	27	.5	.5	9	39	.1	.4	7	30	.1	.5
WPLY-FM																				
FA '97	56	1047	.5	1.8	34	643	.3	2.5	33	144	.3	2.4	64	254	.6	2.9	48	156	.5	3.2
4-Book	79	1096	.8	2.6	39	666	.4	2.8	36	141	.3	2.4	70	275	.7	3.1	49	184	.5	3.0
WURD-AM																				
FA '97	17	126	.2	.6	10	89	.1	.7	20	30	.2	1.4	12	46	.1	.5	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

Target Listener Estimates - Men 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM FA '97 4-Book	85 92	826 861	.8 .9	2.8 3.1	59 54	539 564	.6 .5	4.3 3.9	37 41	120 127	.4 .4	2.7 2.8	103 91	273 237	1.0 .9	4.6 4.0	75 61	149 150	.7 .6	5.1 3.8
WWDB-FM FA '97 4-Book	72 98	710 911	.7 .9	2.4 3.3	28 45	376 545	.3 .4	2.1 3.3	42 58	112 169	.4 .6	3.0 3.9	32 46	91 131	.3 .4	1.4 2.0	16 21	53 61	.2 .2	1.1 1.3
WWJZ-AM FA '97 4-Book	**	19 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM FA '97 4-Book	103 120	921 920	1.0 1.2	3.4 4.0	59 65	625 643	.6 .6	4.3 4.7	60 77	215 238	.6 .8	4.3 5.2	108 119	313 311	1.0 1.2	4.8 5.1	62 84	186 239	.6 .8	4.2 5.3
+WXXM-FM WFLN-FM FA '97 4-Book	50 54	663 562	.5 .5	1.6 1.8	31 26	425 342	.3 .3	2.3 1.9	52 24	128 77	.5 .3	3.8 1.7	95 48	253 153	.9 .5	4.3 2.1	25 24	111 102	.2 .2	1.7 1.5
WYSP-FM FA '97 4-Book	431 395	2898 2818	4.1 3.7	14.2 13.2	128 91	1933 1320	1.2 .9	9.4 6.6	69 79	252 249	.7 .8	5.0 5.3	88 132	349 466	.8 1.2	3.9 5.6	71 91	316 327	.7 .9	4.8 5.6
WYXR-FM FA '97 4-Book	67 65	750 792	.6 .6	2.2 2.2	25 34	497 572	.2 .3	1.8 2.4	25 41	119 132	.2 .4	1.8 2.7	24 58	152 230	.2 .5	1.1 2.5	43 40	178 168	.4 .4	2.9 2.5
WBYN-FM FA '97 4-Book	6 **	41 **	.1 **	.2 **	6 **	41 **	.1 **	.4 **	2 **	8 **	.1 **	.1 **	11 **	26 **	.1 **	.5 **	4 **	8 **	.1 **	.3 **
WJBR-FM FA '97 4-Book	17 14	140 135	.2 .2	.6 .5	4 6	109 101	.3 .1	.3 .4	3 8	18 29	.1 .1	.2 .6	10 13	52 42	.1 .1	.4 .6	4 8	19 24	.1 .1	.3 .5
WKXW-FM FA '97 4-Book	42 28	383 312	.4 .3	1.4 1.0	15 10	131 148	.1 .1	1.1 .7	22 8	51 33	.2 .1	1.6 .6	36 19	70 62	.3 .2	1.6 .8	31 16	59 37	.3 .2	2.1 1.0
+WLEV-FM WFMZ-FM FA '97 4-Book	7 8	109 92	.1 .1	.2 .2	6 6	84 84	.1 .1	.4 .4	7 7	15 15	.1 .1	.5 .5	2 6	19 28	.1 .1	.3 .3	11 5	46 21	.1 .1	.7 .3
WPST-FM FA '97 4-Book	23 28	529 483	.2 .3	.8 1.0	11 10	230 256	.1 .1	.8 .7	12 8	37 30	.1 .1	.9 .6	28 19	96 93	.3 .2	1.3 .8	25 18	114 83	.2 .2	1.7 1.1
WRDR-FM FA '97 4-Book	6 4	64 58	.1 .1	.2 .2	2 2	34 30	.1 .2	.1 .2	3 3	7 7	.2 .2	.2 .2	1 6	10 15	.1 .1	.2 .2	2 3	19 10	.1 .1	.2 .2
WRFY-FM FA '97 4-Book	15 **	125 **	.1 **	.5 **	4 **	86 **	.3 **	.3 **	9 **	30 **	.1 **	.6 **	9 **	18 **	.1 **	.4 **	2 **	18 **	.1 **	.1 **
WOR -AM FA '97 4-Book	1 **	26 **	**	**	1 **	9 **	**	.1 **	**	**	**	**	4 **	9 **	.2 **	.2 **	**	**	**	**
TOTALS FA '97 4-Book	3043 2991	10175 10160	28.9 28.4		1358 1378	8495 8600	12.9 13.1		1385 1485	3874 4130	13.1 14.1		2231 2307	5209 5461	21.2 21.9		1482 1604	3865 4041	14.1 15.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	35	228	.3	3.7	120	544	1.1	12.3	22	166	.2	1.2	43	251	.4	3.3	16	176	.2	2.4
4-Book	28	206	.3	2.9	128	578	1.2	12.4	42	271	.4	2.6	32	201	.3	2.6	30	212	.3	3.9
WBEB-FM																				
FA '97	36	165	.3	3.8	43	156	.4	4.4	69	213	.7	3.8	52	189	.5	3.9	29	107	.3	4.3
4-Book	32	129	.3	3.4	31	129	.3	3.0	56	188	.6	3.4	48	162	.5	3.9	27	118	.3	3.5
WDAS-AM																				
FA '97					16	42	.2	1.6	24	63	.2	1.3								
4-Book	2				32	69	.3	3.1	25	67	.2	1.6	6	14	.1	.5	5	7		.6
WDAS-FM																				
FA '97	31	117	.3	3.3	37	129	.4	3.8	73	186	.7	4.1	64	146	.6	4.9	116	193	1.1	17.3
4-Book	65	191	.6	6.8	42	125	.4	4.1	65	180	.6	4.1	56	134	.5	4.6	129	230	1.2	17.0
WFIL-AM																				
FA '97					13	42	.1	1.3					1	7		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	1	7		.1	1	16		.1	13	51	.1	.7	3	17		.2				
4-Book	2	6		.2	12	31	.1	1.1	7	28	.1	.4	2	7		.2				
WIOQ-FM																				
FA '97	61	162	.6	6.4	8	35	.1	.8	19	121	.2	1.1	18	39	.2	1.4	31	92	.3	4.6
4-Book	47	166	.5	4.9	20	71	.2	1.9	35	137	.4	2.2	26	111	.3	2.2	34	111	.4	4.4
VIP -AM																				
FA '97	32	69	.3	3.4	60	219	.6	6.1	105	361	1.0	5.9	101	311	1.0	7.7	28	154	.3	4.2
4-Book	53	187	.5	5.6	52	186	.5	5.1	84	352	.8	5.2	77	275	.7	6.3	37	179	.4	4.9
WJZ-FM																				
FA '97	65	180	.6	6.8	34	130	.3	3.5	74	243	.7	4.1	58	170	.6	4.4	49	157	.5	7.3
4-Book	68	206	.7	7.1	35	141	.3	3.4	82	271	.8	5.1	73	191	.7	6.0	51	147	.5	6.8
WMGK-FM																				
FA '97	45	173	.4	4.7	29	110	.3	3.0	105	341	1.0	5.9	69	246	.7	5.2	33	119	.3	4.9
4-Book	57	207	.6	5.9	36	144	.4	3.5	112	372	1.1	7.0	76	267	.7	6.3	34	136	.3	4.5
WMMR-FM																				
FA '97	27	135	.3	2.8	72	193	.7	7.4	75	318	.7	4.2	46	161	.4	3.5	34	128	.3	5.1
4-Book	42	176	.4	4.4	69	235	.7	6.8	108	395	1.0	6.8	70	262	.6	5.8	35	157	.4	4.7
WOGL-FM																				
FA '97	41	119	.4	4.3	92	278	.9	9.4	111	328	1.1	6.2	76	230	.7	5.8	57	129	.5	8.5
4-Book	68	220	.7	7.1	101	284	1.0	9.7	108	348	1.0	6.7	96	276	.9	7.9	59	167	.6	7.9
WPEN-AM																				
FA '97	5	8		.5	9	43	.1	.9	24	46	.2	1.3	8	16	.1	.6	11	33	.1	1.6
4-Book	10	29	.1	1.1	8	40	.1	.8	16	47	.2	1.0	13	36	.2	1.1	11	25	.1	1.4
+WPHI-FM																				
FA '97	58	133	.6	6.1	24	73	.2	2.5	28	79	.3	1.6	24	80	.2	1.8	26	87	.2	3.9
4-Book	48	125	.5	5.0	9	30	.1	.9	26	84	.3	1.6	38	107	.4	3.1	19	63	.2	2.6
WPHT-AM																				
FA '97	13	53	.1	1.4	10	72	.1	1.0	17	62	.2	.9	4	5		.3	5	9		.7
4-Book	8	37	.1	.8	17	59	.2	1.6	20	75	.2	1.2	11	48	.1	1.0	4	16		.5
WPLY-FM																				
FA '97	13	85	.1	1.4	20	80	.2	2.0	47	184	.4	2.6	38	160	.4	2.9	9	71	.1	1.3
4-Book	26	119	.2	2.8	18	67	.2	1.7	48	205	.4	3.0	41	174	.4	3.3	20	100	.2	2.6
WURD-AM																				
FA '97					12	33	.1	1.2	18	49	.2	1.0	17	40	.2	1.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

Target Listener Estimates - Men 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	94	227	.9	9.9	37	89	.4	3.8	50	141	.5	2.8	44	97	.4	3.3	21	50	.2	3.1
4-Book	69	175	.7	7.3	35	107	.3	3.4	52	167	.5	3.3	38	82	.4	3.2	33	94	.3	4.4
WWDB-FM																				
FA '97	11	61	.1	1.2	21	93	.2	2.1	61	181	.6	3.4	16	33	.2	1.2	19	59	.2	2.8
4-Book	23	74	.2	2.4	49	159	.5	4.7	105	232	1.0	6.6	23	58	.2	2.0	26	78	.3	3.4
WWJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	32	123	.3	3.4	56	189	.5	5.7	97	228	.9	5.4	43	168	.4	3.3	11	54	.1	1.6
4-Book	27	122	.3	2.9	45	140	.4	4.4	84	218	.8	5.2	61	175	.6	5.1	23	91	.2	3.0
+WXXM-FM																				
WFLN-FM																				
FA '97	27	111	.3	2.8	4	30	.4		21	102	.2	1.2	18	65	.2	1.4	3	28	.1	.4
4-Book	16	70	.2	1.7	13	55	.1	1.2	37	132	.4	2.4	27	79	.3	2.3	13	57	.1	1.7
WYSP-FM																				
FA '97	32	171	.3	3.4	31	124	.3	3.2	407	1306	3.9	22.7	303	1023	2.9	23.0	18	111	.2	2.7
4-Book	46	188	.4	4.8	32	109	.3	3.1	176	583	1.7	10.5	140	469	1.3	11.0	27	127	.3	3.5
WYXR-FM																				
FA '97	39	150	.4	4.1	16	82	.2	1.6	22	133	.2	1.2	21	76	.2	1.6	11	68	.1	1.6
4-Book	27	131	.3	2.8	26	88	.3	2.4	33	143	.3	2.1	35	126	.4	2.8	12	72	.1	1.5
WBYN-FM																				
FA '97	**	**	**	**	2	15	.2		16	24	.2	.9	15	24	.1	1.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97					5	30	.5		6	8	.1	.3	1	10	.1		1	10	.1	
4-Book	2	13	.2		2	12	.2		6	30	.1	.4	3	15	.3		3	14	.4	
WXXV-FM																				
FA '97	16	32	.2	1.7	4	27	.4		3	18	.2		4	18	.3					
4-Book	6	16	.1	.7	8	31	.1	.7	12	43	.1	.8	5	25	.4		2	19	.3	
+WLEV-FM																				
WFMZ-FM																				
FA '97	9	9	.1	.9	1	10	.1		5	27	.3		6	48	.1	.5	11	30	.1	1.6
4-Book	4	12	.4		6	22	.1	.6	7	26	.1	.5	7	33	.1	.6	4	17	.6	
WPST-FM																				
FA '97	3	18	.3		3	18	.3		11	73	.1	.6	3	33	.2		2	17	.3	
4-Book	6	47	.7		4	31	.4		11	63	.1	.7	10	58	.1	.8	5	35	.6	
WRDR-FM																				
FA '97	2	9	.2		1	9	.1		5	6	.3		1	6	.1		4	6	.6	
4-Book	2	6	.2		1	5	.1		1	2	.1		2	2			3	8	.4	
WRFY-FM																				
FA '97	1	8	.1		6	31	.1	.6	4	41	.2		1	9	.1		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	5	9	.4		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	953	2734	9.0		979	3100	9.3		1793	4624	17.0		1318	3478	12.5		669	1979	6.3	
4-Book	956	2834	9.1		1034	3104	9.8		1613	4269	15.3		1223	3209	11.6		757	2251	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	142	3347	1.6	8.2	343	2325	3.8	12.1	120	1246	1.3	4.9	179	1855	2.0	8.6	50	758	.6	7.6
SU '97	134	3437	1.5	7.8	316	2469	3.6	12.1	131	1438	1.5	5.4	130	1830	1.5	6.5	59	922	.7	7.5
SP '97	134	3316	1.5	7.7	347	2357	3.9	12.1	124	1103	1.4	5.1	155	1567	1.8	7.6	34	603	.4	4.9
WI '97	144	3660	1.6	8.3	381	2668	4.3	13.3	98	1192	1.1	4.1	165	1865	1.9	7.9	52	856	.6	7.8
4-Book	139	3440	1.6	8.0	347	2455	3.9	12.4	118	1245	1.3	4.9	157	1779	1.8	7.7	49	785	.6	7.0
FA '96	137	3488	1.5	7.9	353	2513	4.0	12.8	120	1305	1.4	4.7	153	1824	1.7	7.4	57	909	.6	8.0
WBEB-FM																				
FA '97	82	1151	.9	4.7	114	662	1.3	4.0	128	507	1.4	5.2	99	650	1.1	4.7	32	353	.4	4.9
SU '97	86	1162	1.0	5.0	119	601	1.3	4.6	143	606	1.6	5.9	87	624	1.0	4.3	29	347	.3	3.7
SP '97	64	1103	.7	3.7	91	573	1.0	3.2	115	478	1.3	4.7	78	590	.9	3.8	21	312	.2	3.0
WI '97	101	1269	1.1	5.8	142	610	1.6	4.9	182	587	2.1	7.5	113	752	1.3	5.4	36	349	.4	5.4
4-Book	83	1171	.9	4.8	117	612	1.3	4.2	142	545	1.6	5.8	94	654	1.1	4.6	30	340	.3	4.3
FA '96	58	920	.7	3.3	92	537	1.0	3.3	106	447	1.2	4.2	64	494	.7	3.1	16	217	.2	2.3
WDAS-AM																				
FA '97	6	120	.1	.3	10	45	.1	.4	5	19	.1	.2	8	35	.1	.4	2	30	.3	.3
SU '97	9	141	.1	.5	11	53	.1	.4	9	33	.1	.4	4	28	.1	.2	1	18	.1	.1
SP '97	7	142	.1	.4	7	68	.1	.2	15	34	.2	.6	3	28	.1	.1		9		
WI '97	13	246	.1	.8	23	86	.3	.8	16	75	.2	.7	6	76	.1	.3	2	18	.3	.3
4-Book	9	162	.1	.5	13	63	.2	.5	11	40	.2	.5	5	42	.1	.3	1	19	.2	.2
FA '96	13	200	.1	.7	19	108	.2	.7	12	28	.1	.5	12	57	.1	.6	9	19	.1	1.3
WDAS-FM																				
FA '97	87	871	1.0	5.0	137	544	1.5	4.8	101	432	1.1	4.1	109	552	1.2	5.2	49	355	.5	7.4
SU '97	95	886	1.1	5.5	125	454	1.4	4.8	113	492	1.3	4.7	81	468	.9	4.0	93	469	1.1	11.8
SP '97	94	902	1.1	5.4	132	535	1.5	4.6	123	500	1.4	5.1	103	520	1.2	5.1	62	425	.7	8.9
WI '97	97	953	1.1	5.6	140	544	1.6	4.9	119	540	1.3	4.9	129	536	1.5	6.2	61	435	.7	9.2
4-Book	93	903	1.1	5.4	134	519	1.5	4.8	114	491	1.3	4.7	106	519	1.2	5.1	66	421	.8	9.3
FA '96	95	797	1.1	5.5	118	439	1.3	4.3	124	478	1.4	4.9	110	501	1.2	5.3	62	400	.7	8.7
WFIL-AM																				
FA '97	6	183	.1	.3	13	79	.1	.5	6	42	.1	.2	4	66	.2	.2	5	100	.1	.8
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	9	196	.1	.5	16	125	.2	.6	13	55	.1	.5	12	72	.1	.6	5	45	.1	.7
WI '97	7	123	.1	.4	20	105	.2	.7	9	56	.1	.4	4	58	.2	.2	7	50	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	9	170	.1	.5	23	87	.3	.8	11	57	.1	.4	8	77	.1	.4	4	25	.6	.6
WHAT-AM																				
FA '97	18	187	.2	1.0	25	94	.3	.9	30	113	.3	1.2	24	92	.3	1.1	4	46	.6	.6
SU '97	13	164	.1	.8	8	44	.1	.3	21	100	.2	.9	16	92	.2	.8	5	36	.1	.6
SP '97	13	179	.1	.7	30	99	.3	1.0	19	110	.2	.8	4	50	.2	.5	5	35	.1	.7
WI '97	21	238	.2	1.2	40	116	.5	1.4	28	77	.3	1.2	19	83	.2	.9	8	46	.1	1.2
4-Book	16	192	.2	.9	26	88	.3	.9	25	100	.3	1.0	16	79	.2	.8	6	41	.1	.8
FA '96	17	158	.2	1.0	41	84	.5	1.5	13	67	.1	.5	7	39	.1	.3	15	55	.2	2.1
WIOQ-FM																				
FA '97	24	665	.3	1.4	42	207	.5	1.5	41	346	.5	1.7	20	305	.2	1.0	10	142	.1	1.5
SU '97	35	762	.4	2.0	40	275	.5	1.5	60	348	.7	2.5	36	381	.4	1.8	14	221	.2	1.8
SP '97	19	625	.2	1.1	17	147	.2	.6	20	237	.2	.8	18	286	.2	.9	20	207	.2	2.9
WI '97	23	658	.3	1.3	34	239	.4	1.2	30	290	.3	1.2	28	252	.3	1.3	15	171	.2	2.3
4-Book	25	678	.3	1.5	33	217	.4	1.2	38	305	.4	1.6	26	306	.3	1.3	15	185	.2	2.1
FA '96	29	677	.3	1.7	40	217	.5	1.4	51	320	.6	2.0	29	344	.3	1.4	8	216	.1	1.1
WIP -AM																				
FA '97	125	1855	1.4	7.2	237	1198	2.6	8.4	171	847	1.9	6.9	167	1222	1.9	8.0	48	653	.5	7.3
SU '97	121	1786	1.4	7.0	224	1249	2.5	8.6	166	1025	1.9	6.9	189	1320	2.1	9.4	38	481	.4	4.8
SP '97	122	2016	1.4	7.0	220	1130	2.5	7.7	141	946	1.6	5.8	170	1280	1.9	8.3	65	706	.7	9.4
WI '97	127	1961	1.4	7.3	234	1270	2.6	8.2	187	925	2.1	7.7	175	1328	2.0	8.3	42	603	.5	6.3
4-Book	124	1905	1.4	7.1	229	1212	2.6	8.2	166	936	1.9	6.8	175	1288	2.0	8.5	48	611	.5	7.0
FA '96	127	1960	1.4	7.3	229	1311	2.6	8.3	191	1037	2.2	7.6	180	1253	2.0	8.7	36	584	.4	5.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZ-FM																				
FA '97	107	1359	1.2	6.1	118	684	1.3	4.2	160	650	1.8	6.5	150	921	1.7	7.2	62	533	.7	9.4
SU '97	129	1385	1.5	7.5	145	743	1.6	5.6	211	794	2.4	8.8	153	874	1.7	7.6	79	611	.9	10.0
SP '97	91	1229	1.0	5.2	97	585	1.1	3.4	126	636	1.4	5.2	130	822	1.5	6.4	52	452	.6	7.5
WI '97	103	1293	1.2	5.9	107	577	1.2	3.7	158	561	1.8	6.5	147	745	1.7	7.0	59	602	.7	8.9
4-Book	108	1317	1.2	6.2	117	647	1.3	4.2	164	660	1.9	6.8	145	841	1.7	7.1	63	550	.7	9.0
FA '96	91	1261	1.0	5.2	103	600	1.2	3.7	153	634	1.7	6.1	120	739	1.4	5.8	52	488	.6	7.3
WMGK-FM																				
FA '97	93	1309	1.0	5.3	117	678	1.3	4.1	157	637	1.7	6.4	120	845	1.3	5.7	33	458	.4	5.0
SU '97	78	1440	.9	4.5	102	670	1.2	3.9	137	722	1.5	5.7	99	836	1.1	4.9	21	374	.2	2.7
SP '97	99	1474	1.1	5.7	111	783	1.3	3.9	165	799	1.9	6.8	127	873	1.4	6.2	28	460	.3	4.0
WI '97	88	1183	1.0	5.1	129	599	1.5	4.5	147	615	1.7	6.1	120	821	1.4	5.7	27	372	.3	4.1
4-Book	90	1352	1.0	5.2	115	683	1.3	4.1	152	693	1.7	6.3	117	844	1.3	5.6	27	416	.3	4.0
FA '96	93	1062	1.1	5.4	114	633	1.3	4.1	179	600	2.0	7.1	124	790	1.4	6.0	43	455	.5	6.0
WMMR-FM																				
FA '97	80	1372	.9	4.6	122	767	1.4	4.3	136	679	1.5	5.5	94	891	1.0	4.5	26	377	.3	4.0
SU '97	83	1184	.9	4.8	109	549	1.2	4.2	126	587	1.4	5.2	112	792	1.3	5.6	34	381	.4	4.3
SP '97	105	1339	1.2	6.0	184	668	2.1	6.4	195	745	2.2	8.0	102	849	1.2	5.0	21	303	.2	3.0
WI '97	69	1143	.8	4.0	102	606	1.2	3.6	108	514	1.2	4.5	72	628	.8	3.4	21	316	.2	3.2
4-Book	84	1260	1.0	4.9	129	648	1.5	4.6	141	631	1.6	5.8	95	790	1.1	4.6	26	344	.3	3.6
FA '96	85	1254	1.0	4.9	133	654	1.5	4.8	151	635	1.7	6.0	107	806	1.2	5.2	22	398	.2	3.1
WOGL-FM																				
FA '97	147	2009	1.6	8.4	206	934	2.3	7.3	242	947	2.7	9.8	165	1106	1.8	7.9	47	639	.5	7.1
SU '97	153	2218	1.7	8.9	191	1098	2.2	7.3	216	1230	2.4	9.0	186	1377	2.1	9.3	70	695	.8	8.9
SP '97	157	2106	1.8	9.0	175	984	2.0	6.1	222	950	2.5	9.1	176	1176	2.0	8.6	66	719	.7	9.5
WI '97	131	2073	1.5	7.6	183	1081	2.1	6.4	203	923	2.3	8.4	146	1135	1.6	7.0	49	536	.6	7.4
4-Book	147	2102	1.7	8.5	189	1024	2.2	6.8	221	1013	2.5	9.1	168	1199	1.9	8.2	58	647	.7	8.2
FA '96	140	1974	1.6	8.1	169	961	1.9	6.1	214	965	2.4	8.5	170	1198	1.9	8.2	73	643	.8	10.3
WPEN-AM																				
FA '97	27	366	.3	1.5	47	216	.5	1.7	39	173	.4	1.6	26	184	.3	1.2	7	83	.1	1.1
SU '97	57	567	.6	3.3	80	336	.9	3.1	78	390	.9	3.2	61	343	.7	3.0	32	167	.4	4.1
SP '97	30	430	.3	1.7	44	209	.5	1.5	46	248	.5	1.9	34	213	.4	1.7	8	83	.1	1.2
WI '97	33	515	.4	1.9	45	184	.5	1.6	51	247	.6	2.1	28	208	.3	1.3	20	116	.2	3.0
4-Book	37	470	.4	2.1	54	236	.6	2.0	54	265	.6	2.2	37	237	.4	1.8	17	112	.2	2.4
FA '96	42	476	.5	2.4	70	284	.8	2.5	67	249	.8	2.7	43	221	.5	2.1	8	83	.1	1.1
+WPHI-FM																				
FA '97	14	257	.2	.8	15	97	.2	.5	21	113	.2	.9	16	102	.2	.8	14	118	.2	2.1
SU '97	15	256	.2	.9	15	75	.2	.6	20	127	.2	.8	17	143	.2	.8	11	96	.1	1.4
SP '97	12	302	.1	.7	13	104	.1	.5	12	133	.1	.5	14	135	.2	.7	9	119	.1	1.3
WI '97	15	255	.2	.9	19	85	.2	.7	9	87	.1	.4	15	174	.2	.7	12	65	.1	1.8
4-Book	14	268	.2	.8	16	90	.2	.6	16	115	.2	.7	16	139	.2	.8	12	100	.1	1.7
FA '96	14	293	.2	.8	17	129	.2	.6	20	68	.2	.8	23	172	.3	1.1	3	93	.1	.4
WPHT-AM																				
FA '97	20	556	.2	1.1	32	210	.4	1.1	31	105	.3	1.3	22	149	.2	1.1	6	118	.1	.9
SU '97	22	645	.2	1.3	39	236	.4	1.5	21	193	.2	.9	18	217	.2	.9	26	295	.3	3.3
SP '97	21	755	.2	1.2	35	294	.4	1.2	22	155	.2	.9	19	213	.2	.9	23	256	.3	3.3
WI '97	19	536	.2	1.1	51	320	.6	1.8	20	180	.2	.8	18	236	.2	.9	7	70	.1	1.1
4-Book	21	623	.2	1.2	39	265	.5	1.4	24	158	.2	1.0	19	204	.2	1.0	16	185	.2	2.2
FA '96	12	357	.1	.7	31	185	.4	1.1	9	117	.1	.4	12	117	.1	.6	6	66	.1	.8
WPLY-FM																				
FA '97	10	488	.1	.6	12	195	.1	.4	7	151	.1	.3	19	257	.2	.9	6	124	.1	.9
SU '97	24	450	.3	1.4	38	221	.4	1.5	40	180	.5	1.7	22	279	.2	1.1	7	163	.1	.9
SP '97	23	560	.3	1.3	26	199	.3	.9	43	268	.5	1.8	28	262	.3	1.4	8	141	.1	1.2
WI '97	15	504	.2	.9	14	176	.2	.5	21	205	.2	.9	29	309	.3	1.4	12	118	.1	1.8
4-Book	18	501	.2	1.1	23	198	.3	.8	28	201	.3	1.2	25	277	.3	1.2	8	137	.1	1.2
FA '96	13	474	.1	.7	19	224	.2	.7	12	117	.1	.5	21	227	.2	1.0	8	133	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
FA '97	5	56	.1	.3	15	29	.2	.5	6	27	.1	.2	2	18	.1	.1	2	9	.1	.3
SU '97	3	55	.2	.3	3	14	.1	.1	6	31	.1	.2	2	31	.1	.1	1	9	.1	.1
SP '97	6	104	.1	.3	11	55	.1	.4	7	50	.1	.3	8	67	.1	.4	3	28	.3	.4
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	24	472	.3	1.4	26	206	.3	.9	34	273	.4	1.4	24	247	.3	1.1	10	86	.1	1.5
SU '97	20	462	.2	1.2	23	205	.3	.9	31	278	.4	1.3	22	192	.2	1.1	14	123	.2	1.8
SP '97	29	561	.3	1.7	43	260	.5	1.5	43	246	.5	1.8	35	260	.4	1.7	12	147	.1	1.7
WI '97	27	594	.3	1.6	23	192	.3	.8	28	263	.3	1.2	50	283	.6	2.4	24	177	.3	3.6
4-Book	25	522	.3	1.5	29	216	.4	1.0	34	265	.4	1.4	33	246	.4	1.6	15	133	.2	2.2
FA '96	36	603	.4	2.1	43	256	.5	1.6	59	304	.7	2.3	47	308	.5	2.3	19	214	.2	2.7
WWDB-FM																				
FA '97	71	1088	.8	4.1	109	420	1.2	3.9	120	506	1.3	4.9	71	460	.8	3.4	24	335	.3	3.6
SU '97	85	1379	1.0	4.9	91	588	1.0	3.5	151	649	1.7	6.3	107	669	1.2	5.3	34	392	.4	4.3
SP '97	95	1374	1.1	5.4	146	587	1.6	5.1	165	747	1.9	6.8	112	710	1.3	5.5	27	319	.3	3.9
WI '97	107	1452	1.2	6.2	124	606	1.4	4.3	195	827	2.2	8.1	135	865	1.5	6.4	33	425	.4	5.0
4-Book	90	1323	1.0	5.2	118	550	1.3	4.2	158	682	1.8	6.5	106	676	1.2	5.2	30	368	.4	4.2
FA '96	92	1260	1.0	5.3	104	513	1.2	3.8	183	750	2.1	7.2	109	705	1.2	5.3	40	383	.5	5.6
WWJZ-AM																				
FA '97	1	38	.1	.1	1	11	.1	.1	14	41	.2	.6	6	19	.1	.3	2	28	.1	.3
SU '97	8	77	.1	.5	6	52	.1	.2	**	**	**	**	13	53	.1	.6	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	21	.1	.1	**	**	**	**	2	10	.1	.1	10	10	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	4	51	.2	.2	8	15	.1	.3	9	22	.1	.4	4	24	.2	.2	1	12	.1	.1
WXTU-FM																				
FA '97	86	1115	1.0	4.9	122	594	1.4	4.3	125	546	1.4	5.1	104	747	1.2	5.0	24	276	.3	3.6
SU '97	98	1115	1.1	5.7	128	658	1.4	4.9	145	582	1.6	6.0	135	770	1.5	6.7	38	307	.4	4.8
SP '97	98	1023	1.1	5.6	134	648	1.5	4.7	152	628	1.7	6.3	118	655	1.3	5.8	32	346	.4	4.6
WI '97	99	1092	1.1	5.7	154	613	1.7	5.4	167	579	1.9	6.9	112	717	1.3	5.3	21	240	.2	3.2
4-Book	95	1086	1.1	5.5	135	628	1.5	4.8	147	584	1.7	6.1	117	722	1.3	5.7	29	292	.3	4.1
FA '96	85	1011	1.0	4.9	135	627	1.5	4.9	121	607	1.4	4.8	100	748	1.1	4.8	22	332	.2	3.1
+WXXM-FM																				
WFLN-FM																				
FA '97	10	368	.1	.6	10	119	.1	.4	14	144	.2	.6	13	211	.1	.6	4	88	.1	.6
SU '97	46	726	.5	2.7	54	371	.6	2.1	83	375	.9	3.4	65	473	.7	3.2	20	172	.2	2.5
SP '97	62	784	.7	3.5	79	387	.9	2.8	92	353	1.0	3.8	77	456	.9	3.8	27	226	.3	3.9
WI '97	60	844	.7	3.5	68	405	.8	2.4	93	421	1.1	3.8	68	473	.8	3.2	28	290	.3	4.2
4-Book	45	681	.5	2.6	53	321	.6	1.9	71	323	.8	2.9	56	403	.6	2.7	20	194	.2	2.8
FA '96	66	907	.7	3.8	93	494	1.1	3.4	99	446	1.1	3.9	71	538	.8	3.4	38	307	.4	5.3
WYSP-FM																				
FA '97	135	2085	1.5	7.7	398	1200	4.4	14.1	167	758	1.9	6.8	71	503	.8	3.4	22	244	.2	3.3
SU '97	77	1680	.9	4.5	274	1002	3.1	10.5	61	571	.7	2.5	38	438	.4	1.9	27	328	.3	3.4
SP '97	115	1533	1.3	6.6	382	1067	4.3	13.3	153	809	1.7	6.3	73	580	.8	3.6	17	279	.2	2.5
WI '97	104	1538	1.2	6.0	360	1138	4.1	12.5	117	625	1.3	4.8	75	522	.8	3.6	20	216	.2	3.0
4-Book	108	1709	1.2	6.2	354	1102	4.0	12.6	125	691	1.4	5.1	64	511	.7	3.1	22	267	.2	3.1
FA '96	96	1822	1.1	5.5	285	969	3.2	10.3	91	615	1.0	3.6	70	577	.8	3.4	13	211	.1	1.8
WYXR-FM																				
FA '97	31	708	.3	1.8	47	292	.5	1.7	45	249	.5	1.8	46	301	.5	2.2	11	165	.1	1.7
SU '97	42	866	.5	2.4	49	316	.6	1.9	69	316	.8	2.9	45	412	.5	2.2	17	183	.2	2.2
SP '97	36	813	.4	2.1	64	399	.7	2.2	46	276	.5	1.9	43	431	.5	2.1	14	221	.2	2.0
WI '97	25	665	.3	1.4	37	263	.4	1.3	33	208	.4	1.4	31	333	.4	1.5	11	227	.1	1.7
4-Book	34	763	.4	1.9	49	318	.6	1.8	48	262	.6	2.0	41	369	.5	2.0	13	199	.2	1.9
FA '96	32	637	.4	1.8	53	244	.6	1.9	34	210	.4	1.3	40	351	.5	1.9	13	187	.1	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97	7	86	.1	.4	5	43	.1	.2	12	18	.1	.5	8	45	.1	.4	2	29		.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	5	104	.1	.3	9	77	.1	.3	3	42		.1	9	60	.1	.4	3	33		.4
VJBR-FM																				
FA '97	9	163	.1	.5	15	63	.2	.5	19	63	.2	.8	15	101	.2	.7	3	36		.5
SU '97	6	127	.1	.3	6	59	.1	.2	7	45	.1	.3	8	44	.1	.4	4	25		.5
SP '97	7	134	.1	.4	11	62	.1	.4	14	43	.2	.6	9	44	.1	.4	1	19		.1
WI '97	11	149	.1	.6	13	79	.1	.5	23	62	.3	1.0	18	87	.2	.9	1	35		.2
4-Book	8	143	.1	.5	11	66	.1	.4	16	53	.2	.7	13	69	.2	.6	2	29		.3
FA '96	21	215	.2	1.2	24	99	.3	.9	40	100	.5	1.6	20	142	.2	1.0	4	35		.6
WKXV-FM																				
FA '97	23	377	.3	1.3	37	201	.4	1.3	35	172	.4	1.4	31	209	.3	1.5	13	105	.1	2.0
SU '97	17	333	.2	1.0	26	164	.3	1.0	30	196	.3	1.2	25	179	.3	1.2	5	58	.1	.6
SP '97	8	290	.1	.5	9	114	.1	.3	14	112	.2	.6	14	133	.2	.7	3	48		.4
WI '97	20	414	.2	1.2	32	206	.4	1.1	33	158	.4	1.4	26	164	.3	1.2	3	56		.5
4-Book	17	354	.2	1.0	26	171	.3	.9	28	160	.3	1.2	24	171	.3	1.2	6	67	.1	.9
FA '96	24	297	.3	1.4	36	163	.4	1.3	43	159	.5	1.7	24	199	.3	1.2	9	85	.1	1.3
+WLEV-FM WFMZ-FM																				
FA '97	10	194	.1	.6	4	65		.1	15	74	.2	.6	18	75	.2	.9	10	61	.1	1.5
SU '97	8	188	.1	.5	9	47	.1	.3	11	63	.1	.5	6	78	.1	.3	2	38		.3
SP '97	7	140	.1	.4	9	45	.1	.3	9	47	.1	.4	10	78	.1	.5	3	48		.4
WI '97	11	200	.1	.6	10	117	.1	.3	18	86	.2	.7	14	104	.2	.7	4	59		.6
4-Book	9	181	.1	.5	8	69	.1	.3	13	68	.2	.6	12	84	.2	.6	5	52		.7
FA '96	9	126	.1	.5	12	69	.1	.4	11	60	.1	.4	15	69	.2	.7	3	34		.4
WPST-FM																				
FA '97	13	329	.1	.7	14	144	.2	.5	16	142	.2	.6	18	205	.2	.9	7	131	.1	1.1
SU '97	7	285	.1	.4	9	77	.1	.3	4	71		.2	7	144	.1	.3	3	75		.4
SP '97	5	259	.1	.3	9	70	.1	.3	7	99	.1	.3	7	152	.1	.3	3	62		.4
WI '97	9	235	.1	.5	16	82	.2	.6	16	43	.2	.7	12	135	.1	.6	2	70		.3
4-Book	9	277	.1	.5	12	93	.2	.4	11	89	.1	.5	11	159	.1	.5	4	85		.6
FA '96	13	267	.1	.7	24	119	.3	.9	25	102	.3	1.0	11	145	.1	.5	2	69		.3
WRDR-FM																				
FA '97	11	153	.1	.6	15	97	.2	.5	12	50	.1	.5	17	87	.2	.8	2	47		.3
SU '97	7	124	.1	.4	7	59	.1	.3	11	50	.1	.5	9	80	.1	.4	2	16		.3
SP '97	14	176	.2	.8	12	84	.1	.4	24	75	.3	1.0	14	84	.2	.7	5	59	.1	.7
WI '97	6	109	.1	.3	6	44	.1	.2	2	42		.1	11	75	.1	.5	5	29	.1	.8
4-Book	10	141	.1	.5	10	71	.1	.4	12	54	.1	.5	13	82	.2	.6	4	38	.1	.5
FA '96	9	123	.1	.5	9	52	.1	.3	9	41	.1	.4	12	60	.1	.6	4	33		.6
WRFY-FM																				
FA '97	6	119	.1	.3	12	40	.1	.4	9	48	.1	.4	10	49	.1	.5		9		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	6	54	.1	.3	10	11	.1	.4	7	29	.1	.3	6	35	.1	.3	6	29	.1	.9
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	4	116		.2	2	34		.1	1	35		.1	12	32	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1742	8715	19.4		2826	8051	31.4		2463	6618	27.4		2093	7751	23.3		658	4805	7.3	
SU '97	1720	8662	19.4		2610	7854	29.5		2411	6749	27.2		2006	7659	22.7		787	4952	8.9	
SP '97	1747	8669	19.7		2867	8033	32.4		2432	6630	27.5		2039	7695	23.0		693	4983	7.8	
WI '97	1733	8614	19.6		2869	7956	32.4		2419	6525	27.3		2097	7653	23.7		665	4736	7.5	
4-Book	1736	8665	19.5		2793	7974	31.4		2431	6631	27.4		2059	7690	23.2		701	4869	7.9	
FA '96	1735	8603	19.6		2763	7842	31.2		2528	6668	28.6		2062	7502	23.3		711	4956	8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	207	3068	2.3	8.4	88	1830	1.0	7.4	201	864	2.2	14.6	112	517	1.2	5.9	73	403	.8	5.9
4-Book	201	3139	2.3	8.3	89	1840	1.0	7.4	220	953	2.5	15.5	100	487	1.1	5.2	64	336	.7	5.0
WBEB-FM																				
FA '97	115	923	1.3	4.7	58	703	.6	4.9	62	185	.7	4.5	125	324	1.4	6.5	81	277	.9	6.6
4-Book	119	941	1.4	4.9	56	680	.6	4.7	57	188	.7	4.1	102	283	1.2	5.2	68	227	.8	5.2
WDAS-AM																				
FA '97	7	77	.1	.3	6	55	.1	.5	1	6	.1	.5	11	18	.1	.6	4	20	.3	.3
4-Book	10	93	.1	.4	12	120	.2	1.0	6	18	.1	.5	11	23	.1	.6	3	9	.2	.2
WDAS-FM																				
FA '97	115	770	1.3	4.7	62	516	.7	5.2	38	92	.4	2.8	88	205	1.0	4.6	69	179	.8	5.6
4-Book	118	769	1.3	4.9	69	568	.8	5.7	61	151	.7	4.3	103	232	1.2	5.3	80	179	.9	6.0
WFIL-AM																				
FA '97	8	139	.1	.3	2	44	.1	.2		7	.1	.2	1	11	.1	.2	7	11	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	27	160	.3	1.1	11	115	.1	.9	13	40	.1	.9	33	63	.4	1.7	23	63	.3	1.9
4-Book	22	150	.3	.9	13	120	.1	1.1	18	47	.2	1.2	25	57	.3	1.3	12	40	.1	.9
WIOQ-FM																				
FA '97	35	527	.4	1.4	13	219	.1	1.1	8	25	.1	.6	29	118	.3	1.5	17	64	.2	1.4
4-Book	33	499	.4	1.4	20	314	.2	1.7	14	56	.2	1.0	38	133	.4	1.9	34	116	.4	2.6
WIP -AM																				
FA '97	190	1643	2.1	7.7	63	947	.7	5.3	91	335	1.0	6.6	73	335	.8	3.8	40	161	.4	3.2
4-Book	188	1714	2.1	7.7	61	950	.7	5.1	89	342	1.0	6.3	88	351	1.0	4.6	56	217	.6	4.3
WJZ-FM																				
FA '97	144	1184	1.6	5.9	71	804	.8	6.0	59	215	.7	4.3	132	364	1.5	6.9	85	296	.9	6.9
4-Book	144	1104	1.6	6.0	73	796	.8	6.1	57	186	.7	4.0	121	339	1.4	6.3	95	283	1.1	7.2
WMGK-FM																				
FA '97	133	1095	1.5	5.4	63	729	.7	5.3	90	245	1.0	6.5	138	365	1.5	7.2	98	285	1.1	7.9
4-Book	129	1132	1.5	5.3	61	752	.7	5.1	72	206	.8	5.1	124	347	1.4	6.4	90	285	1.0	6.8
WMMR-FM																				
FA '97	119	1201	1.3	4.8	46	636	.5	3.9	53	204	.6	3.8	82	269	.9	4.3	45	173	.5	3.6
4-Book	124	1067	1.4	5.1	54	691	.6	4.5	69	211	.8	4.8	109	327	1.3	5.6	62	194	.7	4.6
WUGL-FM																				
FA '97	207	1577	2.3	8.4	107	1249	1.2	9.0	82	290	.9	6.0	200	619	2.2	10.5	125	432	1.4	10.1
4-Book	195	1671	2.2	8.0	123	1323	1.4	10.2	119	384	1.3	8.4	220	600	2.5	11.3	134	412	1.5	10.1
WPEN-AM																				
FA '97	37	297	.4	1.5	22	241	.2	1.8	33	92	.4	2.4	39	128	.4	2.0	18	37	.2	1.5
4-Book	49	363	.6	2.0	29	287	.3	2.4	38	101	.4	2.7	50	132	.6	2.6	33	83	.4	2.5
+WPHI-FM																				
FA '97	18	182	.2	.7	7	125	.1	.6	2	9	.1	.6	2	5	.1	.6	5	33	.1	.4
4-Book	16	205	.2	.6	13	136	.1	1.1	13	33	.1	.9	25	63	.3	1.3	21	51	.3	1.6
WPHT-AM																				
FA '97	29	335	.3	1.2	14	240	.2	1.2	15	54	.2	1.1	18	45	.2	.9	13	36	.1	1.1
4-Book	27	435	.3	1.1	14	243	.2	1.1	15	51	.2	1.0	15	57	.2	.8	8	31	.1	.6
WPLY-FM																				
FA '97	12	389	.1	.5	7	270	.1	.6	6	46	.1	.4	16	77	.2	.8	7	53	.1	.6
4-Book	25	407	.3	1.0	12	244	.2	1.0	10	45	.2	.7	21	79	.2	1.1	16	61	.2	1.2
WURD-AM																				
FA '97	7	46	.1	.3	3	28	.1	.3			.1	.3	8	18	.1	.4			.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	28	387	.3	1.1	24	222	.3	2.0	16	54	.2	1.2	43	77	.5	2.3	16	51	.2	1.3
4-Book	32	429	.4	1.3	19	243	.2	1.6	14	50	.2	1.0	36	98	.4	1.8	20	54	.3	1.6
WVDB-FM																				
FA '97	102	857	1.1	4.1	48	585	.5	4.0	85	205	.9	6.2	63	167	.7	3.3	24	86	.3	1.9
4-Book	130	1051	1.5	5.3	59	689	.7	4.9	87	246	1.0	6.1	72	211	.8	3.7	33	94	.4	2.5
WWJZ-AM																				
FA '97	2	29	.1	.1		9														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	118	993	1.3	4.8	71	655	.8	6.0	79	236	.9	5.7	150	369	1.7	7.8	81	227	.9	6.6
4-Book	134	963	1.5	5.5	71	666	.8	6.0	87	264	1.0	6.1	138	328	1.6	7.1	92	263	1.1	7.0
+WXXM-FM																				
WFLN-FM																				
FA '97	13	307	.1	.5	10	192	.1	.8	7	35	.1	.5	22	86	.2	1.2	12	61	.1	1.0
4-Book	61	541	.7	2.5	32	352	.4	2.7	22	75	.2	1.5	52	152	.6	2.7	32	118	.4	2.4
WYSP-FM																				
FA '97	208	1404	2.3	8.5	80	1237	.9	6.7	52	187	.6	3.8	44	143	.5	2.3	26	118	.3	2.1
4-Book	176	1357	2.0	7.3	43	687	.5	3.6	32	114	.4	2.3	58	184	.7	3.0	37	153	.4	2.8
WYXR-FM																				
FA '97	46	482	.5	1.9	20	373	.2	1.7	22	91	.2	1.6	19	108	.2	1.0	31	133	.3	2.5
4-Book	47	561	.5	1.9	25	409	.3	2.1	27	87	.3	1.9	42	163	.5	2.2	28	112	.3	2.1
WBYN-FM																				
FA '97	9	52	.1	.4	8	69	.1	.7	5	27	.1	.4	15	46	.2	.8	7	17	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	16	136	.2	.7	1	70	.1	.1	1	10	.1	.1	4	43	.2	.2	1	10	.1	.1
4-Book	13	106	.2	.5	4	78	.3	.3	3	18	.3	.3	8	28	.1	.4	7	21	.1	.5
WKXV-FM																				
FA '97	34	350	.4	1.4	9	87	.1	.8	12	31	.1	.9	25	50	.3	1.3	8	25	.1	.6
4-Book	26	287	.3	1.1	9	130	.1	.7	10	34	.1	.7	16	43	.2	.8	9	24	.1	.7
+WLEV-FM																				
WFMZ-FM																				
FA '97	13	129	.1	.5	6	92	.1	.5	4	19	.3	.3	2	19	.1	.1	11	46	.1	.9
4-Book	12	124	.1	.5	7	111	.1	.6	9	22	.1	.6	8	34	.1	.4	8	31	.1	.6
WPST-FM																				
FA '97	16	271	.2	.7	10	176	.1	.8	12	37	.1	.9	26	66	.3	1.4	19	80	.2	1.5
4-Book	11	212	.2	.5	6	129	.1	.5	4	16	.3	.3	14	50	.2	.8	8	37	.1	.6
WRDR-FM																				
FA '97	15	127	.2	.6	10	123	.1	.8	13	37	.1	.9	6	28	.1	.3	18	56	.2	1.5
4-Book	12	109	.2	.5	10	90	.1	.8	13	28	.1	.9	16	39	.2	.8	13	40	.2	1.0
WRFY-FM																				
FA '97	11	79	.1	.4	3	69	.3	.3	9	30	.1	.7	9	18	.1	.5	2	18	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	8	54	.1	.3	2	20	.2	.2	7	11	.1	.5	4	9	.2	.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	2460	8617	27.3		1190	7389	13.2		1378	3752	15.3		1911	4505	21.2		1235	3387	13.7	
4-Book	2428	8536	27.3		1198	7342	13.5		1420	3896	16.0		1942	4667	21.9		1321	3425	14.9	

Target Listener Estimates - Men 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
FA '97	48	282	.5	6.9	176	710	2.0	16.6	51	264	.6	3.3	54	268	.6	4.9	16	194	.2	2.7
4-Book	37	245	.4	5.2	178	759	2.0	16.0	61	335	.7	4.3	47	248	.5	4.6	31	235	.4	5.0
WBEB-FM																				
FA '97	30	135	.3	4.3	39	128	.4	3.7	60	187	.7	3.9	42	161	.5	3.8	23	99	.3	3.9
4-Book	32	118	.4	4.6	33	132	.4	3.0	68	218	.8	4.7	56	189	.7	5.5	27	121	.3	4.5
WDAS-AM																				
FA '97					14	23	.2	1.3	16	35	.2	1.0					4	10	.1	.7
4-Book	1	5		.1	38	75	.4	3.4	26	64	.3	1.8	5	11	.1	.5	4	10	.1	.7
WDAS-FM																				
FA '97	16	80	.2	2.3	31	105	.3	2.9	81	147	.9	5.2	46	96	.5	4.2	118	192	1.3	19.8
4-Book	47	136	.5	6.5	28	91	.3	2.6	57	146	.7	3.9	48	99	.5	4.6	115	199	1.3	18.4
WFIL-AM																				
FA '97					13	33	.1	1.2					1	7		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	1	7		.1	4	28		.4	15	62	.2	1.0	1	8		.1				
4-Book	2	9		.3	24	52	.3	2.2	17	52	.2	1.2	4	10	.1	.4	1	5		.1
WIOO-FM																				
FA '97	14	36	.2	2.0	4	16		.4	8	43	.1	.5	8	17	.1	.7	16	51	.2	2.7
4-Book	16	70	.2	2.2	11	43	.1	1.0	19	70	.2	1.3	14	56	.2	1.3	13	44	.1	2.0
WIP -AM																				
FA '97	35	87	.4	5.1	82	280	.9	7.7	82	292	.9	5.3	83	253	.9	7.6	26	142	.3	4.4
4-Book	44	155	.5	6.4	57	199	.6	5.2	61	277	.7	4.2	69	235	.8	6.7	28	140	.3	4.5
WJJZ-FM																				
FA '97	59	154	.7	8.5	31	160	.3	2.9	89	276	1.0	5.8	67	203	.7	6.1	40	124	.4	6.7
4-Book	62	188	.7	8.7	36	146	.4	3.2	89	285	1.0	6.2	70	195	.8	6.8	49	136	.6	7.9
WMGK-FM																				
FA '97	33	116	.4	4.8	19	76	.2	1.8	60	197	.7	3.9	41	161	.5	3.7	23	94	.3	3.9
4-Book	32	146	.4	4.6	29	118	.3	2.7	67	223	.8	4.7	50	170	.6	4.9	20	83	.2	3.2
WMMR-FM																				
FA '97	17	86	.2	2.5	57	124	.6	5.4	53	180	.6	3.4	35	95	.4	3.2	23	96	.3	3.9
4-Book	20	88	.2	2.8	47	149	.5	4.2	63	227	.7	4.4	41	155	.5	4.0	19	80	.2	3.0
WGL-FM																				
FA '97	45	169	.5	6.5	125	370	1.4	11.8	130	414	1.4	8.4	90	275	1.0	8.2	60	156	.7	10.1
4-Book	78	249	.9	10.9	124	365	1.4	11.3	130	407	1.5	9.0	107	313	1.2	10.4	69	194	.8	11.0
WPEN-AM																				
FA '97	10	34	.1	1.4	23	72	.3	2.2	30	74	.3	1.9	10	16	.1	.9	14	62	.2	2.3
4-Book	16	52	.2	2.1	18	72	.2	1.7	35	103	.4	2.5	25	61	.3	2.4	17	51	.2	2.6
+WPHI-FM																				
FA '97	18	37	.2	2.6	9	30	.1	.8	8	14	.1	.5	4	14		.4	5	15	.1	.8
4-Book	19	37	.2	2.7	3	13		.3	9	23	.1	.7	9	20	.1	.9	4	10	.1	.7
WPHT-AM																				
FA '97	11	42	.1	1.6	26	97	.3	2.4	21	73	.2	1.4	5	16	.1	.5	5	9	.1	.8
4-Book	7	34	.1	1.0	23	69	.3	2.1	23	82	.3	1.7	12	43	.2	1.2	5	21	.1	.8
WPLY-FM																				
FA '97	5	37	.1	.7	5	30	.1	.5	7	67	.1	.5	6	37	.1	.5	3	36		.5
4-Book	5	37	.1	.7	6	26	.1	.5	13	68	.1	.9	17	73	.2	1.6	6	33	.1	.9
WURD-AM																				
FA '97					3	9		.3	6	18	.1	.4	9	19	.1	.8				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	40	70	.4	5.8	26	63	.3	2.4	27	65	.3	1.7	15	32	.2	1.4	8	21	.1	1.3
4-Book	19	49	.2	2.7	17	56	.2	1.6	23	79	.3	1.6	10	29	.1	1.0	12	37	.1	2.0
WWDB-FM																				
FA '97	27	107	.3	3.9	45	168	.5	4.2	97	230	1.1	6.3	14	33	.2	1.3	23	97	.3	3.9
4-Book	36	115	.4	4.9	67	224	.8	6.0	124	273	1.4	8.7	23	62	.3	2.2	25	95	.3	4.1
WWJZ-AM																				
FA '97									3	9		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	29	110	.3	4.2	57	185	.6	5.4	96	236	1.1	6.2	57	184	.6	5.2	19	71	.2	3.2
4-Book	28	131	.3	4.1	54	163	.6	4.9	90	243	1.0	6.3	60	180	.7	5.8	23	96	.3	3.7
+WXXM-FM																				
WFLN-FM																				
FA '97	10	56	.1	1.4	1	11		.1	12	62	.1	.8	11	35	.1	1.0	2	19		.3
4-Book	15	60	.2	2.2	23	75	.3	2.1	54	154	.6	3.9	37	96	.4	3.7	20	78	.2	3.2
WYSP-FM																				
FA '97	9	58	.1	1.3	12	54	.1	1.1	270	863	3.0	17.5	198	703	2.2	18.1	21	73	.2	3.5
4-Book	12	59	.1	1.7	13	55	.1	1.2	106	336	1.2	7.1	75	268	.9	7.0	9	42	.1	1.5
WYXR-FM																				
FA '97	32	138	.4	4.6	15	57	.2	1.4	14	91	.2	.9	20	70	.2	1.8	9	47	.1	1.5
4-Book	16	79	.2	2.2	24	70	.3	2.2	25	112	.3	1.8	28	95	.3	2.7	9	45	.1	1.3
WBYN-FM																				
FA '97	**	**	**	**	2	15		.2	16	24	.2	1.0	15	24	.2	1.4	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97					1	8		.1					1	10		.1	1	10		.2
4-Book	2	11		.3	1	7		.1	5	26	.1	.3	2	10		.2	2	10		.3
WKXV-FM																				
FA '97	5	19	.1	.7	3	17		.3	9	29	.1	.6	4	18		.4				
4-Book	4	15	.1	.5	11	35	.1	1.0	15	47	.2	1.1	3	20		.4	2	13		.4
+WLEV-FM																				
WFMZ-FM																				
FA '97	9	9	.1	1.3					4	17		.3	5	38	.1	.5	11	38	.1	1.8
4-Book	5	20	.1	.6	9	32	.1	.8	9	26	.1	.6	7	31	.1	.7	5	21		.8
WPST-FM																				
FA '97	2	8		.3	3	18		.3	13	73	.1	.8	6	44	.1	.5	1	8		.2
4-Book	2	13		.3	2	16		.2	9	34	.1	.6	8	37	.1	.7	2	11		.3
WRDR-FM																				
FA '97	9	54	.1	1.3	4	19		.4	10	14	.1	.6	19	43	.2	1.7	8	25	.1	1.3
4-Book	8	36	.1	1.1	7	21	.1	.6	10	20	.1	.7	8	20	.1	.8	5	17	.1	.8
WRFY-FM																				
FA '97	**	**	**	**	6	31	.1	.6	3	32		.2	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	5	9	.1	.5	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	691	2188	7.7		1062	3210	11.8		1544	3985	17.2		1096	2998	12.2		597	1900	6.6	
4-Book	712	2264	8.0		1109	3236	12.5		1437	3777	16.2		1032	2753	11.6		622	1934	7.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	8	449	.2	1.3	26	276	.7	3.6	4	83	.1	.7	11	105	.3	1.4	1	14	.2	
SU '97	6	294	.1	.9	13	159	.3	2.1	10	73	.2	1.2	7	101	.2	.8	1	40	.2	
SP '97	9	341	.2	1.4	25	210	.6	3.6	11	81	.3	1.7	8	95	.2	1.0	3	73	.1	
WI '97	8	505	.2	1.4	25	329	.6	4.0	7	119	.2	1.3	5	108	.1	.6	3	88	.1	
4-Book	8	397	.2	1.3	22	244	.6	3.3	8	89	.2	1.2	8	102	.2	1.0	2	54	.1	
FA '96	7	323	.2	1.1	26	218	.6	3.4	4	35	.1	.6	5	73	.1	.6	2	45	.4	
WBEB-FM																				
FA '97	40	763	1.0	6.3	38	263	1.0	5.2	63	304	1.6	10.4	54	406	1.4	6.7	33	308	.8	
SU '97	33	804	.8	4.9	24	255	.6	4.0	37	307	.9	4.5	43	370	1.1	5.1	25	295	.6	
SP '97	44	881	1.1	7.0	35	325	.9	5.1	66	316	1.6	10.5	62	417	1.5	7.6	33	444	.8	
WI '97	42	859	1.0	7.2	27	287	.7	4.3	39	264	1.0	7.4	66	373	1.6	8.5	52	464	1.3	
4-Book	40	827	1.0	6.4	31	283	.8	4.7	51	298	1.3	8.2	56	392	1.4	7.0	36	378	.9	
FA '96	42	867	1.0	6.6	41	374	1.0	5.4	68	251	1.7	10.6	56	433	1.4	6.6	29	391	.7	
WDAS-AM																				
FA '97	6	53	.2	.9	9	17	.2	1.2	9	20	.2	1.5	7	20	.2	.9	2	17	.1	
SU '97	6	93	.1	.9	13	52	.3	2.1	9	46	.2	1.1	6	54	.1	.7	1	28	.2	
SP '97	2	68	.3	.3	2	22	.3	.3	2	8	.3	.3	1	6	.1	.1		8		
WI '97	3	71	.1	.5	3	20	.1	.5	3	17	.1	.6	1	15	.1	.1				
4-Book	4	71	.1	.7	7	28	.2	1.0	6	23	.1	.9	4	24	.1	.5	1	13	.1	
FA '96	1	50	.2	.2	1	6	.1	.1	1	12	.2	.2	2	12	.2	.2	1	6	.2	
WDAS-FM																				
FA '97	24	500	.6	3.8	18	172	.5	2.5	19	131	.5	3.1	22	182	.6	2.7	28	235	.7	
SU '97	27	381	.7	4.0	29	198	.7	4.8	39	174	1.0	4.8	35	206	.9	4.2	17	173	.4	
SP '97	17	376	.4	2.7	21	123	.5	3.0	23	169	.6	3.6	22	202	.5	2.7	16	163	.4	
WI '97	21	438	.5	3.6	27	162	.7	4.3	35	174	.9	6.6	23	178	.6	3.0	12	179	.3	
4-Book	22	424	.6	3.5	24	164	.6	3.7	29	162	.8	4.5	26	192	.7	3.2	18	188	.5	
FA '96	14	421	.3	2.2	12	183	.3	1.6	14	153	.3	2.2	14	179	.3	1.7	13	145	.3	
WFIL-AM																				
FA '97		23								7			2	12	.1	.2		5		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	1	15		.2	3	15	.1	.4	3	6	.1	.5	1	6		.1		7		
WI '97		23			1	16		.2												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96																				
WHAT-AM																				
FA '97	1	34		.2						8			1	10		.1	1	34	.2	
SU '97	1	25		.1	3	19	.1	.5	1	12		.1	1	13		.1		6		
SP '97	1	32		.2		8				10										
WI '97		22			1	22		.2		7										
4-Book	1	28		.1	1	12		.2		9			1	6		.1		10	.1	
FA '96	1	33		.2	2	24		.3												
WIOQ-FM																				
FA '97	60	1636	1.5	9.5	68	668	1.7	9.4	45	665	1.1	7.4	84	976	2.1	10.4	56	717	1.4	
SU '97	86	1728	2.1	12.8	60	770	1.5	9.9	105	1009	2.6	12.8	116	1189	2.9	13.8	80	954	2.0	
SP '97	67	1737	1.7	10.6	68	852	1.7	9.8	56	866	1.4	8.9	98	1132	2.4	12.0	66	824	1.6	
WI '97	103	1889	2.6	17.7	103	886	2.6	16.4	73	829	1.8	13.9	149	1283	3.7	19.2	102	1048	2.5	
4-Book	79	1748	2.0	12.7	75	794	1.9	11.4	70	842	1.7	10.8	112	1145	2.8	13.9	76	886	1.9	
FA '96	122	2232	3.0	19.1	134	1193	3.3	17.6	103	1034	2.6	16.1	168	1540	4.2	19.9	111	1259	2.8	
WIP -AM																				
FA '97	2	107	.1	.3	6	38	.2	.8					2	48	.1	.2	4	40	.1	
SU '97	2	96		.3	6	47	.1	1.0	1	27		.1	2	34		.2	1	28	.2	
SP '97	2	147		.3	4	29	.1	.6	1	17		.2	2	32		.2	2	48	.4	
WI '97	2	84		.3	4	48	.1	.6	2	17		.4	2	26		.3	1	7	.2	
4-Book	2	109		.3	5	41	.1	.8	1	15		.2	2	35		.2	2	31	.4	
FA '96	1	87		.2	3	38	.1	.4		17							1	13	.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (C0)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZZ-FM																				
FA '97	3	124	.1	.5	8	52	.2	1.1	3	49	.1	.5	1	35			3	42	.1	.5
SU '97	5	178	.1	.7	3	64	.1	.5	8	87	.2	1.0	8	88	.2	1.0	3	70	.1	.5
SP '97	7	200	.2	1.1	8	51	.2	1.2	9	53	.2	1.4	9	88	.2	1.1	4	51	.1	.7
WI '97	11	218	.3	1.9	7	61	.2	1.1	16	63	.4	3.0	22	95	.5	2.8	11	109	.3	1.9
4-Book	7	180	.2	1.1	7	57	.2	1.0	9	63	.2	1.5	10	77	.2	1.3	5	68	.2	.9
FA '96	5	184	.1	.8	3	43	.1	.4	9	46	.2	1.4	8	85	.2	.9	3	64	.1	.6
WMGK-FM																				
FA '97	36	634	.9	5.7	29	294	.7	4.0	55	306	1.4	9.1	54	332	1.4	6.7	23	205	.6	3.8
SU '97	23	568	.6	3.4	20	205	.5	3.3	34	249	.8	4.1	32	324	.8	3.8	17	242	.4	2.9
SP '97	30	640	.7	4.8	24	203	.6	3.5	44	321	1.1	7.0	32	392	.8	3.9	26	253	.6	4.6
WI '97	21	426	.5	3.6	23	180	.6	3.7	47	256	1.2	8.9	26	235	.6	3.4	5	106	.1	.9
4-Book	28	567	.7	4.4	24	221	.6	3.6	45	283	1.1	7.3	36	321	.9	4.5	18	202	.4	3.1
FA '96	33	591	.8	5.2	30	236	.7	3.9	55	301	1.4	8.6	53	351	1.3	6.3	17	283	.4	3.3
WMMR-FM																				
FA '97	13	468	.3	2.1	19	185	.5	2.6	16	167	.4	2.6	16	186	.4	2.0	11	145	.3	1.8
SU '97	17	528	.4	2.5	15	147	.4	2.5	22	228	.5	2.7	23	312	.6	2.7	13	195	.3	2.3
SP '97	10	537	.2	1.6	5	134	.1	.7	11	219	.3	1.7	11	286	.3	1.3	5	157	.1	.9
WI '97	8	473	.2	1.4	11	128	.3	1.8	7	145	.2	1.3	12	255	.3	1.5	5	151	.1	.9
4-Book	12	502	.3	1.9	13	149	.3	1.9	14	190	.4	2.1	16	260	.4	1.9	9	162	.2	1.5
FA '96	15	433	.4	2.3	21	163	.5	2.8	22	184	.5	3.4	23	207	.6	2.7	7	113	.2	1.3
WOGL-FM																				
FA '97	11	449	.3	1.7	11	148	.3	1.5	12	153	.3	2.0	14	170	.4	1.7	6	105	.2	1.0
SU '97	14	482	.3	2.1	9	126	.2	1.5	23	175	.6	2.8	18	222	.4	2.1	6	113	.1	1.0
SP '97	6	302	.1	1.0	11	122	.3	1.6	4	90	.1	.6	4	102	.1	.5	2	65		.4
WI '97	6	306	.1	1.0	6	91	.1	1.0	4	80	.1	.8	10	146	.2	1.3	4	75	.1	.7
4-Book	9	385	.2	1.5	9	122	.2	1.4	11	125	.3	1.6	12	160	.3	1.4	5	90	.1	.8
FA '96	8	489	.2	1.3	9	176	.2	1.2	4	101	.1	.6	15	191	.4	1.8	4	128	.1	.8
WPEN-AM																				
FA '97		22								7								15		.2
SU '97	1	29																		
SP '97	2	24			1	17			3	15	.1	.5	1	15		.1	1	7		.2
WI '97	2	32							2	10		.4	4	17	.1	.5	1	23		.2
4-Book	1	27		.2		4			1	8		.2	1	10		.2	1	11		.2
FA '96		16							1	6		.2		10				10		
+WPHI-FM																				
FA '97	95	1415	2.4	15.0	87	751	2.2	12.0	62	637	1.6	10.2	129	924	3.2	16.0	125	808	3.1	20.7
SU '97	107	1500	2.7	15.9	87	680	2.2	14.3	116	1001	2.9	14.1	133	1074	3.3	15.8	111	948	2.8	19.2
SP '97	111	1504	2.8	17.6	99	892	2.5	14.3	90	804	2.2	14.3	153	1042	3.8	18.8	119	956	3.0	21.0
WI '97	50	1101	1.2	8.6	35	396	.9	5.6	36	414	.9	6.8	80	651	2.0	10.3	63	653	1.6	11.0
4-Book	91	1380	2.3	14.3	77	680	2.0	11.6	76	714	1.9	11.4	124	923	3.1	15.2	105	841	2.6	18.0
FA '96	35	769	.9	5.5	32	335	.8	4.2	34	320	.8	5.3	53	495	1.3	6.3	32	375	.8	6.1
WPHT-AM																				
FA '97		17			1	10		.1									1	7		.2
SU '97		21			2	7		.3						7				6		
SP '97	1	29		.2					9				3	18	.1	.4	1	19		.2
WI '97		6				6			6					6				8		.1
4-Book		18		.1	1	6		.1	4				1	6		.1	1	8		.1
FA '96		21								4				10				10		
WPLY-FM																				
FA '97	55	1255	1.4	8.7	67	642	1.7	9.3	45	499	1.1	7.4	69	767	1.7	8.6	54	698	1.4	8.9
SU '97	68	1366	1.7	10.1	59	605	1.5	9.7	89	762	2.2	10.9	96	979	2.4	11.4	51	705	1.3	8.8
SP '97	47	1119	1.2	7.4	71	576	1.8	10.3	35	522	.9	5.5	54	695	1.3	6.6	35	504	.9	6.2
WI '97	47	1357	1.2	8.1	78	729	1.9	12.4	40	566	1.0	7.6	54	882	1.3	7.0	36	621	.9	6.3
4-Book	54	1274	1.4	8.6	69	638	1.7	10.4	52	587	1.3	7.9	68	831	1.7	8.4	44	632	1.1	7.6
FA '96	49	1366	1.2	7.7	68	733	1.7	8.9	36	564	.9	5.6	59	789	1.5	7.0	40	612	1.0	7.6

Target Listener Trends - Women 12-24

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

Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
FA '97	4	59	.1	.6	3	16	.1	.4	4	40	.1	.7	5	53	.1	.6	3	35	.1	.5
SU '97	8	75	.2	1.2	8	40	.2	1.3	15	60	.4	1.8	8	35	.2	1.0		7		
SP '97	3	43	.1	.5	5	18	.1	.7	1	10		.2	1	23		.1		9		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	83	1521	2.1	13.1	94	813	2.4	13.0	65	626	1.6	10.7	107	912	2.7	13.3	90	793	2.3	14.9
SU '97	75	1371	1.9	11.1	70	573	1.7	11.5	78	739	1.9	9.5	76	790	1.9	9.0	84	677	2.1	14.6
SP '97	111	1583	2.8	17.6	107	961	2.7	15.5	91	814	2.3	14.4	153	1043	3.8	18.8	118	905	2.9	20.8
WI '97	123	1467	3.1	21.1	120	874	3.0	19.1	86	608	2.1	16.3	158	1017	3.9	20.4	146	953	3.6	25.5
4-Book	98	1486	2.5	15.7	98	805	2.5	14.8	80	697	2.0	12.7	124	941	3.1	15.4	110	832	2.7	19.0
FA '96	136	1491	3.4	21.3	158	1032	3.9	20.8	105	756	2.6	16.4	178	1099	4.4	21.1	133	964	3.3	25.4
WWDB-FM																				
FA '97	1	55		.2	1	7		.1		8				18				18		
SU '97	2	89		.3	2	14		.3	5	27	.1	.6	1	42		.1	1	14		.2
SP '97	4	124	.1	.6		9			1	45		.2	11	62	.3	1.3	2	17		.4
WI '97	2	82		.3	1	27		.2	2	20		.4	4	26	.1	.5		8		
4-Book	2	88		.4	1	14		.2	2	25		.3	4	37	.1	.5	1	14		.2
FA '96	5	97	.1	.8	10	33	.2	1.3	11	55	.3	1.7	5	47	.1	.6		5		
WWJZ-AM																				
FA '97				.3					2	7		.2	4	7	.1	.5	1	7		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	8	202	.2	1.3	12	72	.3	1.7	9	86	.2	1.5	11	136	.3	1.4	3	79	.1	.5
SU '97	16	279	.4	2.4	15	133	.4	2.5	17	197	.4	2.1	20	150	.5	2.4	10	113	.2	1.7
SP '97	14	293	.3	2.2	16	103	.4	2.3	14	137	.3	2.2	15	196	.4	1.8	12	123	.3	2.1
WI '97	17	191	.4	2.9	19	120	.5	3.0	19	125	.5	3.6	14	101	.3	1.8	16	118	.4	2.8
4-Book	14	241	.3	2.2	16	107	.4	2.4	15	136	.4	2.4	15	146	.4	1.9	10	108	.3	1.8
FA '96	19	275	.5	3.0	17	175	.4	2.2	21	129	.5	3.3	26	164	.6	3.1	17	160	.4	3.3
+WXXM-FM WFLN-FM																				
FA '97	37	895	.9	5.8	34	466	.9	4.7	29	332	.7	4.8	52	600	1.3	6.5	35	508	.9	5.8
SU '97	3	138	.1	.4	4	75	.1	.7	1	21		.1	5	93	.1	.6	2	61		.3
SP '97	1	61		.2		13			1	24		.2	2	36		.2	1	28		.2
WI '97	4	109	.1	.7	4	41	.1	.6	7	38	.2	1.3	7	58	.2	.9	3	46	.1	.5
4-Book	11	301	.3	1.8	11	149	.3	1.5	10	104	.2	1.6	17	197	.4	2.1	10	161	.3	1.7
FA '96	3	82	.1	.5	2	32		.3	3	29	.1	.5	4	38	.1	.5	6	64	.1	1.1
WYSP-FM																				
FA '97	33	751	.8	5.2	76	419	1.9	10.5	36	351	.9	5.9	32	354	.8	4.0	13	173	.3	2.2
SU '97	25	687	.6	3.7	62	369	1.5	10.2	22	252	.5	2.7	23	285	.6	2.7	12	197	.3	2.1
SP '97	29	736	.7	4.6	91	362	2.3	13.2	21	281	.5	3.3	27	377	.7	3.3	14	233	.3	2.5
WI '97	15	564	.4	2.6	44	297	1.1	7.0	10	191	.2	1.9	12	236	.3	1.5	7	150	.2	1.2
4-Book	26	685	.6	4.0	68	362	1.7	10.2	22	269	.5	3.5	24	313	.6	2.9	12	188	.3	2.0
FA '96	22	557	.5	3.4	55	258	1.4	7.2	29	256	.7	4.5	21	239	.5	2.5	7	157	.2	1.3
WYXR-FM																				
FA '97	38	922	1.0	6.0	44	358	1.1	6.1	52	293	1.3	8.6	34	407	.9	4.2	44	503	1.1	7.3
SU '97	58	1271	1.4	8.6	35	384	.9	5.8	75	577	1.9	9.1	64	602	1.6	7.6	71	722	1.8	12.3
SP '97	40	1211	1.0	6.3	30	389	.7	4.3	51	494	1.3	8.1	49	622	1.2	6.0	51	572	1.3	9.0
WI '97	26	1035	.6	4.5	20	302	.5	3.2	21	315	.5	4.0	31	457	.8	4.0	43	545	1.1	7.5
4-Book	41	1110	1.0	6.4	32	358	.8	4.9	50	420	1.3	7.5	45	522	1.1	5.5	52	586	1.3	9.0
FA '96	47	1205	1.2	7.4	45	419	1.1	5.9	56	413	1.4	8.7	59	634	1.5	7.0	48	565	1.2	9.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97	**	7	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96																				
WJBR-FM																				
FA '97	1	119	.2	.2	1	14	.1	.1	8	8	.1	.4	2	51	.1	.2	1	37	.2	.2
SU '97	4	133	.1	.6	3	25	.1	.5	3	39	.1	.4	4	42	.1	.5	7	42	.2	1.2
SP '97	5	181	.1	.8	3	53	.1	.4	8	69	.2	1.3	3	50	.1	.4	7	112	.2	1.2
WI '97	4	112	.1	.7	5	33	.1	.8	7	42	.2	1.3	6	74	.1	.8	3	61	.1	.5
4-Book	4	136	.1	.6	3	31	.1	.5	5	40	.1	.8	4	54	.1	.5	5	63	.1	.8
FA '96	3	159	.1	.5	6	72	.1	.8	1	45	.2	.2	2	38	.2	.2	3	62	.1	.6
WKXV-FM																				
FA '97	5	111	.1	.8	3	35	.1	.4	10	45	.3	1.7	13	93	.3	1.6	2	46	.1	.3
SU '97	1	36	.1	.1	7	7	.1	.1	16	16	.1	.1	1	21	.1	.1	1	14	.2	.2
SP '97	1	71	.2	.2	2	34	.3	.3	1	19	.2	.2	1	19	.1	.1	1	18	.2	.2
WI '97	1	70	.2	.2	1	19	.2	.2	3	10	.1	.6	3	42	.1	.4	1	10	.2	.2
4-Book	2	72	.3	.3	1	19	.2	.2	4	23	.1	.6	5	44	.1	.6	1	22	.2	.2
FA '96	2	104	.3	.3	2	34	.3	.3	1	19	.2	.2	6	47	.1	.7	1	37	.2	.2
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	54	.2	.2	1	18	.1	.1	19	7	.1	.1	1	26	.1	.1	25			
SU '97		14				7			7					7						
SP '97	2	28	.3	.3	2	19	.3	.3	4	9	.1	.6	3	18	.1	.4				
WI '97		8				8				8				8						
4-Book	1	26	.1	.1	1	11	.1	.1	1	9	.2	.2	1	13	.1	.1	6			
FA '96		25				11				11				9						
WPST-FM																				
FA '97	29	865	.7	4.6	36	431	.9	5.0	23	274	.6	3.8	30	515	.8	3.7	29	500	.7	4.8
SU '97	31	988	.8	4.6	19	342	.5	3.1	40	514	1.0	4.9	45	594	1.1	5.3	27	489	.7	4.7
SP '97	25	920	.6	4.0	24	410	.6	3.5	20	412	.5	3.2	32	561	.8	3.9	26	415	.6	4.6
WI '97	28	924	.7	4.8	30	360	.7	4.8	24	297	.6	4.6	37	572	.9	4.8	29	415	.7	5.1
4-Book	28	924	.7	4.5	27	386	.7	4.1	27	374	.7	4.1	36	561	.9	4.4	28	455	.7	4.8
FA '96	29	835	.7	4.5	43	390	1.1	5.7	18	259	.4	2.8	31	489	.8	3.7	25	414	.6	4.8
WRDR-FM																				
FA '97		12																		
SU '97																				
SP '97																				
WI '97		8												8						
4-Book		5												2						
FA '96																				
WRFY-FM																				
FA '97	2	54	.1	.3	15				4	25	.1	.7	4	26	.1	.5	7			
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	634	3912	15.9		724	3254	18.1		606	2597	15.2		804	3346	20.1		604	3157	15.1	
SU '97	673	3941	16.8		607	2978	15.1		820	3215	20.4		842	3571	21.0		577	3177	14.4	
SP '97	631	3908	15.7		691	3316	17.2		631	2857	15.7		816	3548	20.3		566	3139	14.1	
WI '97	583	3929	14.5		627	3208	15.6		527	2548	13.1		775	3446	19.3		573	3121	14.3	
4-Book	630	3923	15.7		662	3189	16.5		646	2804	16.1		809	3478	20.2		580	3149	14.5	
FA '96	639	3961	15.9		761	3347	19.0		641	2752	16.0		843	3536	21.0		523	3216	13.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
FA '97	13	393	.3	1.8	5	133	.1	.9	14	59	.4	3.4	3	25	.1	.4					
4-Book	12	335	.3	1.8	4	137	.1	.7	9	43	.2	2.5	4	35	.1	.5	1	5	.1		
WBEB-FM																					
FA '97	52	565	1.3	7.4	23	367	.6	4.4	22	80	.6	5.4	37	106	.9	5.0	37	109	.9	5.2	
4-Book	46	598	1.2	6.7	30	416	.8	5.7	20	73	.5	5.6	52	142	1.3	6.3	46	108	1.2	6.5	
WDAS-AM																					
FA '97	8	33	.2	1.1	4	31	.1	.8	8	8	.2	2.0	5	12	.1	.7	1	8	.1		
4-Book	5	43	.1	.7	4	42	.1	.8	3	4	.1	.7	4	10	.1	.5	1	6	.1		
WDAS-FM																					
FA '97	20	297	.5	2.8	30	280	.8	5.7	13	37	.3	3.2	26	77	.7	3.5	13	29	.3	1.8	
4-Book	27	306	.7	3.8	18	203	.5	3.4	13	35	.3	3.8	26	63	.7	3.1	12	32	.3	1.6	
WFIL-AM																					
FA '97	1	12		.1		23															
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WHAT-AM																					
FA '97		18			1	10		.2									5	10	.1	.7	
4-Book		21			2	15		.3	1	2		.2		2			2	4	.1	.3	
WIOQ-FM																					
FA '97	64	1325	1.6	9.1	54	952	1.4	10.2	53	207	1.3	13.0	81	354	2.0	10.9	51	311	1.3	7.2	
4-Book	85	1497	2.1	12.2	72	1119	1.8	13.5	47	206	1.2	13.6	118	507	3.0	14.4	89	374	2.2	12.6	
WIP -AM																					
FA '97	2	76	.1	.3	1	35		.2	1	5		.2									
4-Book	3	71	.1	.4	1	37		.3	2	4		.4	3	7	.1	.3		2	.1		
WJJZ-FM																					
FA '97	4	93	.1	.6	1	40		.2		6							2	14	.1	.3	
4-Book	9	128	.2	1.3	3	66	.1	.6	3	11	.1	1.0	6	15	.2	.7	3	12	.1	.4	
WMGK-FM																					
FA '97	46	495	1.2	6.5	27	367	.7	5.1	9	30	.2	2.2	65	190	1.6	8.7	32	142	.8	4.5	
4-Book	36	454	.9	5.1	19	321	.5	3.5	8	28	.2	2.3	40	141	1.0	4.9	32	128	.8	4.3	
WMMR-FM																					
FA '97	17	320	.4	2.4	8	230	.2	1.5	8	28	.2	2.0	13	48	.3	1.7	24	122	.6	3.4	
4-Book	14	387	.3	2.0	11	237	.3	2.0	8	35	.2	2.4	17	70	.4	2.1	19	91	.5	2.6	
WOGL-FM																					
FA '97	12	319	.3	1.7	13	208	.3	2.5	6	28	.2	1.5	19	84	.5	2.6	22	73	.6	3.1	
4-Book	10	269	.2	1.4	10	191	.2	1.9	6	25	.2	1.7	18	65	.4	2.1	15	54	.4	2.0	
WPEN-AM																					
FA '97		7				5												3	6	.1	.3
4-Book	1	14		.2	2	17		.3	1	4		.2	4	8	.1	.5	3	6	.1	.3	
+WPHI-FM																					
FA '97	90	1281	2.3	12.8	83	896	2.1	15.7	55	227	1.4	13.4	100	378	2.5	13.5	109	360	2.7	15.3	
4-Book	91	1225	2.3	12.8	82	919	2.1	15.2	43	166	1.1	12.1	119	408	2.9	14.2	119	376	3.0	16.0	
WPHT-AM																					
FA '97		10																			
4-Book	1	12		.1																	
WPLY-FM																					
FA '97	59	1047	1.5	8.4	49	812	1.2	9.3	31	162	.8	7.6	60	270	1.5	8.1	89	320	2.2	12.5	
4-Book	62	1111	1.6	8.9	46	825	1.1	8.6	24	131	.6	6.9	76	349	1.9	9.2	68	294	1.7	9.2	
WURD-AM																					
FA '97	4	59	.1	.6	3	35	.1	.6	3	22	.1	.7	14	27	.4	1.9	2	11	.1	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr
WUSL-FM																				
FA '97	87	1315	2.2	12.3	71	957	1.8	13.5	67	203	1.7	16.4	100	387	2.5	13.5	109	387	2.7	15.3
4-Book	99	1300	2.5	14.3	88	936	2.2	16.6	59	191	1.5	17.0	126	424	3.2	15.6	131	393	3.3	18.4
WWDB-FM																				
FA '97	1	25	.1	.4	3	27	.1	.6					1	4	.2	.2	1	2	.1	.1
4-Book	3	64	.1	.4	3	38	.1	.5	1	3	.2	.2	1	4	.2	.2	1	2	.1	.1
WJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	10	171	.3	1.4	6	112	.2	1.1	6	48	.2	1.5	11	55	.3	1.5	4	27	.1	.6
4-Book	15	214	.4	2.1	13	138	.3	2.4	15	48	.4	4.6	18	63	.4	2.1	12	34	.3	1.6
+WXXM-FM																				
WFLN-FM																				
FA '97	38	765	1.0	5.4	38	643	1.0	7.2	20	108	.5	4.9	69	267	1.7	9.3	65	281	1.6	9.1
4-Book	12	257	.3	1.7	12	189	.3	2.2	7	32	.2	1.7	20	75	.5	2.7	20	84	.5	2.8
WYSP-FM																				
FA '97	47	652	1.2	6.7	21	357	.5	4.0	31	94	.8	7.6	16	64	.4	2.2	27	135	.7	3.8
4-Book	37	576	.9	5.2	15	298	.4	2.8	14	48	.4	3.7	16	64	.4	2.0	15	83	.4	2.0
WYXR-FM																				
FA '97	44	637	1.1	6.2	24	530	.6	4.6	9	55	.2	2.2	33	204	.8	4.4	41	195	1.0	5.8
4-Book	43	779	1.1	6.0	30	604	.8	5.5	16	72	.4	4.7	41	187	1.0	4.9	37	140	.9	5.0
WBYN-FM																				
FA '97	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	1	67	.1	.6	2	66	.1	.4	4	4			2	33	.1	.3	1	11	.1	.1
4-Book	4	83	.1	.6	2	63	.1	.5	1	5	.2	.2	1	14	.1	.2	4	11	.1	.5
WKXW-FM																				
FA '97	8	93	.2	1.1	25				1	8	.2	.2	7							
4-Book	3	57	.1	.4	19				1	4	.3	.3	3				1	4	.1	.1
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	35	.1	.1	1	38	.2	.1					1	19	.1	.1	2	19	.1	.3
4-Book	1	21	.1	.1	1	12	.1	.1					5	5	.1	.1	1	7	.1	.2
WPST-FM																				
FA '97	29	703	.7	4.1	29	548	.7	5.5	23	113	.6	5.6	46	247	1.2	6.2	42	236	1.1	5.9
4-Book	30	760	.7	4.2	26	533	.7	4.9	18	84	.5	5.3	44	214	1.1	5.4	35	184	.9	4.8
WRDR-FM																				
FA '97		2				12														
4-Book		2				5														
WRFY-FM																				
FA '97	3	40	.1	.4	7												1	7	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	705	3788	17.6		527	3451	13.2		409	1287	10.2		743	2083	18.6		711	1871	17.8	
4-Book	702	3859	17.5		533	3438	13.3		348	1095	8.7		822	2147	20.5		726	1840	18.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97				9	52	.2	3.3	2	25	.1	.4	10	31	.3	1.8	2	10	.1	.5	
4-Book	1	5	.2	7	38	.2	2.7	5	36	.1	.9	4	18	.1	.7	2	16	.1	.6	
WBEB-FM																				
FA '97	21	120	.5	3.8	9	28	.2	3.3	8	67	.2	1.5	25	88	.6	4.5	24	115	.6	5.9
4-Book	29	125	.7	5.5	12	42	.3	4.7	23	91	.6	4.0	30	86	.7	5.6	26	123	.7	6.4
WDAS-AM																				
FA '97				14	24	.4	5.1	3	15	.1	.6									
4-Book		2		15	35	.4	5.8	10	30	.2	1.7	1	2		.1		2		.1	
WDAS-FM																				
FA '97	31	91	.8	5.7	26	49	.7	9.5	31	69	.8	5.8	27	69	.7	4.8	63	113	1.6	15.6
4-Book	19	59	.5	3.5	10	18	.3	3.7	14	41	.3	2.5	17	39	.4	3.0	30	60	.8	7.5
WFIL-AM																				
FA '97	1	5	.2		1	11	.4					2	7	.1	.4					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97				4	8	.1	1.4	1	5		.2	2	2		.3	1	2		.1	
4-Book	1	2	.1																	
WIOQ-FM																				
FA '97	51	247	1.3	9.3	23	102	.6	8.4	67	360	1.7	12.5	47	228	1.2	8.4	48	194	1.2	11.9
4-Book	78	312	2.0	14.5	27	130	.7	10.4	82	401	2.1	14.5	74	299	1.9	14.0	47	216	1.2	11.7
WIP -AM																				
FA '97	6	10	.2	1.1				1	11		.2						2	14	.1	.5
4-Book	3	15	.1	.6	1	2	.2		1	8	.2		1	5	.1		1	9	.1	.3
WJJZ-FM																				
FA '97	5	21	.1	.9	2	11	.1	.7	1	11		.2					1	6		.2
4-Book	3	10	.1	.5	2	5	.1	.7	5	22	.1	.8	2	6	.1	.4	4	15	.1	.9
WMGK-FM																				
FA '97	27	93	.7	4.9	5	35	.1	1.8	32	139	.8	6.0	34	98	.9	6.1	6	10	.2	1.5
4-Book	17	60	.4	3.2	3	25	.1	.9	18	87	.5	3.3	19	72	.5	3.5	12	41	.3	3.0
WMMR-FM																				
FA '97	6	64	.2	1.1	1	14		.4	7	30	.2	1.3	6	24	.2	1.1	2	19	.1	.5
4-Book	9	51	.2	1.6	5	22	.1	2.1	15	54	.4	2.6	11	51	.3	1.9	4	27	.1	.9
WVGL-FM																				
FA '97	24	80	.6	4.4	1	10		.4	11	52	.3	2.1	13	50	.3	2.3	6	28	.2	1.5
4-Book	8	32	.2	1.4	8	28	.2	3.0	13	60	.3	2.3	10	37	.2	1.7	5	21	.1	1.1
WPEN-AM																				
FA '97	1	5	.2		1	5		.4												
4-Book	2	5	.3		1	3	.2		3	6	.1	.6	2	4	.1	.3	1	2		.1
+WPHI-FM																				
FA '97	120	362	3.0	21.9	32	123	.8	11.7	77	300	1.9	14.4	100	269	2.5	17.9	60	187	1.5	14.9
4-Book	110	324	2.8	20.3	32	124	.8	11.8	81	302	2.0	14.3	83	269	2.1	15.3	56	202	1.4	13.9
WPHT-AM																				
FA '97																				
4-Book																				
WPLY-FM																				
FA '97	42	259	1.1	7.7	29	152	.7	10.6	70	276	1.8	13.1	38	199	1.0	6.8	33	159	.8	8.2
4-Book	37	214	.9	6.8	18	113	.4	6.8	64	313	1.6	11.3	48	249	1.2	9.0	29	176	.7	7.2
WURD-AM																				
FA '97	3	13	.1	.5						8			4	8	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Saturday 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
WUSL-FM																				
FA '97	69	291	1.7	12.6	41	156	1.0	15.0	64	235	1.6	12.0	76	229	1.9	13.6	41	172	1.0	10.1
4-Book	93	327	2.3	17.4	45	151	1.1	17.2	81	311	2.0	14.4	84	235	2.1	15.6	76	240	1.9	19.3
WWDB-FM																				
FA '97	4	10	.1	.7	2	19	.1	.7	13	27	.3	2.4		8				8		
4-Book	1	4		.2	2	16	.1	.7	13	28	.3	2.2	3	11	.1	.6		4		
WVJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	8	47	.2	1.5	4	34	.1	1.5	7	47	.2	1.3	3	37	.1	.5	2	10	.1	.5
4-Book	8	36	.2	1.4	7	28	.2	2.5	18	61	.5	3.1	17	50	.4	3.2	10	30	.2	2.4
+WXXM-FM																				
WFLN-FM																				
FA '97	30	203	.8	5.5	18	88	.5	6.6	28	163	.7	5.2	40	197	1.0	7.1	31	166	.8	7.7
4-Book	8	56	.2	1.5	5	22	.1	1.7	9	55	.2	1.7	12	57	.3	2.1	9	47	.2	2.2
WYSP-FM																				
FA '97	20	98	.5	3.7	4	21	.1	1.5	29	95	.7	5.4	33	114	.8	5.9	11	38	.3	2.7
4-Book	16	82	.4	3.0	9	36	.2	3.5	18	78	.5	3.3	21	78	.5	3.7	9	41	.2	2.3
WYXR-FM																				
FA '97	20	121	.5	3.7	7	47	.2	2.6	15	84	.4	2.8	27	140	.7	4.8	38	169	1.0	9.4
4-Book	32	138	.8	5.9	12	55	.3	4.6	23	123	.6	4.0	28	145	.7	5.1	45	181	1.1	11.0
WBYN-FM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	4	19	.1	.7		7			4	19	.1	.7	3	19	.1	.5	1	16		.2
4-Book	2	17		.4	1	7		.3	4	17	.1	.7	3	19	.1	.5	3	16	.1	.7
WKXW-FM																				
FA '97						5		.1	1	18		.2						3		
4-Book						5		.1		7		.1						3		
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	11		.2	2	10	.1	.7	3	19	.1	.6	1	9		.2				
4-Book		3		.1	1	5		.3	1	5		.2		2		.1				
WPST-FM																				
FA '97	22	138	.6	4.0	13	46	.3	4.7	30	205	.8	5.6	33	153	.8	5.9	19	121	.5	4.7
4-Book	27	154	.7	4.9	11	62	.3	4.0	24	155	.6	4.3	33	145	.8	6.0	16	92	.4	3.9
WRDR-FM																				
FA '97													1	12		.2				
4-Book													1	5		.1				
WRFY-FM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	547	1649	13.7		274	891	6.9		535	1702	13.4		560	1534	14.0		404	1231	10.1	
4-Book	540	1589	13.5		265	890	6.6		566	1769	14.1		540	1453	13.5		399	1230	10.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	18	898	.3	1.7	55	534	1.0	3.9	11	264	.2	.7	23	320	.4	1.8	3	102	.1	.5
SU '97	22	853	.4	2.0	58	550	1.0	4.2	17	175	.3	1.0	22	358	.4	1.6	5	122	.1	.8
SP '97	25	878	.4	2.3	74	603	1.3	5.2	21	244	.4	1.4	27	348	.5	2.0	4	100	.1	.6
WI '97	20	1016	.3	2.0	65	665	1.1	4.8	12	263	.2	.8	17	306	.3	1.3	5	155	.1	.9
4-Book	21	911	.4	2.0	63	588	1.1	4.5	15	237	.3	1.0	22	333	.4	1.7	4	120	.1	.7
FA '96	21	951	.4	2.0	58	655	1.0	4.0	21	302	.4	1.4	21	333	.4	1.6	7	190	.1	1.2
WBEB-FM																				
FA '97	85	1266	1.5	8.2	88	566	1.5	6.3	162	695	2.8	10.6	116	726	2.0	9.0	41	400	.7	7.1
SU '97	75	1173	1.3	6.7	84	556	1.4	6.1	149	614	2.5	9.2	102	694	1.7	7.3	30	333	.5	4.6
SP '97	88	1340	1.5	8.0	90	739	1.5	6.3	157	729	2.7	10.3	117	811	2.0	8.8	49	544	.8	7.4
WI '97	90	1321	1.5	8.8	96	541	1.6	7.1	146	605	2.5	10.0	125	701	2.1	9.6	54	534	.9	9.9
4-Book	85	1275	1.5	7.9	90	601	1.5	6.5	154	661	2.6	10.0	115	733	2.0	8.7	44	453	.7	7.3
FA '96	98	1395	1.7	9.2	119	739	2.0	8.2	183	680	3.1	12.2	119	819	2.0	8.9	48	487	.8	8.3
WDAS-AM																				
FA '97	13	136	.2	1.3	20	72	.3	1.4	13	55	.2	.9	14	68	.2	1.1	8	61	.1	1.4
SU '97	11	139	.2	1.0	22	101	.4	1.6	13	73	.2	.8	12	80	.2	.9	2	30		.3
SP '97	3	87	.1	.3	4	37	.1	.3	2	15		.1	2	9		.2	1	17		.2
WI '97	2	75		.2	5	15	.1	.4		9			1	15		.1	1	7		.2
4-Book	7	109	.1	.7	13	56	.2	.9	7	38	.1	.5	7	43	.1	.6	3	29		.5
FA '96	6	111	.1	.6	5	49	.1	.3	6	39	.1	.4	6	33	.1	.4	3	31	.1	.5
WDAS-FM																				
FA '97	92	1064	1.6	8.8	126	511	2.2	8.9	135	477	2.3	8.9	91	561	1.6	7.1	70	472	1.2	12.0
SU '97	83	889	1.4	7.4	104	528	1.8	7.6	118	462	2.0	7.3	102	603	1.7	7.3	64	450	1.1	9.9
SP '97	70	899	1.2	6.3	92	478	1.6	6.5	97	444	1.6	6.4	74	502	1.3	5.6	53	332	.9	8.0
WI '97	85	888	1.4	8.3	107	465	1.8	7.9	141	457	2.4	9.6	103	470	1.7	7.9	50	454	.8	9.1
4-Book	83	935	1.4	7.7	107	496	1.9	7.7	123	460	2.1	8.1	93	534	1.6	7.0	59	427	1.0	9.8
FA '96	73	959	1.2	6.8	87	505	1.5	6.0	95	510	1.6	6.3	85	569	1.4	6.4	56	426	.9	9.6
WFIL-AM																				
FA '97		6								6				6						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	1	31		.1					2	17		.1						6		
WI '97		22			1	12		.1		12										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	1	51		.1	1	20		.1	1	19		.1	1	16		.1	1	14		.2
WHAT-AM																				
FA '97	1	33		.1						8				10		.1		33		.2
SU '97	2	44		.2	6	44	.1	.4		4				7				4		
SP '97	6	74	.1	.5	11	31	.2	.8	9	41	.2	.6	7	25	.1	.5	1	19		.2
WI '97		15								7				7						
4-Book	2	42		.2	4	19	.1	.3	2	15	.1	.2	2	12		.2	1	14		.1
FA '96	4	33	.1	.4	4	16	.1	.3	8	24	.1	.5	5	24	.1	.4	3	16	.1	.5
WIOQ-FM																				
FA '97	68	1665	1.2	6.5	84	697	1.5	6.0	97	907	1.7	6.4	90	981	1.6	7.0	42	616	.7	7.2
SU '97	96	1851	1.6	8.6	94	851	1.6	6.9	141	1046	2.4	8.7	126	1135	2.1	9.0	58	808	1.0	9.0
SP '97	82	1793	1.4	7.4	89	848	1.5	6.3	115	1080	2.0	7.5	103	1179	1.7	7.8	55	704	.9	8.3
WI '97	109	1826	1.8	10.7	118	802	2.0	8.8	138	986	2.3	9.4	152	1127	2.6	11.7	71	777	1.2	13.0
4-Book	89	1784	1.5	8.3	96	800	1.7	7.0	123	1005	2.1	8.0	118	1106	2.0	8.9	57	726	1.0	9.4
FA '96	99	2015	1.7	9.3	106	926	1.8	7.3	144	1138	2.4	9.6	130	1245	2.2	9.7	56	768	.9	9.6
WIP -AM																				
FA '97	8	247	.1	.8	20	122	.3	1.4	5	39	.1	.3	10	117	.2	.8	5	78	.1	.9
SU '97	8	234	.1	.7	14	110	.2	1.0	10	40	.2	.6	13	90	.2	.9	1	30		.2
SP '97	5	281	.1	.5	9	56	.2	.6	4	35	.1	.3	2	48		.2	4	99	.1	.6
WI '97	8	357	.1	.8	18	178	.3	1.3	7	66	.1	.5	10	124	.2	.8	6	75	.1	1.1
4-Book	7	280	.1	.7	15	117	.3	1.1	7	45	.1	.4	9	95	.2	.7	4	71	.1	.7
FA '96	7	204	.1	.7	16	62	.3	1.1	8	65	.1	.5	9	91	.2	.7	2	44		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VJZZ-FM																				
FA '97	41	471	.7	3.9	43	217	.7	3.1	93	276	1.6	6.1	66	258	1.1	5.1	15	205	.3	2.6
SU '97	30	483	.5	2.7	22	171	.4	1.6	63	290	1.1	3.9	42	289	.7	3.0	11	143	.2	1.7
SP '97	34	567	.6	3.1	28	233	.5	2.0	51	263	.9	3.3	43	279	.7	3.2	30	214	.5	4.5
WI '97	22	582	.4	2.2	12	192	.2	.9	38	246	.6	2.6	35	221	.6	2.7	21	225	.4	3.8
4-Book	32	526	.6	3.0	26	203	.5	1.9	61	269	1.1	4.0	47	262	.8	3.5	19	197	.4	3.2
FA '96	39	630	.7	3.6	45	252	.8	3.1	63	280	1.1	4.2	55	394	.9	4.1	21	235	.4	3.6
WMGK-FM																				
FA '97	73	1468	1.3	7.0	74	737	1.3	5.3	118	769	2.0	7.7	107	908	1.8	8.3	36	492	.6	6.2
SU '97	81	1435	1.4	7.2	82	660	1.4	6.0	137	777	2.3	8.4	102	942	1.7	7.3	44	501	.7	6.8
SP '97	75	1443	1.3	6.8	75	630	1.3	5.3	125	719	2.1	8.2	100	979	1.7	7.5	39	496	.7	5.9
WI '97	71	1223	1.2	7.0	80	557	1.4	5.9	144	706	2.4	9.8	100	800	1.7	7.7	17	387	.3	3.1
4-Book	75	1392	1.3	7.0	78	646	1.4	5.6	131	743	2.2	8.5	102	907	1.7	7.7	34	469	.6	5.5
FA '96	72	1296	1.2	6.7	96	603	1.6	6.6	144	811	2.4	9.6	89	744	1.5	6.7	21	398	.4	3.6
WMMR-FM																				
FA '97	41	1100	.7	3.9	56	480	1.0	4.0	66	520	1.1	4.3	55	581	1.0	4.3	19	304	.3	3.3
SU '97	49	1174	.8	4.4	48	453	.8	3.5	84	464	1.4	5.2	67	688	1.1	4.8	20	372	.3	3.1
SP '97	46	1135	.8	4.2	54	436	.9	3.8	68	509	1.2	4.5	55	646	.9	4.2	22	336	.4	3.3
WI '97	41	1058	.7	4.0	72	544	1.2	5.3	67	491	1.1	4.6	48	539	.8	3.7	12	255	.2	2.2
4-Book	44	1117	.8	4.1	58	478	1.0	4.2	71	496	1.2	4.7	56	614	1.0	4.3	18	317	.3	3.0
FA '96	32	1040	.5	3.0	41	413	.7	2.8	50	528	.8	3.3	50	550	.8	3.7	12	270	.2	2.1
WOGL-FM																				
FA '97	18	595	.3	1.7	20	281	.3	1.4	25	297	.4	1.6	22	253	.4	1.7	9	150	.2	1.5
SU '97	31	730	.5	2.8	30	260	.5	2.2	54	355	.9	3.3	41	416	.7	2.9	12	163	.2	1.9
SP '97	39	660	.7	3.5	44	287	.7	3.1	56	267	.9	3.7	40	270	.7	3.0	18	176	.3	2.7
WI '97	14	556	.2	1.4	12	167	.2	.9	17	209	.3	1.2	18	221	.3	1.4	12	119	.2	2.2
4-Book	26	635	.4	2.4	27	249	.4	1.9	38	282	.6	2.5	30	290	.5	2.3	13	152	.2	2.1
FA '96	21	691	.4	2.0	26	285	.4	1.8	32	277	.5	2.1	32	284	.5	2.4	3	147	.1	.5
WPEN-AM																				
FA '97	3	54	.1	.3	1	29	.1	.1	6	15	.1	.4	4	8	.1	.3	1	10	.1	.2
SU '97	1	39	.1	.1	1	9	.1	.1	1	8	.1	.1	1	7	.1	.1				
SP '97	2	42	.1	.2		9			2	26	.1	.1	1	16	.1	.1	1	16	.1	.2
WI '97	7	57	.1	.7	7	29	.1	.5	8	28	.1	.5	8	19	.1	.6	6	19	.1	1.1
4-Book	3	48	.1	.3	2	19	.1	.2	4	19	.1	.3	3	13	.1	.3	2	11	.1	.4
FA '96	2	59	.1	.2		11			1	21	.1	.1	3	21	.1	.2	5	43	.1	.9
+WPHI-FM																				
FA '97	63	1101	1.1	6.1	73	558	1.3	5.2	61	606	1.1	4.0	74	607	1.3	5.8	68	491	1.2	11.7
SU '97	78	1159	1.3	7.0	76	561	1.3	5.6	78	708	1.3	4.8	103	819	1.7	7.4	73	685	1.2	11.3
SP '97	71	1215	1.2	6.4	72	634	1.2	5.1	61	633	1.0	4.0	96	793	1.6	7.2	67	687	1.1	10.1
WI '97	47	1118	.8	4.6	35	382	.6	2.6	61	594	1.0	4.2	66	624	1.1	5.1	38	466	.6	6.9
4-Book	65	1148	1.1	6.0	64	534	1.1	4.6	65	635	1.1	4.3	85	711	1.4	6.4	62	582	1.0	10.0
FA '96	41	953	.7	3.8	49	420	.8	3.4	55	488	.9	3.7	60	613	1.0	4.5	27	442	.5	4.6
WPHT-AM																				
FA '97		25			1	10		.1					1	9		.1				
SU '97	2	69		.2	5	35	.1	.4					1	25		.1	3	18	.1	.5
SP '97	4	78	.1	.4	2	24	.1	.1	4	19	.1	.3	7	45	.1	.5	4	45	.1	.6
WI '97		46			1	10		.1					1	29		.1	1	10		.2
4-Book	2	55		.2	2	20		.2	1	5		.1	3	27		.2	2	18		.3
FA '96	1	40		.1					1	19		.1		19			1	30		.2
WPLY-FM																				
FA '97	53	1380	.9	5.1	83	717	1.4	5.9	68	661	1.2	4.5	72	767	1.2	5.6	27	506	.5	4.6
SU '97	75	1579	1.3	6.7	83	814	1.4	6.1	111	813	1.9	6.8	104	1063	1.8	7.5	38	689	.6	5.9
SP '97	52	1328	.9	4.7	83	762	1.4	5.8	61	667	1.0	4.0	66	850	1.1	5.0	26	420	.4	3.9
WI '97	64	1676	1.1	6.3	109	858	1.8	8.1	84	775	1.4	5.7	82	1083	1.4	6.3	21	538	.4	3.8
4-Book	61	1491	1.1	5.7	90	788	1.5	6.5	81	729	1.4	5.3	81	941	1.4	6.1	28	538	.5	4.6
FA '96	66	1648	1.1	6.2	112	976	1.9	7.7	67	819	1.1	4.5	85	1048	1.4	6.4	32	510	.5	5.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
FA '97	17	128	.3	1.6	25	91	.4	1.8	32	128	.6	2.1	16	112	.3	1.2	4	54	.1	.7
SU '97	11	114	.2	1.0	20	78	.3	1.5	18	83	.3	1.1	9	46	.2	.6		7		
SP '97	15	110	.3	1.4	27	74	.5	1.9	14	77	.2	.9	11	50	.2	.8	9	35	.2	1.4
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	77	1349	1.3	7.4	96	731	1.7	6.8	91	691	1.6	6.0	82	676	1.4	6.4	66	592	1.1	11.4
SU '97	91	1233	1.5	8.1	102	693	1.7	7.5	100	672	1.7	6.2	86	716	1.5	6.2	85	603	1.4	13.1
SP '97	109	1499	1.8	9.9	120	890	2.0	8.4	116	774	2.0	7.6	115	869	2.0	8.7	97	752	1.6	14.6
WI '97	133	1394	2.3	13.1	154	846	2.6	11.4	150	787	2.5	10.3	141	892	2.4	10.8	117	807	2.0	21.4
4-Book	103	1369	1.7	9.6	118	790	2.0	8.5	114	731	2.0	7.5	106	788	1.8	8.0	91	689	1.5	15.1
FA '96	141	1366	2.4	13.2	171	888	2.9	11.8	164	885	2.8	10.9	177	915	3.0	13.2	104	734	1.8	17.9
WWDB-FM																				
FA '97	7	235	.1	.7	8	105	.1	.6	14	105	.2	.9	7	63	.1	.5	3	43	.1	.5
SU '97	11	259	.2	1.0	12	58	.2	.9	19	92	.3	1.2	12	132	.2	.9	8	76	.1	1.2
SP '97	7	255	.1	.6	1	33	.1	.1	6	91	.1	.4	23	155	.4	1.7	4	37	.1	.6
WI '97	7	290	.1	.7	6	61	.1	.4	7	80	.1	.5	18	134	.3	1.4	1	36		.2
4-Book	8	260	.1	.8	7	64	.1	.5	12	92	.2	.8	15	121	.3	1.1	4	48	.1	.6
FA '96	15	317	.3	1.4	17	91	.3	1.2	27	170	.5	1.8	22	168	.4	1.6	3	85	.1	.5
WWJZ-AM																				
FA '97																				
SU '97	2	18		.2					2	7		.1	4	18	.1	.3	1	7		.2
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		11							11											
WXTU-FM																				
FA '97	30	518	.5	2.9	49	311	.8	3.5	43	319	.7	2.8	34	357	.6	2.7	10	210	.2	1.7
SU '97	47	641	.8	4.2	48	374	.8	3.5	85	444	1.4	5.2	64	419	1.1	4.6	21	248	.4	3.2
SP '97	38	675	.6	3.4	43	297	.7	3.0	48	340	.8	3.1	46	412	.8	3.5	20	225	.3	3.0
WI '97	38	519	.6	3.7	57	346	1.0	4.2	66	337	1.1	4.5	38	345	.6	2.9	12	189	.2	2.2
4-Book	38	588	.6	3.6	49	332	.8	3.6	61	360	1.0	3.9	46	383	.8	3.4	16	218	.3	2.5
FA '96	35	608	.6	3.3	42	373	.7	2.9	40	283	.7	2.7	55	394	.9	4.1	20	218	.3	3.4
+WXXM-FM WFLN-FM																				
FA '97	41	919	.7	3.9	42	421	.7	3.0	52	461	.9	3.4	52	569	.9	4.1	27	455	.5	4.6
SU '97	11	238	.2	1.0	11	103	.2	.8	24	98	.4	1.5	14	138	.2	1.0	2	56		.3
SP '97	9	160	.2	.8	12	45	.2	.8	14	70	.2	.9	12	70	.2	.9	5	52	.1	.8
WI '97	9	242	.2	.9	9	82	.2	.7	19	133	.3	1.3	11	139	.2	.8	3	38	.1	.5
4-Book	18	390	.3	1.7	19	163	.3	1.3	27	191	.5	1.8	22	229	.4	1.7	9	150	.2	1.6
FA '96	7	259	.1	.7	6	63	.1	.4	7	83	.1	.5	9	116	.2	.7	6	79	.1	1.0
WYSP-FM																				
FA '97	61	1479	1.1	5.9	179	947	3.1	12.7	68	618	1.2	4.5	45	563	.8	3.5	14	237	.2	2.4
SU '97	56	1382	.9	5.0	177	845	3.0	13.0	58	499	1.0	3.6	39	480	.7	2.8	13	298	.2	2.0
SP '97	64	1479	1.1	5.8	213	928	3.6	15.0	55	551	.9	3.6	48	613	.8	3.6	18	321	.3	2.7
WI '97	43	1349	.7	4.2	137	809	2.3	10.2	38	514	.6	2.6	37	552	.6	2.8	8	173	.1	1.5
4-Book	56	1422	1.0	5.2	177	882	3.0	12.7	55	546	.9	3.6	42	552	.7	3.2	13	257	.2	2.2
FA '96	55	1355	.9	5.1	166	757	2.8	11.4	56	522	.9	3.7	49	505	.8	3.7	13	263	.2	2.2
WYXR-FM																				
FA '97	81	1595	1.4	7.8	104	749	1.8	7.4	130	661	2.2	8.5	106	803	1.8	8.3	45	654	.8	7.7
SU '97	97	1854	1.6	8.7	91	845	1.5	6.7	151	912	2.6	9.3	127	1131	2.2	9.1	76	766	1.3	11.7
SP '97	82	1678	1.4	7.4	88	832	1.5	6.2	141	933	2.4	9.2	110	972	1.9	8.3	51	589	.9	7.7
WI '97	60	1496	1.0	5.9	74	665	1.3	5.5	96	675	1.6	6.6	82	818	1.4	6.3	30	597	.5	5.5
4-Book	80	1656	1.4	7.5	89	773	1.5	6.5	130	795	2.2	8.4	106	931	1.8	8.0	51	652	.9	8.2
FA '96	85	1744	1.4	8.0	87	860	1.5	6.0	128	911	2.2	8.5	112	999	1.9	8.4	59	766	1.0	10.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 18-34

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	
WBVN-FM																				
FA '97	1	25	.1	.6	3	25	.1	.2		8			1	8	.1	.1	1	17	.2	.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	6	42	.1	.6	7	32	.1	.5	10	32	.2	.7	6	21	.1	.4	3	21	.1	.5
WJBR-FM																				
FA '97	4	170	.1	.4	4	47	.1	.3	1	50	.1	.1	3	54	.1	.2	4	33	.1	.7
SU '97	5	156	.1	.4	6	57	.1	.4	7	40	.1	.4	9	66	.2	.6	5	41	.1	.8
SP '97	9	218	.2	.8	10	83	.2	.7	19	106	.3	1.2	8	83	.1	.6	5	121	.1	.8
WI '97	7	178	.1	.7	11	93	.2	.8	11	82	.2	.8	7	86	.1	.5	3	67	.1	.5
4-Book	6	181	.1	.6	8	70	.2	.6	10	70	.2	.6	7	72	.1	.5	4	66	.1	.7
FA '96	8	343	.1	.7	6	126	.1	.4	14	167	.2	.9	11	119	.2	.8	4	86	.1	.7
WKXV-FM																				
FA '97	8	273	.1	.8	4	60	.1	.3	13	111	.2	.9	19	183	.3	1.5	4	89	.1	.7
SU '97	5	204	.1	.4	6	67	.1	.4	3	78	.1	.2	8	100	.1	.6	2	61		.3
SP '97	9	240	.2	.8	9	78	.2	.6	12	115	.2	.8	20	142	.3	1.5	2	50		.2
WI '97	6	230	.1	.6	4	28	.1	.3	11	75	.2	.8	12	127	.2	.9	1	37		.3
4-Book	7	237	.1	.7	6	58	.1	.4	10	95	.2	.7	15	138	.2	1.1	2	59		.4
FA '96	4	255	.1	.4	5	112	.1	.3	3	89	.1	.2	6	91	.1	.4	4	108	.1	.7
+WLEV-FM WFMZ-FM																				
FA '97	4	71	.1	.4	4	18	.1	.3	9	28	.2	.6	6	36	.1	.5		17		
SU '97	3	67	.1	.3	1	17		.1	7	25	.1	.4	4	49	.1	.3	1	26		.2
SP '97	3	62	.1	.3	4	36	.1	.3	6	26	.1	.4	3	18	.1	.2				
WI '97	6	68	.1	.6	4	10	.1	.3	11	37	.2	.8	10	57	.2	.8	4	28	.1	.7
4-Book	4	67	.1	.4	3	20	.1	.3	8	29	.2	.6	6	40	.1	.5	1	18		.2
FA '96	1	73		.1	1	31		.1	1	22		.1		9						
WPST-FM																				
FA '97	27	752	.5	2.6	33	317	.6	2.3	56	368	1.0	3.7	27	350	.5	2.1	11	312	.2	1.9
SU '97	39	1197	.7	3.5	39	515	.7	2.9	50	545	.8	3.1	57	741	1.0	4.1	24	482	.4	3.7
SP '97	31	912	.5	2.8	30	403	.5	2.1	44	514	.7	2.9	40	502	.7	3.0	23	332	.4	3.5
WI '97	31	855	.5	3.0	37	342	.6	2.7	52	405	.9	3.6	42	569	.7	3.2	13	238	.2	2.4
4-Book	32	929	.6	3.0	35	394	.6	2.5	51	458	.9	3.3	42	541	.7	3.1	18	341	.3	2.9
FA '96	33	861	.6	3.1	51	437	.9	3.5	54	393	.9	3.6	40	471	.7	3.0	13	327	.2	2.2
WRDR-FM																				
FA '97		19												7						
SU '97		23							8											
SP '97	1	15		.1	2	15		.1	5	15	.1	.3	1	7		.1				
WI '97		29											1	20		.1		20		
4-Book		22			1	6			1	4		.1	1	9		.1		5		
FA '96																				
WRFY-FM																				
FA '97	6	108	.1	.6	7	20	.1	.5	14	51	.2	.9	10	48	.2	.8		7		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1040	5719	18.0		1408	4989	24.3		1524	4636	26.3		1282	4936	22.2		581	3943	10.0	
SU '97	1120	5769	19.0		1366	4955	23.2		1624	4812	27.5		1394	5236	23.6		647	4019	11.0	
SP '97	1106	5792	18.8		1424	5051	24.2		1527	4663	25.9		1325	5145	22.5		663	4020	11.2	
WI '97	1019	5768	17.3		1346	4915	22.8		1462	4676	24.8		1302	5036	22.1		548	3697	9.3	
4-Book	1071	5762	18.3		1386	4978	23.6		1534	4697	26.1		1326	5088	22.6		610	3920	10.4	
FA '96	1069	5804	18.1		1450	5095	24.6		1503	4802	25.5		1338	5145	22.7		581	3921	9.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM FA '97 4-Book	28 32	819 811	.5 .6	2.0 2.3	11 14	291 363	.2 .3	1.6 1.8	26 31	149 148	.4 .5	4.4 5.1	8 13	50 86	.1 .2	.7 1.0	10 9	41 42	.2 .2	1.2 .9
WBEB-FM FA '97 4-Book	125 122	1058 1060	2.2 2.1	8.8 8.6	41 46	542 562	.7 .8	6.0 6.2	46 44	185 153	.8 .7	7.7 7.2	82 97	221 237	1.4 1.6	7.6 7.6	62 67	201 171	1.1 1.2	7.3 7.0
WDAS-AM FA '97 4-Book	16 9	89 70	.3 .2	1.1 .6	13 9	113 83	.2 .2	1.9 1.2	26 7	34 10	.4 .1	4.4 1.2	23 10	32 16	.4 .2	2.1 .8	5 4	28 11	.1 .1	.6 .4
WDAS-FM FA '97 4-Book	119 109	783 758	2.1 1.9	8.4 7.7	60 51	533 497	1.0 .9	8.8 6.8	39 37	122 115	.7 .7	6.5 6.2	76 83	197 192	1.3 1.4	7.1 6.5	62 56	141 138	1.1 1.0	7.3 5.9
WFIL-AM FA '97 4-Book	**	6 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM FA '97 4-Book	3	18 31	.1	.2	1 2	16 21	.1	.3	1	2	.1	.3	2	5	.1	.2	3	10 6	.1 .1	.6 .3
WIOG-FM FA '97 4-Book	91 113	1417 1548	1.6 1.9	6.4 8.0	44 67	859 1041	.8 1.2	6.5 9.0	49 50	175 213	.8 .9	8.2 8.3	59 128	236 473	1.0 2.2	5.5 9.9	32 76	206 306	.6 1.3	3.8 7.9
WIP -AM FA '97 4-Book	11 10	178 181	.2 .2	.8 .7	3 4	88 110	.1 .1	.4 .6	3 4	17 14	.1 .1	.5 .7	4	18	.1	.3	3	11 18	.1 .1	.1 .3
WJJZ-FM FA '97 4-Book	69 46	354 401	1.2 .8	4.9 3.2	10 15	192 239	.2 .3	1.5 2.0	10 8	45 38	.2 .2	1.7 1.4	22 25	77 74	.4 .4	2.0 2.0	23 21	62 64	.4 .4	2.7 2.2
WMGK-FM FA '97 4-Book	101 106	1296 1190	1.7 1.8	7.1 7.4	47 48	841 801	.8 .8	6.9 6.4	27 29	127 136	.5 .5	4.5 4.7	96 103	358 371	1.7 1.8	8.9 8.0	65 77	317 290	1.1 1.3	7.7 7.8
WMMR-FM FA '97 4-Book	59 63	850 914	1.0 1.1	4.2 4.4	25 29	514 548	.4 .5	3.7 3.9	23 32	102 130	.4 .6	3.9 5.1	50 54	195 228	.9 .9	4.7 4.2	38 38	202 193	.7 .6	4.5 3.9
WGL-FM FA '97 4-Book	22 32	500 475	.4 .6	1.6 2.3	15 22	260 292	.3 .4	2.2 2.8	6 15	38 47	.1 .3	1.0 2.4	19 37	88 117	.3 .6	1.8 2.8	26 31	91 98	.4 .5	3.1 3.1
WPEN-AM FA '97 4-Book	4 4	29 32	.1 .1	.3 .3	1 3	16 23	.1 .1	.4 .4	3	7	.1	.5	5	9	.1	.4	3	6	.1	.2
+WPHI-FM FA '97 4-Book	69 71	1033 1022	1.2 1.2	4.9 5.0	50 56	604 707	.9 1.0	7.4 7.5	37 39	146 137	.6 .7	6.2 6.2	72 81	214 279	1.2 1.4	6.7 6.4	52 77	204 252	.9 1.3	6.2 7.8
WPHT-AM FA '97 4-Book	1 2	19 42	.1 .1	.1 .1	1 1	7 12	.1 .1	.1 .1	1 1	3	.2	.2	1 1	2	.1	.1	2	4	.2	.2
WPLY-FM FA '97 4-Book	74 84	1152 1314	1.3 1.4	5.2 5.9	34 43	723 835	.6 .8	5.0 5.8	26 31	142 157	.4 .5	4.4 5.1	57 84	289 372	1.0 1.4	5.3 6.5	66 62	284 280	1.1 1.0	7.8 6.4
WURD-AM FA '97 4-Book	25 **	128 **	.4 **	1.8 **	14 **	79 **	.2 **	2.1 **	16 **	44 **	.3 **	2.7 **	27 **	62 **	.5 **	2.5 **	23 **	50 **	.4 **	2.7 **

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

	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
WUSL-FM																				
FA '97	90	1139	1.6	6.4	61	852	1.1	9.0	52	165	.9	8.7	96	285	1.7	8.9	86	277	1.5	10.2
4-Book	113	1182	1.9	8.0	91	896	1.6	12.2	66	192	1.1	10.7	133	396	2.3	10.4	123	342	2.1	12.8
WVDB-FM																				
FA '97	10	175	.2	.7	5	76	.1	.7		7							2	9		.2
4-Book	11	191	.2	.8	6	110	.1	.8	3	9		.4	2	12	.1	.2	2	7		.2
WVJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	42	455	.7	3.0	23	375	.4	3.4	19	123	.3	3.2	48	179	.8	4.5	28	117	.5	3.3
4-Book	52	527	.9	3.7	29	369	.5	3.8	28	113	.5	4.5	52	182	.9	4.1	42	144	.8	4.3
+WXMM-FM																				
WFLN-FM																				
FA '97	49	789	.8	3.5	38	643	.7	5.6	28	129	.5	4.7	76	263	1.3	7.1	58	261	1.0	6.9
4-Book	23	323	.4	1.6	14	233	.3	2.1	13	50	.2	2.1	27	93	.5	2.4	19	87	.3	2.2
WYSP-FM																				
FA '97	95	1275	1.6	6.7	34	622	.6	5.0	41	152	.7	6.9	27	111	.5	2.5	33	160	.6	3.9
4-Book	88	1218	1.5	6.2	28	583	.5	3.8	26	90	.4	4.2	38	184	.7	2.9	37	171	.6	3.8
WYXR-FM																				
FA '97	115	1264	2.0	8.1	45	805	.8	6.6	22	103	.4	3.7	62	277	1.1	5.8	56	241	1.0	6.6
4-Book	110	1354	1.9	7.7	46	834	.8	6.1	36	162	.6	5.8	87	340	1.5	6.7	65	240	1.1	6.7
WBYN-FM																				
FA '97	1	25		.1	1	25		.1					1	8		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	3	119	.1	.2	5	102	.1	.7	2	6		.3	4	27	.1	.4	1	11		.1
4-Book	9	139	.2	.6	4	79	.1	.5	1	5		.2	6	19	.1	.5	5	17	.1	.4
WKXV-FM																				
FA '97	12	231	.2	.8	2	61		.3	3	18	.1	.5	6	20	.1	.6	3	18	.1	.4
4-Book	10	194	.2	.7	4	77	.1	.6	5	18	.1	.7	8	23	.1	.6	8	24	.2	.8
+WLEV-FM																				
WFMZ-FM																				
FA '97	6	36	.1	.4	2	55		.3	2	9		.3	3	19	.1	.3	2	19		.2
4-Book	6	51	.1	.4	2	36		.3	3	5	.1	.5	1	7		.1	2	9		.2
WPST-FM																				
FA '97	40	608	.7	2.8	16	412	.3	2.4	13	65	.2	2.2	41	200	.7	3.8	19	154	.3	2.2
4-Book	43	782	.7	3.0	22	490	.4	2.9	17	93	.3	2.8	49	220	.9	3.8	28	158	.5	2.8
WRDR-FM																				
FA '97		7				19							1	7		.1				
4-Book	1	13		.1		9			1	3		.1	1	3		.1	1	2		.1
WRFY-FM																				
FA '97	11	84	.2	.8	1	31		.1	7	15	.1	1.2	1	16		.1	1	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1415	5647	24.5		679	4818	11.7		596	1800	10.3		1074	2716	18.6		845	2220	14.6	
4-Book	1425	5707	24.3		748	4942	12.7		611	1805	10.4		1278	3162	21.8		968	2497	16.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
FA '97	1	22	.2	28	118	.5	6.7	4	30	.1	.5	7	19	.1	1.1	5	31	.1	1.1
4-Book	5	34	.1	24	111	.4	5.7	11	59	.2	1.2	9	37	.2	1.3	7	44	.1	1.5
WBEB-FM																			
FA '97	29	127	.5	17	70	.3	4.0	34	151	.6	4.3	39	142	.7	6.2	21	86	.4	4.7
4-Book	37	153	.6	19	66	.3	4.7	38	151	.6	4.6	41	132	.7	6.2	22	107	.4	4.8
WDAS-AM																			
FA '97				26	67	.4	6.2	10	41	.2	1.3	10	26	.2	1.6	5	13	.1	1.1
4-Book	1	2	.2	22	59	.4	5.1	15	44	.3	1.8	8	18	.2	1.2	2	5	.1	.3
WDAS-FM																			
FA '97	54	162	.9	48	87	.8	11.4	40	88	.7	5.1	57	140	1.0	9.1	95	195	1.6	21.2
4-Book	45	145	.8	25	60	.4	6.1	31	106	.5	3.7	42	105	.7	6.3	78	170	1.3	16.4
WFIL-AM																			
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																			
FA '97				4	6	.1	1.0												
4-Book		2		4	12	.1	1.0	5	12	.1	.5	3	5	.4		1	2		.1
WIOQ-FM																			
FA '97	46	232	.8	16	64	.3	3.8	55	305	1.0	7.0	39	175	.7	6.2	44	202	.8	9.8
4-Book	69	270	1.2	19	72	.3	4.5	75	338	1.3	8.8	61	242	1.1	8.9	43	198	.8	9.3
WIP -AM																			
FA '97	6	10	.1	1	11	.1	.2	4	37	.1	.5	2	9	.3		7	42	.1	1.6
4-Book	5	28	.1	4	16	.1	.9	5	33	.1	.6	4	15	.1	.6	5	27	.1	1.1
WJJZ-FM																			
FA '97	8	51	.1	4	15	.1	1.0	6	36	.1	.8	7	42	.1	1.1	1	13		.2
4-Book	12	50	.2	8	23	.2	1.8	20	70	.4	2.4	16	57	.3	2.2	9	39	.2	1.8
WMGK-FM																			
FA '97	36	153	.6	13	95	.2	3.1	60	316	1.0	7.6	55	225	1.0	8.8	18	94	.3	4.0
4-Book	34	138	.6	12	80	.2	2.8	54	250	.9	6.3	46	183	.8	6.7	27	108	.5	5.8
WMMR-FM																			
FA '97	13	101	.2	4	34	.1	1.0	40	173	.7	5.1	16	64	.3	2.6	9	60	.2	2.0
4-Book	16	94	.3	14	59	.3	3.4	42	160	.7	4.9	24	107	.4	3.5	12	56	.2	2.5
WVGL-FM																			
FA '97	32	95	.6	8	46	.1	1.9	10	49	.2	1.3	12	51	.2	1.9	8	56	.1	1.8
4-Book	17	49	.3	17	49	.3	4.0	23	94	.4	2.7	19	70	.3	2.7	14	49	.2	3.0
WPEN-AM																			
FA '97	3	7	.1	2	9	.5		4	9	.1	.5								
4-Book	3	6	.1	1	5	.2		4	10	.1	.5	3	6	.1	.4	2	2		.5
+WPHI-FM																			
FA '97	75	233	1.3	11	65	.2	2.6	57	156	1.0	7.2	59	140	1.0	9.4	29	122	.5	6.5
4-Book	75	220	1.3	21	72	.4	5.0	59	222	1.0	6.8	59	181	1.0	8.6	33	128	.6	7.0
WPHT-AM																			
FA '97																			
4-Book		3		1	3	.1		2	8	.2		2	8	.1	.3		2		.1
WPLY-FM																			
FA '97	12	147	.2	15	116	.3	3.6	51	202	.9	6.4	24	129	.4	3.8	16	81	.3	3.6
4-Book	30	167	.5	13	89	.3	3.1	60	280	1.0	7.1	45	221	.8	6.6	17	113	.3	3.6
WURD-AM																			
FA '97	5	9	.1	14	26	.2	3.3	12	34	.2	1.5	9	26	.2	1.4	4	9	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	64	242	1.1	11.1	63	201	1.1	15.0	72	210	1.2	9.1	32	93	.6	5.1	22	107	.4	4.9
4-Book	103	316	1.8	16.4	60	180	1.0	14.4	96	300	1.6	11.3	75	183	1.3	11.0	66	191	1.1	14.0
WVDB-FM																				
FA '97	6	17	.1	1.0	10	46	.2	2.4	15	46	.3	1.9	5	19	.1	.8	3	16	.1	.7
4-Book	4	13	.1	.6	10	50	.2	2.3	23	62	.4	2.7	4	20	.1	.6	2	9	.1	.4
WWJZ-AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	15	91	.3	2.6	13	88	.2	3.1	24	133	.4	3.0	26	125	.4	4.2	13	62	.2	2.9
4-Book	16	87	.3	2.6	16	80	.3	3.8	35	144	.6	4.0	28	92	.5	4.1	15	59	.3	3.3
+WXXM-FM																				
WFLN-FM																				
FA '97	34	182	.6	5.9	11	68	.2	2.6	33	198	.6	4.2	36	159	.6	5.8	20	108	.3	4.5
4-Book	11	59	.2	1.8	7	33	.1	1.6	16	82	.3	1.9	13	52	.2	2.0	6	33	.1	1.4
WYSP-FM																				
FA '97	20	90	.3	3.5	7	37	.1	1.7	77	260	1.3	9.7	55	232	1.0	8.8	13	77	.2	2.9
4-Book	21	109	.4	3.4	14	48	.2	3.4	42	196	.7	5.0	37	158	.6	5.4	12	71	.2	2.6
WYXR-FM																				
FA '97	23	155	.4	4.0	22	78	.4	5.2	52	236	.9	6.6	51	231	.9	8.2	66	237	1.1	14.7
4-Book	31	150	.6	4.9	17	83	.3	4.0	43	216	.7	5.1	44	194	.7	6.4	40	182	.7	8.5
WBYN-FM																				
FA '97	1	8	.2	.2	5	25	.1	1.2	3	8	.1	.4	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	7	26	.1	1.2					8	32	.1	1.0	9	34	.2	1.4	7	24	.1	1.6
4-Book	4	20	.1	.7	2	11		.4	5	20	.1	.6	3	18	.1	.5	3	17	.1	.7
WKXV-FM																				
FA '97					1	9		.2	1	17		.1					1	5		.2
4-Book	2	7	.1	.3	4	14	.1	.9	5	22	.1	.5	4	11	.1	.6	1	5		.2
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	19	.2	.2	2	10		.5	3	19	.1	.4					1	8		.2
4-Book	2	9	.3	.3	2	12		.5	2	11	.1	.2	4	9	.1	.6	3	9	.1	.7
WPST-FM																				
FA '97	10	81	.2	1.7	9	35	.2	2.1	10	77	.2	1.3	11	60	.2	1.8	8	70	.1	1.8
4-Book	19	113	.4	3.0	11	62	.2	2.7	21	124	.4	2.4	20	96	.4	2.9	9	62	.2	1.8
WRDR-FM																				
FA '97					1	2		.1	1	7		.1	2	19		.3				
4-Book					1	2		.1	1	4		.1	1	5		.1				
WRFY-FM																				
FA '97									7											
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	577	1817	10.0		421	1363	7.3		791	2327	13.7		625	1798	10.8		449	1457	7.8	
4-Book	626	1882	10.7		420	1352	7.2		852	2491	14.5		685	1846	11.7		471	1437	8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	76	2706	.7	3.7	232	1928	2.0	7.7	51	926	.4	1.6	84	1224	.7	3.3	13	362	.1	1.3
SU '97	74	2581	.6	3.4	209	1743	1.8	7.2	53	769	.5	1.7	74	1128	.6	2.9	22	488	.2	2.0
SP '97	81	2751	.7	3.7	271	1919	2.3	8.8	47	741	.4	1.5	66	1051	.6	2.5	17	419	.1	1.6
WI '97	84	3015	.7	4.1	277	2114	2.4	9.4	46	777	.4	1.6	80	1125	.7	3.2	18	481	.2	2.0
4-Book	79	2763	.7	3.7	247	1926	2.1	8.3	49	803	.4	1.6	76	1132	.7	3.0	18	438	.2	1.7
FA '96	85	2932	.7	4.1	274	2207	2.3	9.0	52	800	.4	1.7	80	1211	.7	3.1	25	545	.2	2.6
WBEB-FM																				
FA '97	211	2731	1.8	10.1	263	1508	2.3	8.7	430	1601	3.7	13.9	264	1591	2.3	10.4	65	788	.6	6.7
SU '97	183	2619	1.6	8.5	229	1395	1.9	7.9	366	1439	3.1	11.6	234	1563	2.0	9.1	54	749	.5	5.0
SP '97	202	2716	1.7	9.3	258	1595	2.2	8.4	371	1516	3.2	11.9	256	1704	2.2	9.9	77	1004	.7	7.2
WI '97	194	2680	1.6	9.6	235	1397	2.0	8.0	354	1411	3.0	12.3	258	1593	2.2	10.2	75	921	.6	8.2
4-Book	198	2687	1.7	9.4	246	1474	2.1	8.3	380	1492	3.3	12.4	253	1613	2.2	9.9	68	866	.6	6.8
FA '96	216	2905	1.8	10.3	293	1783	2.5	9.6	421	1586	3.6	13.9	264	1837	2.2	10.4	82	922	.7	8.6
WDAS-AM																				
FA '97	30	358	.3	1.4	46	170	.4	1.5	29	131	.2	.9	30	133	.3	1.2	16	118	.1	1.7
SU '97	24	313	.2	1.1	42	173	.4	1.4	28	109	.2	.9	21	127	.2	.8	3	60	.0	.3
SP '97	17	326	.1	.8	22	153	.2	.7	17	85	.1	.5	16	86	.1	.6	4	68	.0	.4
WI '97	18	224	.2	.9	29	94	.2	1.0	28	79	.2	1.0	12	88	.1	.5	4	35	.0	.4
4-Book	22	305	.2	1.1	35	148	.3	1.2	26	101	.2	.8	20	109	.2	.8	7	70	.0	.7
FA '96	19	312	.2	.9	30	143	.3	1.0	18	108	.2	.6	14	110	.1	.5	3	45	.0	.3
WDAS-FM																				
FA '97	200	2076	1.7	9.6	273	1123	2.3	9.0	277	1018	2.4	8.9	210	1150	1.8	8.3	142	892	1.2	14.7
SU '97	202	1755	1.7	9.4	266	1056	2.3	9.2	287	942	2.4	9.1	233	1191	2.0	9.0	138	927	1.2	12.8
SP '97	165	1744	1.4	7.6	224	967	1.9	7.3	226	957	1.9	7.2	177	1045	1.5	6.8	118	707	1.0	11.0
WI '97	186	1817	1.6	9.2	243	1044	2.1	8.3	273	990	2.3	9.5	222	1096	1.9	8.8	110	880	.9	12.0
4-Book	188	1848	1.6	9.0	252	1048	2.2	8.5	266	977	2.3	8.7	211	1121	1.8	8.2	127	852	1.1	12.6
FA '96	170	1827	1.4	8.1	220	1034	1.9	7.2	231	980	2.0	7.6	187	1135	1.6	7.3	108	831	.9	11.3
WFIL-AM																				
FA '97	5	107	.2	.2	15	81	.1	.5	7	52	.1	.2	5	34	.2	.2	2	18	.0	.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	7	138	.1	.3	12	65	.1	.4	10	56	.1	.3	3	35	.1	.1	7	50	.1	.7
WI '97	5	109	.2	.2	13	82	.1	.4	4	42	.1	.1	4	36	.2	.2		22	.0	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	6	168	.1	.3	10	90	.1	.3	8	57	.1	.3	10	79	.1	.4	2	22	.0	.2
WHAT-AM																				
FA '97	13	186	.1	.6	12	69	.1	.4	21	67	.2	.7	13	58	.1	.5	5	63	.0	.5
SU '97	12	147	.1	.6	27	103	.2	.9	10	50	.1	.3	8	54	.1	.3	6	27	.1	.6
SP '97	19	245	.2	.9	43	123	.4	1.4	20	88	.2	.6	14	68	.1	.5	7	57	.1	.7
WI '97	4	155	.2	.2	7	38	.1	.2	2	38	.1	.1	2	37	.1	.1		7	.0	.1
4-Book	12	183	.1	.6	22	83	.2	.7	13	61	.1	.4	9	54	.1	.4	5	39	.1	.5
FA '96	17	139	.1	.8	44	95	.4	1.4	20	73	.2	.7	10	60	.1	.4	6	43	.1	.6
WIOQ-FM																				
FA '97	97	2408	.8	4.7	123	1056	1.1	4.1	146	1287	1.2	4.7	128	1431	1.1	5.1	53	816	.5	5.5
SU '97	137	2903	1.2	6.3	141	1278	1.2	4.9	205	1582	1.7	6.5	176	1715	1.5	6.8	74	1100	.6	6.9
SP '97	122	2579	1.0	5.6	147	1266	1.2	4.8	185	1564	1.6	5.9	158	1625	1.3	6.1	64	943	.5	6.0
WI '97	157	2869	1.3	7.7	186	1315	1.6	6.3	208	1453	1.8	7.2	214	1798	1.8	8.5	95	1139	.8	10.3
4-Book	128	2690	1.1	6.1	149	1229	1.3	5.0	186	1472	1.6	6.1	169	1642	1.4	6.6	72	1000	.6	7.2
FA '96	137	2922	1.2	6.5	157	1356	1.3	5.1	204	1557	1.7	6.8	187	1801	1.6	7.3	70	1032	.6	7.3
WIP -AM																				
FA '97	21	530	.2	1.0	43	261	.4	1.4	25	118	.2	.8	30	246	.3	1.2	7	133	.1	.7
SU '97	17	444	.1	.8	47	257	.4	1.6	23	134	.2	.7	18	143	.2	.7	2	53	.0	.2
SP '97	23	614	.2	1.1	46	215	.4	1.5	30	115	.3	1.0	21	191	.2	.8	10	198	.1	.9
WI '97	19	647	.2	.9	48	333	.4	1.6	15	123	.1	.5	22	240	.2	.9	8	117	.1	.9
4-Book	20	559	.2	1.0	46	267	.4	1.5	23	123	.2	.8	23	205	.2	.9	7	125	.1	.7
FA '96	13	466	.1	.6	25	158	.2	.8	15	159	.1	.5	20	190	.2	.8	4	98	.0	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZ-FM																				
FA '97	105	1415	.9	5.0	121	731	1.0	4.0	194	726	1.7	6.3	164	869	1.4	6.5	43	501	.4	4.5
SU '97	100	1385	.8	4.6	98	572	.8	3.4	173	742	1.5	5.5	133	827	1.1	5.1	55	462	.5	5.1
SP '97	111	1594	.9	5.1	110	784	.9	3.6	181	830	1.5	5.8	157	915	1.3	6.0	66	632	.6	6.2
WI '97	84	1514	.7	4.1	89	650	.8	3.0	137	641	1.2	4.8	123	739	1.0	4.9	49	551	.4	5.3
4-Book	100	1477	.8	4.7	105	684	.9	3.5	171	735	1.5	5.6	144	838	1.2	5.6	53	537	.5	5.3
FA '96	126	1731	1.1	6.0	136	761	1.2	4.5	216	822	1.8	7.2	148	1040	1.3	5.8	70	585	.6	7.3
WMGK-FM																				
FA '97	134	2620	1.1	6.4	146	1436	1.2	4.8	222	1388	1.9	7.2	191	1668	1.6	7.5	55	770	.5	5.7
SU '97	135	2619	1.1	6.3	150	1253	1.3	5.2	222	1420	1.9	7.0	179	1702	1.5	6.9	61	861	.5	5.7
SP '97	127	2538	1.1	5.9	123	1169	1.0	4.0	211	1324	1.8	6.7	170	1627	1.4	6.5	61	871	.5	5.7
WI '97	115	2149	1.0	5.7	135	1042	1.1	4.6	218	1156	1.9	7.6	156	1329	1.3	6.2	30	678	.3	3.3
4-Book	128	2482	1.1	6.1	139	1225	1.2	4.7	218	1322	1.9	7.1	174	1582	1.5	6.8	52	795	.5	5.1
FA '96	132	2348	1.1	6.3	173	1175	1.5	5.7	269	1344	2.3	8.9	159	1340	1.4	6.2	36	693	.3	3.8
WMMR-FM																				
FA '97	68	1800	.6	3.3	116	855	1.0	3.8	101	812	.9	3.3	77	903	.7	3.0	27	467	.2	2.8
SU '97	80	1909	.7	3.7	85	746	.7	2.9	159	790	1.4	5.0	102	1075	.9	3.9	24	515	.2	2.2
SP '97	95	1946	.8	4.4	138	909	1.2	4.5	158	940	1.3	5.1	117	1135	1.0	4.5	35	565	.3	3.3
WI '97	86	1787	.7	4.2	129	928	1.1	4.4	150	903	1.3	5.2	104	1029	.9	4.1	27	489	.2	2.9
4-Book	82	1861	.7	3.9	117	860	1.0	3.9	142	861	1.2	4.7	100	1036	.9	3.9	28	509	.2	2.8
FA '96	80	1766	.7	3.8	114	855	1.0	3.7	141	929	1.2	4.7	113	981	1.0	4.4	17	449	.1	1.8
WOGL-FM																				
FA '97	92	2016	.8	4.4	109	952	.9	3.6	132	1003	1.1	4.3	122	1123	1.0	4.8	39	614	.3	4.0
SU '97	110	2308	.9	5.1	114	1063	1.0	3.9	179	1202	1.5	5.7	138	1349	1.2	5.3	45	645	.4	4.2
SP '97	118	2077	1.0	5.4	142	1032	1.2	4.6	188	998	1.6	6.0	126	1004	1.1	4.9	52	624	.4	4.9
WI '97	82	1943	.7	4.0	95	858	.8	3.2	126	885	1.1	4.4	107	1074	.9	4.2	36	483	.3	3.9
4-Book	101	2086	.9	4.7	115	976	1.0	3.8	156	1022	1.3	5.1	123	1138	1.1	4.8	43	592	.4	4.3
FA '96	103	2121	.9	4.9	139	1042	1.2	4.6	162	1045	1.4	5.4	132	1165	1.1	5.2	37	596	.3	3.9
WPEN-AM																				
FA '97	8	191	.1	.4	9	102	.1	.3	17	77	.1	.5	10	63	.1	.4	1	18	.1	.1
SU '97	8	182	.1	.4	9	66	.1	.3	10	62	.1	.3	7	47	.1	.3	3	47	.1	.3
SP '97	8	164	.1	.4	9	67	.1	.3	13	83	.1	.4	7	75	.1	.3	2	32	.1	.2
WI '97	12	165	.1	.6	14	66	.1	.5	15	92	.1	.5	14	61	.1	.6	8	53	.1	.9
4-Book	9	176	.1	.5	10	75	.1	.4	14	79	.1	.4	10	62	.1	.4	4	38	.1	.4
FA '96	8	251	.1	.4	6	108	.1	.2	14	114	.1	.5	9	94	.1	.4	7	73	.1	.7
+WPHI-FM																				
FA '97	73	1413	.6	3.5	81	647	.7	2.7	74	753	.6	2.4	87	779	.7	3.4	75	579	.6	7.8
SU '97	90	1470	.8	4.2	85	683	.7	2.9	86	827	.7	2.7	116	969	1.0	4.5	84	817	.7	7.8
SP '97	84	1535	.7	3.9	85	756	.7	2.8	80	768	.7	2.6	116	949	1.0	4.5	76	790	.6	7.1
WI '97	60	1382	.5	3.0	44	457	.4	1.5	78	692	.7	2.7	81	757	.7	3.2	46	576	.4	5.0
4-Book	77	1450	.7	3.7	74	636	.6	2.5	80	760	.7	2.6	100	864	.9	3.9	70	691	.6	6.9
FA '96	48	1191	.4	2.3	55	512	.5	1.8	63	584	.5	2.1	70	763	.6	2.7	30	508	.3	3.1
WPHT-AM																				
FA '97	1	67			2	17		.1		14			1	9			2	6		.2
SU '97	5	200		.2	6	60	.1	.2	6	59	.1	.2	4	108		.2	4	44		.4
SP '97	7	234	.1	.3	6	59	.1	.2	12	100	.1	.4	11	90	.1	.4	5	71		.5
WI '97	3	126		.1	6	36	.1	.2	1	27			8	88	.1	.3	3	17		.3
4-Book	4	157		.2	5	43		.2	5	50		.2	6	74		.2	4	35		.4
FA '96	2	109		.1	2	39		.1	3	43		.1	1	35			2	45		.2
WPLY-FM																				
FA '97	64	1770	.5	3.1	93	870	.8	3.1	82	856	.7	2.6	90	953	.8	3.6	33	644	.3	3.4
SU '97	93	2166	.8	4.3	113	1064	1.0	3.9	134	1072	1.1	4.2	126	1364	1.1	4.9	45	846	.4	4.2
SP '97	60	1676	.5	2.8	102	909	.9	3.3	71	779	.6	2.3	73	963	.6	2.8	28	476	.2	2.6
WI '97	76	2118	.6	3.7	136	1099	1.2	4.6	92	895	.8	3.2	97	1307	.8	3.8	24	641	.2	2.6
4-Book	73	1933	.6	3.5	111	986	1.0	3.7	95	901	.8	3.1	97	1147	.8	3.8	33	652	.3	3.2
FA '96	84	2181	.7	4.0	148	1249	1.3	4.9	87	1009	.7	2.9	105	1308	.9	4.1	40	625	.3	4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
FA '97	28	220	.2	1.3	45	143	.4	1.5	45	187	.4	1.5	24	177	.2	.9	11	103	.1	1.1
SU '97	12	129	.1	.6	22	93	.2	.8	18	83	.2	.6	10	55	.1	.4	7	7		
SP '97	23	190	.2	1.1	40	117	.3	1.3	25	123	.2	.8	20	104	.2	.8	14	93	.1	1.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	110	1934	.9	5.3	147	999	1.3	4.9	127	943	1.1	4.1	133	979	1.1	5.3	84	744	.7	8.7
SU '97	125	1892	1.1	5.8	144	977	1.2	5.0	139	947	1.2	4.4	125	1059	1.1	4.8	107	878	.9	9.9
SP '97	138	2017	1.2	6.4	162	1159	1.4	5.3	158	999	1.3	5.1	143	1105	1.2	5.5	114	911	1.0	10.7
WI '97	168	2086	1.4	8.3	189	1190	1.6	6.4	183	1075	1.6	6.4	190	1253	1.6	7.5	143	1086	1.2	15.6
4-Book	135	1982	1.2	6.5	161	1081	1.4	5.4	152	991	1.3	5.0	148	1099	1.3	5.8	112	905	1.0	11.2
FA '96	182	2088	1.5	8.7	217	1249	1.8	7.1	219	1260	1.9	7.3	228	1256	1.9	8.9	125	955	1.1	13.1
WWDB-FM																				
FA '97	36	743	.3	1.7	55	357	.5	1.8	71	386	.6	2.3	20	184	.2	.8	11	147	.1	1.1
SU '97	37	806	.3	1.7	51	320	.4	1.8	58	359	.5	1.8	39	363	.3	1.5	21	224	.2	1.9
SP '97	34	852	.3	1.6	25	239	.2	.8	33	260	.3	1.1	90	592	.8	3.5	16	230	.1	1.5
WI '97	47	922	.4	2.3	58	310	.5	2.0	55	360	.5	1.9	81	500	.7	3.2	17	224	.1	1.8
4-Book	39	831	.3	1.8	47	307	.4	1.6	54	341	.5	1.8	58	410	.5	2.3	16	206	.1	1.6
FA '96	35	811	.3	1.7	36	270	.3	1.2	58	369	.5	1.9	52	396	.4	2.0	13	187	.1	1.4
WWJZ-AM																				
FA '97		16			1	16							4	18		.2	1	7		.1
SU '97	2	26		.1					2	16		.1				.2				.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	7	**	**	**	**	**	**	**	7	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	1	28			1	8			4	19		.1	2	17		.1				
WXTU-FM																				
FA '97	73	1079	.6	3.5	120	708	1.0	4.0	114	645	1.0	3.7	73	645	.6	2.9	21	397	.2	2.2
SU '97	92	1329	.8	4.3	113	753	1.0	3.9	141	828	1.2	4.5	121	866	1.0	4.7	43	482	.4	4.0
SP '97	87	1243	.7	4.0	110	624	.9	3.6	111	645	.9	3.6	104	779	.9	4.0	38	387	.3	3.6
WI '97	101	1200	.9	5.0	157	764	1.3	5.3	149	772	1.3	5.2	108	819	.9	4.3	29	451	.2	3.2
4-Book	88	1213	.8	4.2	125	712	1.1	4.2	129	723	1.1	4.3	102	777	.9	4.0	33	429	.3	3.3
FA '96	69	1142	.6	3.3	94	723	.8	3.1	81	570	.7	2.7	108	764	.9	4.2	31	372	.3	3.2
+WXXM-FM																				
WFLN-FM																				
FA '97	52	1222	.4	2.5	56	582	.5	1.9	69	580	.6	2.2	67	731	.6	2.6	31	534	.3	3.2
SU '97	37	611	.3	1.7	33	269	.3	1.1	67	294	.6	2.1	63	374	.5	2.4	14	176	.1	1.3
SP '97	29	611	.2	1.3	39	290	.3	1.3	42	258	.4	1.3	35	307	.3	1.3	16	189	.1	1.5
WI '97	37	767	.3	1.8	41	359	.3	1.4	62	348	.5	2.2	44	407	.4	1.7	19	164	.2	2.1
4-Book	39	803	.3	1.8	42	375	.4	1.4	60	370	.5	2.0	52	455	.5	2.0	20	266	.2	2.0
FA '96	34	771	.3	1.6	38	296	.3	1.2	42	339	.4	1.4	44	455	.4	1.7	21	241	.2	2.2
WYSP-FM																				
FA '97	89	2286	.8	4.3	263	1376	2.3	8.7	99	859	.8	3.2	56	742	.5	2.2	18	342	.2	1.9
SU '97	86	2150	.7	4.0	299	1345	2.5	10.3	89	841	.8	2.8	51	652	.4	2.0	16	358	.1	1.5
SP '97	96	2141	.8	4.4	318	1353	2.7	10.3	85	812	.7	2.7	71	839	.6	2.7	33	428	.3	3.1
WI '97	69	1955	.6	3.4	249	1256	2.1	8.5	59	737	.5	2.1	47	709	.4	1.9	11	266	.1	1.2
4-Book	85	2133	.7	4.0	282	1333	2.4	9.5	83	812	.7	2.7	56	736	.5	2.2	20	349	.2	1.9
FA '96	76	2035	.6	3.6	222	1064	1.9	7.3	78	700	.7	2.6	68	669	.6	2.7	18	380	.2	1.9
WYXR-FM																				
FA '97	138	2582	1.2	6.6	186	1366	1.6	6.2	228	1155	2.0	7.4	184	1447	1.6	7.3	59	897	.5	6.1
SU '97	159	3075	1.4	7.4	176	1497	1.5	6.1	235	1579	2.0	7.4	204	1946	1.7	7.9	104	1205	.9	9.7
SP '97	157	2822	1.3	7.2	199	1468	1.7	6.5	273	1557	2.3	8.7	219	1699	1.9	8.4	71	993	.6	6.6
WI '97	110	2533	.9	5.4	149	1188	1.3	5.1	175	1213	1.5	6.1	135	1407	1.1	5.3	49	958	.4	5.3
4-Book	141	2753	1.2	6.7	178	1380	1.5	6.0	228	1376	2.0	7.4	186	1625	1.6	7.2	71	1013	.6	6.9
FA '96	147	2899	1.2	7.0	169	1533	1.4	5.5	224	1576	1.9	7.4	200	1855	1.7	7.8	82	1159	.7	8.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97	7	119	.1	.3	13	67	.1	.4	7	50	.1	.2	4	38		.2	4	45		.4
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	12	145	.1	.6	16	119	.1	.5	17	80	.1	.6	13	93	.1	.5	6	69	.1	.6
WJBR-FM																				
FA '97	10	366	.1	.5	16	151	.1	.5	13	146	.1	.4	10	132	.1	.4	5	63		.5
SU '97	15	316	.1	.7	24	111	.2	.8	27	119	.2	.9	19	164	.2	.7	6	82	.1	.6
SP '97	22	444	.2	1.0	28	187	.2	.9	45	197	.4	1.4	25	184	.2	1.0	7	157	.1	.7
WI '97	15	343	.1	.7	21	174	.2	.7	33	181	.3	1.1	20	165	.2	.8	5	115		.5
4-Book	16	367	.1	.7	22	156	.2	.7	30	161	.3	1.0	19	161	.2	.7	6	104	.1	.6
FA '96	15	551	.1	.7	18	241	.2	.6	21	248	.2	.7	21	237	.2	.8	5	118		.5
WKXV-FM																				
FA '97	24	572	.2	1.2	34	236	.3	1.1	34	242	.3	1.1	49	373	.4	1.9	14	177	.1	1.5
SU '97	18	529	.2	.8	25	224	.2	.9	24	216	.2	.8	25	268	.2	1.0	6	156	.1	.6
SP '97	20	550	.2	.9	25	233	.2	.8	32	258	.3	1.0	33	301	.3	1.3	5	115		.5
WI '97	12	468	.1	.6	14	140	.1	.5	18	162	.2	.6	22	260	.2	.9	2	65		.2
4-Book	19	530	.2	.9	25	208	.2	.8	27	220	.3	.9	32	301	.3	1.3	7	128	.1	.7
FA '96	14	461	.1	.7	26	193	.2	.9	21	189	.2	.7	19	220	.2	.7	5	139		.5
+WLEV-FM																				
WFMZ-FM																				
FA '97	17	207	.1	.8	13	68	.1	.4	41	122	.4	1.3	26	99	.2	1.0	4	77		.4
SU '97	6	179	.1	.3	4	75		.1	14	101	.1	.4	8	131	.1	.3	3	63		.3
SP '97	8	135	.1	.4	11	76	.1	.4	21	71	.2	.7	8	61	.1	.3		15		
WI '97	15	201	.1	.7	15	72	.1	.5	30	90	.3	1.0	21	124	.2	.8	5	64		.5
4-Book	12	181	.1	.6	11	73	.1	.4	27	96	.3	.9	16	104	.2	.6	3	55		.3
FA '96	4	133		.2	6	63	.1	.2	8	67	.1	.3	4	48		.2		14		
WPST-FM																				
FA '97	36	1134	.3	1.7	43	457	.4	1.4	69	536	.6	2.2	41	558	.4	1.6	15	453	.1	1.6
SU '97	49	1555	.4	2.3	45	619	.4	1.5	71	754	.6	2.2	65	897	.6	2.5	25	535	.2	2.3
SP '97	36	1138	.3	1.7	41	508	.3	1.3	51	614	.4	1.6	46	622	.4	1.8	25	385	.2	2.3
WI '97	36	1117	.3	1.8	46	486	.4	1.6	60	530	.5	2.1	51	713	.4	2.0	15	302	.1	1.6
4-Book	39	1236	.3	1.9	44	518	.4	1.5	63	609	.5	2.0	51	698	.5	2.0	20	419	.2	2.0
FA '96	44	1152	.4	2.1	68	565	.6	2.2	73	483	.6	2.4	57	631	.5	2.2	16	368	.1	1.7
WRDR-FM																				
FA '97	7	105	.1	.3	11	47	.1	.4	15	64	.1	.5	3	30		.1		16		
SU '97	2	58		.1	1	15		.1	2	15		.1	1	17		.1	1	4		.1
SP '97	4	70		.2	4	39		.1	10	45	.1	.3	3	31		.1	1	16		.1
WI '97	1	75		.1	2	32		.1	7	7		.1	2	42		.1	1	29		.1
4-Book	4	77		.2	5	33		.2	7	33	.1	.2	2	30		.1	1	16		.1
FA '96	1	53				16			1	31			3	23		.1	1	22		.1
WRFY-FM																				
FA '97	12	206	.1	.6	15	90	.1	.5	25	103	.2	.8	17	103	.1	.7	1	28		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	23		.1	4	15		.1	4	23		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	2082	11444	17.8	3023	10326	25.9	3100	9189	26.5	2532	9982	21.7	965	7076	8.3					
SU '97	2159	11523	18.3	2906	10108	24.7	3158	9579	26.8	2583	10373	21.9	1077	7531	9.1					
SP '97	2170	11538	18.4	3083	10288	26.2	3126	9165	26.6	2597	10195	22.1	1070	7361	9.1					
WI '97	2027	11448	17.2	2942	10059	25.0	2873	8992	24.4	2525	10020	21.5	919	6905	7.8					
4-Book	2110	11488	17.9	2989	10195	25.5	3064	9231	26.1	2559	10143	21.8	1008	7218	8.6					
FA '96	2092	11545	17.8	3050	10305	25.9	3020	9303	25.7	2548	10283	21.6	954	7145	8.1					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	117	2515	1.0	4.0	45	1142	.4	3.3	108	544	.9	8.2	61	364	.5	2.7	39	197	.3	2.4
4-Book	119	2516	1.0	4.1	50	1275	.4	3.4	124	567	1.1	9.3	62	354	.5	2.5	34	191	.3	1.9
WBEB-FM																				
FA '97	327	2387	2.8	11.3	101	1240	.9	7.4	107	398	.9	8.1	224	613	1.9	9.9	129	455	1.1	7.9
4-Book	300	2301	2.6	10.4	102	1262	.9	7.0	98	351	.8	7.3	213	592	1.8	8.6	137	414	1.2	7.5
WDAS-AM																				
FA '97	35	212	.3	1.2	33	294	.3	2.4	47	70	.4	3.6	36	66	.3	1.6	20	54	.2	1.2
4-Book	27	184	.3	.9	26	250	.2	1.8	20	35	.2	1.5	19	36	.2	.8	11	28	.1	.7
WDAS-FM																				
FA '97	255	1634	2.2	8.8	140	1222	1.2	10.2	113	338	1.0	8.6	217	528	1.9	9.6	192	468	1.6	11.8
4-Book	245	1557	2.1	8.5	129	1096	1.1	8.9	103	299	.9	7.7	212	476	1.8	8.5	164	391	1.4	9.1
WFIL-AM																				
FA '97	9	98	.1	.3	1	28		.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WHAT-AM																				
FA '97	16	125	.1	.6	14	133	.1	1.0	4	12		.3	10	32	.1	.4	16	35	.1	1.0
4-Book	15	119	.1	.5	12	121	.1	.8	7	23	.1	.5	10	28	.1	.4	7	18	.1	.4
WIOQ-FM																				
FA '97	134	2078	1.1	4.6	62	1224	.5	4.5	64	209	.5	4.8	103	402	.9	4.5	53	320	.5	3.2
4-Book	170	2330	1.4	5.9	94	1485	.8	6.4	71	293	.6	5.3	186	678	1.6	7.4	120	484	1.0	6.5
WIP -AM																				
FA '97	32	395	.3	1.1	10	198	.1	.7	6	34	.1	.5	7	32	.1	.3	21	73	.2	1.3
4-Book	30	394	.3	1.1	11	221	.1	.8	12	39	.1	.9	15	49	.1	.6	16	58	.1	.9
WJJZ-FM																				
FA '97	162	1165	1.4	5.6	45	652	.4	3.3	41	135	.4	3.1	61	242	.5	2.7	68	208	.6	4.2
4-Book	143	1181	1.2	5.0	57	731	.5	3.9	44	158	.4	3.3	87	275	.8	3.5	73	200	.7	4.0
WMGK-FM																				
FA '97	189	2340	1.6	6.5	88	1423	.8	6.4	48	229	.4	3.6	192	642	1.6	8.5	117	527	1.0	7.2
4-Book	180	2141	1.6	6.2	86	1371	.8	5.9	57	243	.5	4.3	187	660	1.6	7.5	124	480	1.1	6.8
WMMR-FM																				
FA '97	99	1407	.8	3.4	42	849	.4	3.1	43	212	.4	3.3	88	326	.8	3.9	46	276	.4	2.8
4-Book	122	1541	1.0	4.2	49	907	.4	3.4	49	207	.4	3.6	95	375	.8	3.9	64	298	.5	3.5
WOGL-FM																				
FA '97	122	1688	1.0	4.2	75	1051	.6	5.5	52	250	.4	3.9	143	448	1.2	6.3	122	383	1.0	7.5
4-Book	134	1681	1.1	4.6	81	1097	.7	5.5	63	241	.5	4.8	144	466	1.2	5.8	105	352	.9	5.8
WPEN-AM																				
FA '97	12	149	.1	.4	3	40		.2	4	6		.3								
4-Book	11	134	.1	.4	8	82	.1	.5	6	16		.5	13	31	.1	.5	11	24	.1	.6
+WPHI-FM																				
FA '97	80	1283	.7	2.8	59	745	.5	4.3	41	166	.4	3.1	84	263	.7	3.7	57	229	.5	3.5
4-Book	84	1251	.7	2.9	69	857	.6	4.7	46	159	.4	3.5	104	346	.9	4.1	93	297	.8	5.0
WPHT-AM																				
FA '97	1	40			1	27		.1												
4-Book	6	121	.1	.2	2	48		.2	3	7		.3	3	11		.1	2	8		.1
WPLY-FM																				
FA '97	88	1482	.8	3.0	42	945	.4	3.1	29	175	.2	2.2	69	330	.6	3.0	75	357	.6	4.6
4-Book	100	1664	.9	3.5	53	1068	.5	3.6	37	196	.3	2.7	101	452	.9	4.0	73	341	.6	4.0
WURD-AM																				
FA '97	38	212	.3	1.3	20	130	.2	1.5	17	54	.1	1.3	37	80	.3	1.6	31	66	.3	1.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	135	1620	1.2	4.7	84	1189	.7	6.1	69	247	.6	5.2	123	376	1.1	5.4	110	369	.9	6.7
4-Book	153	1677	1.3	5.3	118	1227	1.0	8.1	84	267	.7	6.3	179	544	1.6	7.2	163	453	1.4	8.9
WWDB-FM																				
FA '97	50	543	.4	1.7	29	370	.2	2.1	28	87	.2	2.1	8	39	.1	.4	11	40	.1	.7
4-Book	53	639	.4	1.8	27	376	.2	1.9	26	86	.2	1.9	21	67	.2	.9	15	50	.1	.8
WJZ-AM																				
FA '97		16				8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	103	957	.9	3.5	54	739	.5	3.9	46	229	.4	3.5	120	394	1.0	5.3	65	250	.6	4.0
4-Book	119	1068	1.0	4.1	71	781	.6	4.9	66	235	.6	4.9	136	407	1.2	5.5	91	306	.8	5.0
+WXXM-FM																				
WFLN-FM																				
FA '97	64	1053	.5	2.2	44	774	.4	3.2	39	160	.3	3.0	89	329	.8	3.9	67	319	.6	4.1
4-Book	52	670	.4	1.8	27	440	.3	1.9	28	108	.3	2.1	49	169	.4	2.0	37	150	.3	2.1
WYSP-FM																				
FA '97	136	1877	1.2	4.7	51	958	.4	3.7	53	206	.5	4.0	39	166	.3	1.7	46	218	.4	2.8
4-Book	136	1812	1.2	4.7	39	817	.3	2.6	36	134	.3	2.7	52	250	.5	2.1	52	237	.4	2.8
WYXR-FM																				
FA '97	201	2164	1.7	6.9	76	1294	.7	5.5	56	250	.5	4.2	144	522	1.2	6.3	86	384	.7	5.3
4-Book	199	2322	1.7	6.9	84	1417	.7	5.7	72	318	.6	5.5	164	584	1.4	6.5	119	451	1.0	6.4
WBYN-FM																				
FA '97	8	95	.1	.3	6	84	.1	.4	3	14		.2	14	43	.1	.6	10	22	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	13	287	.1	.4	9	183	.1	.7	7	21	.1	.5	9	71	.1	.4	3	16		.2
4-Book	24	282	.2	.8	8	165	.1	.5	5	18	.1	.3	11	52	.1	.5	8	32	.1	.5
WKXV-FM																				
FA '97	38	495	.3	1.3	6	168	.1	.4	15	51	.1	1.1	7	39	.1	.3	15	65	.1	.9
4-Book	28	441	.3	1.0	10	191	.1	.7	13	49	.1	1.0	18	58	.2	.7	15	52	.1	.8
+WLEV-FM																				
WFMZ-FM																				
FA '97	28	138	.2	1.0	5	95		.4	4	17		.3	11	37	.1	.5	13	44	.1	.8
4-Book	18	147	.2	.7	5	74		.3	5	10		.3	7	23	.1	.3	5	17	.1	.3
WPST-FM																				
FA '97	53	931	.5	1.8	22	578	.2	1.6	19	88	.2	1.4	49	258	.4	2.2	27	207	.2	1.7
4-Book	53	1044	.5	1.9	28	630	.3	1.9	20	107	.2	1.5	60	279	.5	2.4	36	204	.3	2.0
WRDR-FM																				
FA '97	10	79	.1	.3	4	66		.3	10	16	.1	.8	9	23	.1	.4	3	15		.2
4-Book	5	56	.1	.1	2	39		.2	4	10		.3	4	19		.2	3	13		.2
WRFY-FM																				
FA '97	19	168	.2	.7	5	74		.4	9	22	.1	.7	9	45	.1	.4	4	24		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	2903	11326	24.8	1370	9632	11.7	1321	4026	11.3	2271	5786	19.4	1633	4588	14.0					
4-Book	2886	11368	24.6	1464	9787	12.5	1336	3990	11.4	2496	6216	21.2	1828	4880	15.6					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	9	95	.1	.9	92	467	.8	8.9	32	179	.3	1.9	22	109	.2	1.9	14	121	.1	1.8
4-Book	15	117	.1	1.4	99	456	.9	9.5	37	227	.3	2.2	25	138	.2	1.9	19	131	.2	2.2
WBEB-FM																				
FA '97	52	225	.4	5.2	73	255	.6	7.1	106	378	.9	6.3	76	280	.7	6.5	37	157	.3	4.8
4-Book	61	271	.5	5.9	66	244	.6	6.4	107	389	.9	6.2	92	302	.8	6.9	42	202	.4	5.0
WDAS-AM																				
FA '97	14	23	.1	1.4	65	153	.6	6.3	40	139	.3	2.4	32	91	.3	2.7	14	32	.1	1.8
4-Book	6	15	.1	.6	69	163	.6	6.6	53	142	.5	3.1	24	57	.2	1.8	7	19	.1	.8
WDAS-FM																				
FA '97	118	333	1.0	11.9	84	186	.7	8.2	71	209	.6	4.2	107	245	.9	9.2	209	439	1.8	27.3
4-Book	112	324	.9	10.8	65	156	.6	6.3	69	240	.6	4.1	97	230	.8	7.4	195	390	1.7	23.4
WFIL-AM																				
FA '97	2	6	.2	.2	2	12	.2	.2	2	16	.1	.1					1	10	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	3	7	.3	.3	37	68	.3	3.6	31	84	.3	1.8	12	34	.1	1.0	2	6	.3	.3
4-Book	5	16	.5	.5	29	65	.3	2.8	24	75	.2	1.4	14	32	.1	1.0	6	16	.1	.6
WIOQ-FM																				
FA '97	66	329	.6	6.6	21	90	.2	2.0	78	444	.7	4.6	56	259	.5	4.8	46	209	.4	6.0
4-Book	85	345	.7	8.2	32	129	.3	3.0	105	479	.9	6.1	89	358	.8	6.7	55	248	.5	6.5
WIP -AM																				
FA '97	12	30	.1	1.2	2	26	.2	.2	13	71	.1	.8	9	25	.1	.8	10	63	.1	1.3
4-Book	8	43	.1	.8	6	27	.6	.6	12	70	.1	.7	12	48	.1	.9	8	45	.1	.9
WJJZ-FM																				
FA '97	39	164	.3	3.9	39	130	.3	3.8	58	204	.5	3.4	38	146	.3	3.3	15	72	.1	2.0
4-Book	48	161	.4	4.5	34	115	.3	3.3	74	218	.6	4.3	61	185	.5	4.6	27	116	.2	3.1
WMGK-FM																				
FA '97	50	224	.4	5.0	33	191	.3	3.2	124	533	1.1	7.4	104	402	.9	8.9	28	161	.2	3.7
4-Book	54	231	.5	5.1	31	166	.3	3.0	98	459	.8	5.7	86	342	.7	6.6	42	197	.4	5.0
WMMR-FM																				
FA '97	17	132	.1	1.7	30	115	.3	2.9	71	280	.6	4.2	24	115	.2	2.1	10	68	.1	1.3
4-Book	25	132	.2	2.4	34	130	.3	3.3	63	274	.5	3.7	39	183	.4	2.9	18	98	.2	2.0
WUGL-FM																				
FA '97	60	214	.5	6.0	41	179	.4	4.0	69	314	.6	4.1	68	275	.6	5.8	39	129	.3	5.1
4-Book	66	231	.6	6.4	53	190	.5	5.1	94	361	.8	5.4	73	271	.6	5.5	45	156	.4	5.3
WPEN-AM																				
FA '97	3	15	.3	.3	7	18	.1	.7	5	16	.3	.3	5	6	.4	.4				
4-Book	4	14	.4	.4	6	23	.1	.6	9	26	.1	.5	7	17	.1	.5	3	6	.4	.4
+WPHI-FM																				
FA '97	85	270	.7	8.5	12	73	.1	1.2	78	212	.7	4.6	70	158	.6	6.0	33	134	.3	4.3
4-Book	86	256	.7	8.2	25	84	.2	2.4	73	270	.6	4.2	74	217	.7	5.6	41	148	.4	4.8
WPHT-AM																				
FA '97					1	6	.1	.1	3	7	.2	.2	1	7	.1	.1	2	6	.3	.3
4-Book	1	8	.1	.1	2	6	.2	.2	4	14	.2	.2	3	10	.2	.2	2	7	.3	.3
WPLY-FM																				
FA '97	16	178	.1	1.6	20	149	.2	1.9	76	321	.7	4.5	31	160	.3	2.7	18	96	.2	2.3
4-Book	32	189	.3	3.1	20	129	.2	1.9	74	363	.7	4.3	57	283	.5	4.3	22	141	.2	2.5
WURD-AM																				
FA '97	5	9	.5	.5	16	34	.1	1.6	29	60	.2	1.7	19	43	.2	1.6	7	17	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	84	299	.7	8.4	84	297	.7	8.2	115	331	1.0	6.8	51	147	.4	4.4	29	141	.2	3.8
4-Book	121	380	1.0	11.7	77	242	.7	7.4	129	398	1.1	7.6	104	259	.9	7.7	79	227	.7	9.3
WWDB-FM																				
FA '97	34	97	.3	3.4	40	160	.3	3.9	80	198	.7	4.8	10	48	.1	.9	16	75	.1	2.1
4-Book	15	57	.1	1.4	37	148	.3	3.6	75	172	.7	4.4	17	65	.2	1.3	9	47	.1	1.2
WWJZ-AM																				
FA '97										8										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	24	151	.2	2.4	49	215	.4	4.8	57	246	.5	3.4	40	194	.3	3.4	28	119	.2	3.7
4-Book	34	163	.3	3.3	50	187	.4	4.8	92	320	.8	5.4	65	222	.6	4.8	32	132	.3	3.8
+WXXM-FM																				
WFLN-FM																				
FA '97	38	206	.3	3.8	11	68	.1	1.1	42	253	.4	2.5	46	201	.4	3.9	20	108	.2	2.6
4-Book	19	91	.2	1.9	14	62	.1	1.4	35	166	.3	2.1	29	103	.3	2.3	9	51	.1	1.1
WYSP-FM																				
FA '97	24	115	.2	2.4	17	68	.1	1.7	127	399	1.1	7.6	83	352	.7	7.1	16	115	.1	2.1
4-Book	26	139	.2	2.5	19	70	.1	1.8	60	258	.5	3.5	49	214	.4	3.8	15	98	.1	1.8
WYXR-FM																				
FA '97	40	234	.3	4.0	38	162	.3	3.7	87	355	.7	5.2	73	354	.6	6.3	77	287	.7	10.1
4-Book	47	236	.4	4.5	35	175	.3	3.4	94	420	.8	5.5	78	342	.7	5.9	57	260	.5	6.8
WBYN-FM																				
FA '97	7	24	.1	.7	5	25	.5	.5	6	29	.1	.4	3	15	.3	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	7	31	.1	.7	6	31	.1	.6	19	75	.2	1.1	10	42	.1	.9	7	24	.1	.9
4-Book	6	33	.1	.6	5	28	.1	.5	11	49	.1	.7	7	29	.1	.5	5	27	.1	.6
WKXW-FM																				
FA '97		6			5	47	.5	.5	2	24	.1	.1	4	25	.3	.3				
4-Book	3	20		.3	9	44	.1	.9	13	54	.1	.7	8	33	.1	.6	3	15		.3
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	27	.1	.1	5	19	.5	.5	4	26	.2	.2	5	23	.4	.4	1	8		.1
4-Book	2	16	.2	.2	3	18	.3	.3	5	25	.3	.3	6	20	.4	.4	3	10		.4
WPST-FM																				
FA '97	22	123	.2	2.2	11	51	.1	1.1	20	143	.2	1.2	20	113	.2	1.7	9	78	.1	1.2
4-Book	24	136	.2	2.3	16	90	.2	1.6	31	178	.3	1.8	26	130	.2	1.9	10	67	.1	1.1
WRDR-FM																				
FA '97	1	7	.1	.1	1	8	.1	.1	5	30	.3	.3	4	27	.3	.3				
4-Book	1	3	.1	.1	2	8	.2	.2	3	13	.2	.2	1	7	.1	.1	1	2		.1
WRFY-FM																				
FA '97	1	8	.1	.1	5	15	.5	.5	9	28	.1	.5	6	15	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	995	3180	8.5		1030	3295	8.8		1682	4862	14.4		1167	3497	10.0		766	2503	6.6	
4-Book	1041	3281	8.9		1038	3234	8.8		1716	4983	14.6		1328	3691	11.3		842	2624	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
FA '97	69	2373	.7	4.1	211	1723	2.2	8.3	48	850	.5	1.9	74	1146	.8	3.6	12	348	.1	1.8	
SU '97	69	2379	.7	4.0	199	1623	2.1	8.0	44	720	.5	1.7	68	1041	.7	3.3	22	467	.2	2.9	
SP '97	75	2538	.8	4.2	254	1793	2.6	9.6	37	674	.4	1.4	60	977	.6	2.8	15	367	.2	1.9	
WI '97	79	2740	.8	4.7	261	1936	2.7	10.2	42	703	.4	1.7	77	1063	.8	3.7	17	439	.2	2.7	
4-Book	73	2508	.8	4.3	231	1769	2.4	9.0	43	737	.5	1.7	70	1057	.7	3.4	17	405	.2	2.3	
FA '96	81	2739	.8	4.8	258	2063	2.7	10.1	51	771	.5	2.1	76	1160	.8	3.7	23	515	.2	3.4	
WBEB-FM																					
FA '97	179	2295	1.9	10.6	236	1325	2.5	9.3	369	1359	3.9	14.3	221	1352	2.3	10.8	42	614	.4	6.4	
SU '97	159	2212	1.7	9.1	210	1225	2.2	8.5	333	1245	3.5	12.6	204	1353	2.1	9.9	39	620	.4	5.1	
SP '97	167	2184	1.7	9.3	229	1372	2.4	8.7	308	1277	3.2	11.7	212	1432	2.2	10.0	59	749	.6	7.5	
WI '97	169	2231	1.8	10.1	215	1258	2.2	8.4	325	1223	3.4	13.4	216	1417	2.2	10.4	49	704	.5	7.7	
4-Book	169	2231	1.8	9.8	223	1295	2.3	8.7	334	1276	3.5	13.0	213	1389	2.2	10.3	47	672	.5	6.7	
FA '96	185	2384	1.9	11.0	257	1514	2.7	10.1	357	1377	3.7	14.4	223	1571	2.3	11.0	69	746	.7	10.1	
WDAS-AM																					
FA '97	25	327	.3	1.5	38	161	.4	1.5	21	114	.2	.8	24	116	.3	1.2	14	101	.1	2.1	
SU '97	19	255	.2	1.1	33	144	.3	1.3	22	80	.2	.8	16	91	.2	.8	2	39		.3	
SP '97	17	278	.2	.9	21	138	.2	.8	17	85	.2	.6	16	86	.2	.8	4	60		.5	
WI '97	17	186	.2	1.0	27	87	.3	1.1	27	69	.3	1.1	12	81	.1	.6	4	35		.6	
4-Book	20	262	.2	1.1	30	133	.3	1.2	22	87	.2	.8	17	94	.2	.9	6	59		.9	
FA '96	18	295	.2	1.1	30	143	.3	1.2	18	108	.2	.7	14	110	.1	.7	3	45		.4	
WDAS-FM																					
FA '97	180	1692	1.9	10.7	257	1002	2.7	10.1	260	905	2.7	10.0	192	1004	2.0	9.4	119	713	1.2	18.1	
SU '97	180	1484	1.9	10.3	239	892	2.5	9.6	253	824	2.6	9.6	204	1045	2.1	9.9	124	777	1.3	16.3	
SP '97	152	1468	1.6	8.5	206	856	2.1	7.8	207	832	2.1	7.8	160	893	1.7	7.5	107	613	1.1	13.6	
WI '97	170	1539	1.8	10.2	225	945	2.3	8.8	243	879	2.5	10.0	205	999	2.1	9.9	101	749	1.0	15.8	
4-Book	171	1546	1.8	9.9	232	924	2.4	9.1	241	860	2.5	9.4	190	985	2.0	9.2	113	713	1.2	16.0	
FA '96	159	1538	1.7	9.4	211	895	2.2	8.3	218	873	2.3	8.8	175	1009	1.8	8.6	99	729	1.0	14.5	
WFIL-AM																					
FA '97	5	107	.1	.3	15	81	.2	.6	7	52	.1	.3	5	34	.1	.2	2	18		.3	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	7	138	.1	.4	12	65	.1	.5	10	56	.1	.4	3	35	.1	.1	7	50	.1	.9	
WI '97	5	109	.1	.3	13	82	.1	.5	4	42	.1	.2	4	36	.1	.2	2	22		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	6	168	.1	.4	10	90	.1	.4	8	57	.1	.3	10	79	.1	.5	2	22		.3	
WHAT-AM																					
FA '97	13	159	.1	.8	12	69	.1	.5	21	59	.2	.8	11	48	.1	.5	4	37		.6	
SU '97	12	140	.1	.7	26	96	.3	1.0	10	50	.1	.4	7	47	.1	.3	6	27	.1	.8	
SP '97	19	219	.2	1.1	43	115	.4	1.6	20	78	.2	.8	14	68	.1	.7	7	57	.1	.9	
WI '97	4	155	.1	.2	7	38	.1	.3	2	38	.1	.1	2	37	.1	.1	1	7		.1	
4-Book	12	168	.1	.7	22	80	.2	.9	13	56	.1	.5	9	50	.1	.4	4	32	.1	.6	
FA '96	17	130	.2	1.0	44	95	.5	1.7	20	73	.2	.8	10	60	.1	.5	6	43	.1	.9	
W100-FM																					
FA '97	66	1595	.7	3.9	87	746	.9	3.4	112	834	1.2	4.3	86	950	.9	4.2	28	484	.3	4.3	
SU '97	94	2074	1.0	5.4	108	888	1.1	4.4	150	1085	1.6	5.7	117	1166	1.2	5.7	35	649	.4	4.6	
SP '97	84	1691	.9	4.7	108	843	1.1	4.1	144	1019	1.5	5.5	108	1007	1.1	5.1	27	501	.3	3.4	
WI '97	97	1906	1.0	5.8	129	929	1.3	5.0	149	898	1.5	6.1	130	1150	1.4	6.3	42	661	.4	6.6	
4-Book	85	1817	.9	5.0	108	852	1.1	4.2	139	959	1.5	5.4	110	1068	1.2	5.3	33	574	.4	4.7	
FA '96	81	1892	.8	4.8	93	858	1.0	3.6	126	967	1.3	5.1	113	1149	1.2	5.6	36	581	.4	5.3	
WIP -AM																					
FA '97	18	463	.2	1.1	37	222	.4	1.5	25	118	.3	1.0	28	216	.3	1.4	4	113		.6	
SU '97	15	368	.2	.9	41	209	.4	1.7	22	119	.2	.8	15	115	.2	.7	1	31		.1	
SP '97	21	487	.2	1.2	42	186	.4	1.6	28	98	.3	1.1	19	166	.2	.9	8	150	.1	1.0	
WI '97	18	600	.2	1.1	46	306	.5	1.8	15	113	.2	.6	21	221	.2	1.0	8	117	.1	1.3	
4-Book	18	480	.2	1.1	42	231	.4	1.7	23	112	.3	.9	21	180	.2	1.0	5	103	.1	.8	
FA '96	12	410	.1	.7	24	143	.2	.9	15	149	.2	.6	20	190	.2	1.0	4	92		.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
FA '97	103	1339	1.1	6.1	113	703	1.2	4.4	191	677	2.0	7.4	164	851	1.7	8.0	41	465	.4	6.2
SU '97	97	1292	1.0	5.6	97	545	1.0	3.9	167	689	1.7	6.3	126	763	1.3	6.1	53	416	.6	7.0
SP '97	106	1455	1.1	5.9	103	746	1.1	3.9	172	785	1.8	6.5	149	850	1.5	7.0	64	601	.7	8.1
WI '97	74	1332	.8	4.4	82	596	.9	3.2	122	578	1.3	5.0	102	659	1.1	4.9	38	455	.4	5.9
4-Book	95	1355	1.0	5.5	99	648	1.1	3.9	163	682	1.7	6.3	135	781	1.4	6.5	49	484	.5	6.8
FA '96	121	1615	1.3	7.2	133	727	1.4	5.2	208	781	2.2	8.4	141	966	1.5	6.9	67	543	.7	9.8
WMGK-FM																				
FA '97	103	2172	1.1	6.1	121	1212	1.3	4.8	173	1129	1.8	6.7	145	1401	1.5	7.1	36	623	.4	5.5
SU '97	116	2264	1.2	6.6	133	1106	1.4	5.4	192	1266	2.0	7.3	152	1479	1.6	7.4	48	719	.5	6.3
SP '97	102	2064	1.1	5.7	101	1003	1.0	3.8	169	1066	1.8	6.4	143	1303	1.5	6.7	41	692	.4	5.2
WI '97	97	1873	1.0	5.8	116	924	1.2	4.5	172	952	1.8	7.1	133	1156	1.4	6.4	29	609	.3	4.5
4-Book	105	2093	1.1	6.1	118	1061	1.2	4.6	177	1103	1.9	6.9	143	1335	1.5	6.9	39	661	.4	5.4
FA '96	104	1905	1.1	6.2	145	963	1.5	5.7	216	1072	2.2	8.7	119	1064	1.2	5.9	24	484	.2	3.5
WMMR-FM																				
FA '97	56	1449	.6	3.3	99	718	1.0	3.9	86	667	.9	3.3	62	758	.6	3.0	19	378	.2	2.9
SU '97	66	1532	.7	3.8	71	619	.7	2.9	142	661	1.5	5.4	84	837	.9	4.1	15	374	.2	2.0
SP '97	88	1544	.9	4.9	135	805	1.4	5.1	148	774	1.5	5.6	107	894	1.1	5.0	31	454	.3	3.9
WI '97	80	1469	.8	4.8	121	827	1.3	4.7	144	784	1.5	5.9	96	832	1.0	4.6	23	372	.2	3.6
4-Book	73	1499	.8	4.2	107	742	1.1	4.2	130	722	1.4	5.1	87	830	.9	4.2	22	395	.2	3.1
FA '96	67	1433	.7	4.0	97	723	1.0	3.8	120	758	1.2	4.9	92	831	1.0	4.5	12	370	.1	1.8
WOGL-FM																				
FA '97	83	1785	.9	4.9	100	849	1.0	3.9	121	877	1.3	4.7	111	1034	1.2	5.4	34	531	.4	5.2
SU '97	99	2029	1.0	5.7	107	985	1.1	4.3	159	1091	1.7	6.0	124	1196	1.3	6.0	40	573	.4	5.3
SP '97	114	1908	1.2	6.4	135	968	1.4	5.1	185	960	1.9	7.0	123	948	1.3	5.8	50	566	.5	6.3
WI '97	79	1775	.8	4.7	93	820	1.0	3.6	122	820	1.3	5.0	103	1000	1.1	5.0	34	458	.4	5.3
4-Book	94	1874	1.0	5.4	109	906	1.1	4.2	147	937	1.6	5.7	115	1045	1.2	5.6	40	532	.4	5.5
FA '96	100	1924	1.0	5.9	133	951	1.4	5.2	159	992	1.7	6.4	128	1121	1.3	6.3	36	566	.4	5.3
WPEN-AM																				
FA '97	7	181	.1	.4	9	102	.1	.4	17	77	.2	.7	10	63	.1	.5		8		
SU '97	7	160	.1	.4	9	66	.1	.4	10	62	.1	.4	7	39	.1	.3	3	47		.4
SP '97	6	147	.1	.3	9	57	.1	.3	13	75	.1	.5	7	67	.1	.3	2	32		.3
WI '97	10	146	.1	.6	14	66	.1	.5	13	83	.1	.5	11	51	.1	.5	7	44	.1	1.1
4-Book	8	159	.1	.4	10	73	.1	.4	13	74	.1	.5	9	55	.1	.4	3	33		.5
FA '96	8	241	.1	.5	6	108	.1	.2	14	114	.1	.6	9	84	.1	.4	7	63	.1	1.0
+WPHI-FM																				
FA '97	35	724	.4	2.1	41	306	.4	1.6	35	378	.4	1.4	39	381	.4	1.9	27	250	.3	4.1
SU '97	46	829	.5	2.6	43	393	.4	1.7	44	414	.5	1.7	63	481	.7	3.1	41	411	.4	5.4
SP '97	40	829	.4	2.2	47	371	.5	1.8	40	375	.4	1.5	55	488	.6	2.6	36	380	.4	4.6
WI '97	35	775	.4	2.1	30	305	.3	1.2	47	391	.5	1.9	44	430	.5	2.1	17	237	.2	2.7
4-Book	39	789	.4	2.3	40	344	.4	1.6	42	390	.5	1.6	50	445	.6	2.4	30	320	.3	4.2
FA '96	27	783	.3	1.6	34	367	.4	1.3	32	359	.3	1.3	40	477	.4	2.0	14	312	.1	2.0
WPHT-AM																				
FA '97	1	57		.1	1	7				14			1	9			2	6		.3
SU '97	4	186		.2	4	53		.2	6	59	.1	.2	4	101		.2	4	44		.5
SP '97	6	206	.1	.3	6	59	.1	.2	11	90	.1	.4	8	72	.1	.4	3	51		.4
WI '97	3	126		.2	6	36	.1	.2	1	27			8	88	.1	.4	3	17		.5
4-Book	4	144		.2	4	39	.1	.2	5	48	.1	.2	5	68	.1	.3	3	30		.4
FA '96	2	89		.1	2	39		.1	3	43		.1	1	24			1	35		.1
WPLY-FM																				
FA '97	37	1141	.4	2.2	55	543	.6	2.2	50	538	.5	1.9	57	596	.6	2.8	13	348	.1	2.0
SU '97	53	1392	.6	3.0	70	707	.7	2.8	79	677	.8	3.0	69	803	.7	3.3	21	481	.2	2.8
SP '97	34	1048	.4	1.9	63	603	.7	2.4	44	435	.5	1.7	42	589	.4	2.0	13	252	.1	1.6
WI '97	47	1316	.5	2.8	88	681	.9	3.4	58	468	.6	2.4	66	783	.7	3.2	10	293	.1	1.6
4-Book	43	1224	.5	2.5	69	634	.7	2.7	58	530	.6	2.3	59	693	.6	2.8	14	344	.1	2.0
FA '96	54	1445	.6	3.2	101	793	1.0	4.0	60	634	.6	2.4	67	831	.7	3.3	18	353	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
FA '97	27	191	.3	1.6	45	143	.5	1.8	42	158	.4	1.6	23	148	.2	1.1	11	92	.1	1.7
SU '97	5	66	.1	.3	14	59	.1	.6	4	34	.2	.2	3	32	.1	.1				
SP '97	21	169	.2	1.2	39	112	.4	1.5	24	113	.2	.9	20	99	.2	.9	14	93	.1	1.8
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	70	1146	.7	4.1	102	582	1.1	4.0	74	542	.8	2.9	86	562	.9	4.2	45	360	.5	6.8
SU '97	78	1291	.8	4.5	94	673	1.0	3.8	92	634	1.0	3.5	83	724	.9	4.0	58	572	.6	7.6
SP '97	87	1225	.9	4.9	117	698	1.2	4.4	98	568	1.0	3.7	76	607	.8	3.6	70	500	.7	8.9
WI '97	101	1374	1.0	6.0	127	800	1.3	5.0	114	686	1.2	4.7	120	794	1.2	5.8	72	626	.7	11.3
4-Book	84	1259	.9	4.9	110	688	1.2	4.3	95	608	1.0	3.7	91	672	1.0	4.4	61	515	.6	8.7
FA '96	103	1383	1.1	6.1	135	765	1.4	5.3	137	794	1.4	5.5	125	711	1.3	6.2	53	507	.6	7.7
WWDB-FM																				
FA '97	36	703	.4	2.1	55	357	.6	2.2	71	386	.7	2.7	20	174	.2	1.0	11	137	.1	1.7
SU '97	35	742	.4	2.0	49	307	.5	2.0	54	338	.6	2.0	38	328	.4	1.8	21	210	.2	2.8
SP '97	31	766	.3	1.7	25	230	.3	.9	33	230	.3	1.2	80	545	.8	3.8	14	221	.1	1.8
WI '97	45	854	.5	2.7	57	290	.6	2.2	53	340	.6	2.2	78	481	.8	3.8	17	216	.2	2.7
4-Book	37	766	.4	2.1	47	296	.5	1.8	53	324	.6	2.0	54	382	.6	2.6	16	196	.2	2.3
FA '96	30	731	.3	1.8	26	244	.3	1.0	47	315	.5	1.9	48	357	.5	2.4	13	182	.1	1.9
WWJZ-AM																				
FA '97		16			1	16				9				11						
SU '97		19																		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	7	**	**	**	**	**	**	**	7	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	1	28		.1	1	8			4	19		.2	2	17		.1				
WXTU-FM																				
FA '97	66	914	.7	3.9	110	643	1.2	4.3	106	566	1.1	4.1	64	531	.7	3.1	19	332	.2	2.9
SU '97	82	1133	.9	4.7	105	672	1.1	4.2	131	695	1.4	5.0	108	767	1.1	5.2	37	414	.4	4.9
SP '97	76	1046	.8	4.2	98	550	1.0	3.7	100	535	1.0	3.8	94	657	1.0	4.4	27	317	.3	3.4
WI '97	90	1083	.9	5.4	142	696	1.5	5.5	131	683	1.4	5.4	100	753	1.0	4.8	24	377	.2	3.8
4-Book	79	1044	.8	4.6	114	640	1.2	4.4	117	620	1.2	4.6	92	677	1.0	4.4	27	360	.3	3.8
FA '96	54	930	.6	3.2	81	573	.8	3.2	62	457	.6	2.5	86	644	.9	4.2	17	244	.2	2.5
+WXXM-FM																				
WFLN-FM																				
FA '97	28	719	.3	1.7	40	368	.4	1.6	43	333	.5	1.7	32	390	.3	1.6	10	249	.1	1.5
SU '97	35	553	.4	2.0	32	255	.3	1.3	66	280	.7	2.5	60	323	.6	2.9	14	162	.1	1.8
SP '97	29	586	.3	1.6	39	290	.4	1.5	42	242	.4	1.6	34	292	.4	1.6	15	182	.2	1.9
WI '97	34	726	.4	2.0	39	348	.4	1.5	56	318	.6	2.3	41	387	.4	2.0	19	154	.2	3.0
4-Book	32	646	.4	1.8	38	315	.4	1.5	52	293	.6	2.0	42	348	.4	2.0	15	187	.2	2.1
FA '96	32	734	.3	1.9	36	280	.4	1.4	39	323	.4	1.6	41	439	.4	2.0	20	215	.2	2.9
WYSP-FM																				
FA '97	59	1707	.6	3.5	189	1003	2.0	7.4	65	550	.7	2.5	29	467	.3	1.4	9	229	.1	1.4
SU '97	67	1662	.7	3.8	245	1056	2.5	9.9	69	661	.7	2.6	33	454	.3	1.6	10	254	.1	1.3
SP '97	70	1577	.7	3.9	231	1021	2.4	8.7	66	598	.7	2.5	49	574	.5	2.3	23	262	.2	2.9
WI '97	58	1511	.6	3.5	217	994	2.3	8.5	50	568	.5	2.1	38	522	.4	1.8	8	171	.1	1.3
4-Book	64	1614	.7	3.7	221	1019	2.3	8.6	63	594	.7	2.4	37	504	.4	1.8	13	229	.1	1.7
FA '96	55	1598	.6	3.3	169	838	1.8	6.6	50	461	.5	2.0	50	486	.5	2.5	13	272	.1	1.9
WYXR-FM																				
FA '97	110	1991	1.2	6.5	150	1096	1.6	5.9	183	925	1.9	7.1	161	1215	1.7	7.9	32	564	.3	4.9
SU '97	120	2355	1.2	6.9	149	1251	1.5	6.0	180	1243	1.9	6.8	154	1571	1.6	7.5	61	826	.6	8.0
SP '97	130	2150	1.4	7.3	179	1222	1.9	6.8	230	1222	2.4	8.7	182	1333	1.9	8.6	42	704	.4	5.3
WI '97	94	1960	1.0	5.6	136	1004	1.4	5.3	156	984	1.6	6.4	113	1117	1.2	5.4	29	629	.3	4.5
4-Book	114	2114	1.2	6.6	154	1143	1.6	6.0	187	1094	2.0	7.3	153	1309	1.6	7.4	41	681	.4	5.7
FA '96	112	2214	1.2	6.6	137	1249	1.4	5.4	175	1272	1.8	7.1	158	1493	1.6	7.8	48	840	.5	7.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBVH-FM																				
FA '97	7	119	.1	.4	13	67	.1	.5	7	50	.1	.3	4	38		.2	4	45		.6
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	12	145	.1	.7	16	119	.2	.6	17	80	.2	.7	13	93	.1	.6	6	69	.1	.9
WJBR-FM																				
FA '97	9	308	.1	.5	15	143	.2	.6	13	139	.1	.5	9	107	.1	.4	4	47		.6
SU '97	13	260	.1	.7	22	97	.2	.9	27	111	.3	1.0	18	140	.2	.9	2	56		.3
SP '97	19	340	.2	1.1	27	148	.3	1.0	39	149	.4	1.5	23	156	.2	1.1	3	91		.4
WI '97	12	296	.1	.7	16	156	.2	.6	26	153	.3	1.1	15	128	.2	.7	5	105	.1	.8
4-Book	13	301	.1	.8	20	136	.2	.8	26	138	.3	1.0	16	133	.2	.8	4	75		.5
FA '96	13	432	.1	.8	17	190	.2	.7	21	207	.2	.8	20	203	.2	1.0	3	71		.4
WKXV-FM																				
FA '97	20	467	.2	1.2	32	208	.3	1.3	24	197	.3	.9	36	287	.4	1.8	12	138	.1	1.8
SU '97	18	513	.2	1.0	25	224	.3	1.0	24	208	.2	.9	25	260	.3	1.2	5	149	.1	.7
SP '97	19	494	.2	1.1	23	206	.2	.9	31	238	.3	1.2	32	281	.3	1.5	4	97		.5
WI '97	11	405	.1	.7	14	140	.1	.5	15	152	.2	.6	20	225	.2	1.0	2	56		.3
4-Book	17	470	.2	1.0	24	195	.2	.9	24	199	.3	.9	28	263	.3	1.4	6	110	.1	.8
FA '96	13	400	.1	.8	25	167	.3	1.0	21	178	.2	.8	17	195	.2	.8	4	115		.6
+WLEV-FM																				
WFMZ-FM																				
FA '97	16	178	.2	.9	12	58	.1	.5	41	103	.4	1.6	25	80	.3	1.2	4	68		.6
SU '97	6	172	.1	.3	4	75		.2	14	101	.1	.5	8	124	.1	.4	3	63		.4
SP '97	6	107	.1	.3	9	58	.1	.3	18	62	.2	.7	5	43	.1	.2	5	15		.1
WI '97	15	201	.2	.9	15	72	.2	.6	30	90	.3	1.2	21	124	.2	1.0	5	64	.1	.8
4-Book	11	165	.2	.6	10	66	.1	.4	26	89	.3	1.0	15	93	.2	.7	3	53		.5
FA '96	4	113		.2	6	63	.1	.2	7	57	.1	.3	4	39		.2		14		
WPST-FM																				
FA '97	27	854	.3	1.6	28	329	.3	1.1	52	389	.5	2.0	35	431	.4	1.7	10	327	.1	1.5
SU '97	33	1035	.3	1.9	33	430	.3	1.3	53	508	.6	2.0	38	564	.4	1.8	10	276	.1	1.3
SP '97	22	628	.2	1.2	28	301	.3	1.1	35	355	.4	1.3	31	345	.3	1.5	12	170	.1	1.5
WI '97	21	675	.2	1.3	29	338	.3	1.1	39	319	.4	1.6	32	409	.3	1.5	4	130		.6
4-Book	26	798	.3	1.5	30	350	.3	1.2	45	393	.5	1.7	34	437	.4	1.6	9	226	.1	1.2
FA '96	31	785	.3	1.8	45	362	.5	1.8	60	343	.6	2.4	42	409	.4	2.1	9	198	.1	1.3
WRDR-FM																				
FA '97	7	92	.1	.4	11	47	.1	.4	15	64	.2	.6	3	30		.1		16		
SU '97	2	58		.1	1	15			2	15		.1	1	17			1	4		.1
SP '97	4	70		.2	4	39		.2	10	45	.1	.4	3	31		.1	1	16		.1
WI '97	1	75		.1	2	32		.1	7	7			2	42		.1	1	29		.2
4-Book	4	74		.2	5	33		.2	7	33	.1	.3	2	30		.1	1	16		.1
FA '96	1	53		.1		16			1	31			3	23		.1	1	22		.1
WRFY-FM																				
FA '97	10	186	.1	.6	15	90	.2	.6	22	83	.2	.8	13	93	.1	.6	1	28		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	23		.1	4	15		.2	4	23		.2	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1688	9334	17.7		2547	8541	26.7		2589	7474	27.1		2047	8153	21.4		658	5419	6.9	
SU '97	1746	9418	18.1		2477	8351	25.7		2640	7855	27.4		2061	8466	21.4		759	5869	7.9	
SP '97	1791	9443	18.6		2647	8538	27.5		2642	7460	27.4		2127	8289	22.1		789	5725	8.2	
WI '97	1670	9362	17.3		2559	8385	26.6		2423	7295	25.2		2078	8187	21.6		639	5338	6.6	
4-Book	1724	9389	17.9		2558	8454	26.6		2574	7521	26.8		2078	8274	21.6		711	5588	7.4	
FA '96	1688	9433	17.5		2554	8546	26.5		2473	7543	25.7		2030	8386	21.1		685	5562	7.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	106	2214	1.1	4.4	41	1052	.4	3.7	94	490	1.0	8.7	59	355	.6	3.2	39	197	.4	3.1
4-Book	109	2294	1.1	4.5	47	1186	.5	4.0	117	536	1.2	10.4	59	334	.6	2.9	34	186	.3	2.4
WBEB-FM																				
FA '97	283	2043	3.0	11.7	87	1058	.9	7.9	93	350	1.0	8.6	201	566	2.1	10.8	104	379	1.1	8.2
4-Book	263	1959	2.7	10.9	84	1041	.9	7.2	84	306	.9	7.5	175	507	1.8	8.8	103	351	1.1	7.3
WDAS-AM																				
FA '97	27	187	.3	1.1	29	280	.3	2.6	38	62	.4	3.5	33	57	.3	1.8	19	46	.2	1.5
4-Book	23	159	.2	1.0	23	226	.2	2.0	17	33	.2	1.6	17	31	.2	.9	11	24	.1	.8
WDAS-FM																				
FA '97	238	1408	2.5	9.9	119	1013	1.2	10.9	105	325	1.1	9.7	199	477	2.1	10.7	180	447	1.9	14.1
4-Book	223	1343	2.3	9.2	117	951	1.2	10.0	93	275	1.0	8.3	195	435	2.0	9.7	157	373	1.7	11.1
WFIL-AM																				
FA '97	9	98	.1	.4	1	28	.1													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	15	107	.2	.6	14	123	.1	1.3	4	12		.4	10	32	.1	.5	11	26	.1	.9
4-Book	15	109	.2	.6	12	114	.1	1.0	7	23	.1	.7	10	28	.1	.5	6	15	.1	.4
WIOQ-FM																				
FA '97	96	1402	1.0	4.0	36	788	.4	3.3	27	92	.3	2.5	62	250	.6	3.3	37	203	.4	2.9
4-Book	121	1574	1.3	5.0	58	945	.6	4.9	43	185	.5	3.9	122	428	1.3	6.0	79	316	.8	5.5
WIP -AM																				
FA '97	29	338	.3	1.2	9	168	.1	.8	6	34	.1	.6	7	32	.1	.4	21	73	.2	1.6
4-Book	28	338	.3	1.2	10	192	.1	.9	11	37	.1	1.0	12	42	.1	.6	16	58	.2	1.1
WJJZ-FM																				
FA '97	159	1106	1.7	6.6	44	643	.5	4.0	41	135	.4	3.8	61	242	.6	3.3	68	208	.7	5.3
4-Book	135	1092	1.4	5.6	54	692	.6	4.6	42	152	.4	3.7	83	264	.8	4.1	72	194	.8	5.0
WMGK-FM																				
FA '97	149	1968	1.6	6.2	69	1180	.7	6.3	42	221	.4	3.9	151	527	1.6	8.1	96	435	1.0	7.5
4-Book	148	1815	1.6	6.2	72	1162	.8	6.2	51	223	.5	4.5	160	570	1.7	7.9	102	396	1.1	7.1
WMMR-FM																				
FA '97	83	1166	.9	3.4	35	686	.4	3.2	34	185	.4	3.2	75	277	.8	4.0	28	194	.3	2.2
4-Book	110	1251	1.2	4.5	41	744	.4	3.5	41	177	.5	3.6	82	319	.9	4.1	51	236	.6	3.6
WGL-FM																				
FA '97	112	1495	1.2	4.6	65	940	.7	5.9	49	228	.5	4.5	127	393	1.3	6.8	106	340	1.1	8.3
4-Book	126	1528	1.3	5.2	74	991	.8	6.3	59	225	.6	5.3	133	430	1.4	6.6	95	318	1.0	6.7
WPEN-AM																				
FA '97	12	149	.1	.5	3	40		.3	4	6		.4								
4-Book	11	126	.1	.5	6	69	.1	.5	5	12		.5	10	25	.1	.5	10	20	.1	.7
+WPHI-FM																				
FA '97	38	633	.4	1.6	34	384	.4	3.1	16	65	.2	1.5	55	141	.6	2.9	34	123	.4	2.7
4-Book	44	660	.5	1.8	36	445	.4	3.1	27	90	.3	2.5	64	196	.7	3.1	45	152	.5	3.2
WPHT-AM																				
FA '97	1	30			1	27		.1												
4-Book	5	110	.1	.2	2	48		.2	3	7		.3	3	11		.1	2	8		.2
WPLY-FM																				
FA '97	54	948	.6	2.2	22	577	.2	2.0	19	120	.2	1.8	41	213	.4	2.2	31	192	.3	2.4
4-Book	62	1039	.7	2.6	29	626	.3	2.5	23	131	.3	2.1	59	275	.6	2.9	36	192	.4	2.5
WURD-AM																				
FA '97	37	183	.4	1.5	19	119	.2	1.7	16	43	.2	1.5	31	70	.3	1.7	31	66	.3	2.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VUSL-FM FA '97 4-Book	86 98	956 1062	.9 1.0	3.6 4.1	57 74	700 770	.6 .8	5.2 6.3	39 53	140 170	.4 .6	3.6 4.8	84 111	232 342	.9 1.2	4.5 5.5	57 93	192 258	.6 1.0	4.5 6.5
WWDB-FM FA '97 4-Book	50 51	533 593	.5 .5	2.1 2.1	27 25	351 347	.3 .3	2.5 2.2	28 25	87 84	.3 .3	2.6 2.3	8 20	39 63	.1 .2	.4 1.0	11 15	40 50	.1 .2	.9 1.1
WWJZ-AM FA '97 4-Book	**	16 **	**	**	**	8 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM FA '97 4-Book	94 108	822 922	1.0 1.1	3.9 4.5	49 62	641 684	.5 .7	4.5 5.3	41 56	188 203	.4 .6	3.8 5.0	110 122	346 358	1.2 1.3	5.9 6.0	61 81	223 277	.6 .8	4.8 5.7
+WXXM-FM WFLN-FM FA '97 4-Book	39 44	618 535	.4 .5	1.6 1.8	20 20	394 328	.2 .2	1.8 1.7	25 23	106 90	.3 .3	2.3 2.0	39 34	175 124	.4 .4	2.1 1.7	24 23	148 98	.3 .3	1.9 1.7
WYSP-FM FA '97 4-Book	92 103	1350 1359	1.0 1.1	3.8 4.3	34 27	697 599	.4 .3	3.1 2.3	24 23	122 93	.3 .3	2.2 2.1	27 41	119 207	.3 .4	1.4 2.0	24 40	125 178	.3 .4	1.9 2.7
WYXR-FM FA '97 4-Book	166 166	1745 1841	1.7 1.7	6.9 6.9	62 69	979 1093	.6 .7	5.7 5.9	55 64	240 278	.6 .7	5.1 5.8	126 141	402 481	1.3 1.5	6.8 6.9	59 96	261 373	.6 1.0	4.6 6.6
WBYN-FM FA '97 4-Book	8 **	95 **	.1 **	.3 **	6 **	84 **	.1 **	.5 **	3 **	14 **	.3 **	.3 **	14 **	43 **	.1 **	.8 **	10 **	22 **	.1 **	.8 **
WJBR-FM FA '97 4-Book	13 21	245 234	.1 .2	.5 .9	7 6	146 136	.1 .1	.6 .5	7 5	21 16	.1 .1	.6 .4	8 11	60 47	.1 .1	.4 .5	1 6	5 23	.1 .1	.1 .4
WKXW-FM FA '97 4-Book	30 25	408 393	.3 .3	1.2 1.0	6 10	149 177	.1 .1	.5 .8	14 12	43 45	.1 .1	1.3 1.1	7 18	39 58	.1 .2	.4 .9	15 15	65 50	.2 .2	1.2 1.0
+WLEV-FM WFMZ-FM FA '97 4-Book	27 17	119 134	.3 .2	1.1 .7	4 4	65 64	.4 .4	.4 .4	4 5	17 10	.4 .4	.4 .4	10 7	26 21	.1 .1	.5 .3	11 4	33 12	.1 .1	.9 .3
WPST-FM FA '97 4-Book	39 37	696 683	.4 .4	1.6 1.5	16 18	453 395	.2 .2	1.5 1.5	11 11	67 66	.1 .1	1.0 1.0	32 38	186 184	.3 .4	1.7 1.9	19 22	150 132	.2 .2	1.5 1.5
WRDR-FM FA '97 4-Book	10 5	79 56	.1 .1	.4 .2	4 2	54 36	.4 .2	.4 .2	10 4	16 10	.1 .1	.9 .3	9 4	23 19	.1 .1	.5 .2	3 3	15 13	.2 .2	.2 .2
WRFY-FM FA '97 4-Book	17 **	148 **	.2 **	.7 **	5 **	74 **	.1 **	.5 **	9 **	22 **	.1 **	.8 **	9 **	45 **	.1 **	.5 **	4 **	24 **	.3 **	.3 **
WOR -AM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS FA '97 4-Book	2410 2416	9242 9287	25.2 25.2		1095 1171	7827 7958	11.5 12.2		1078 1119	3369 3371	11.3 11.7		1866 2023	4774 5086	19.5 21.1		1276 1429	3714 3938	13.4 14.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	9	95	.1	1.2	83	421	.9	9.4	32	179	.3	2.3	15	90	.2	1.7	12	112	.1	2.1
4-Book	14	112	.1	1.8	94	431	1.0	10.4	35	208	.4	2.5	23	127	.3	2.2	17	121	.2	2.6
WBEB-FM																				
FA '97	42	147	.4	5.8	71	245	.7	8.1	101	342	1.1	7.2	58	226	.6	6.5	22	103	.2	3.9
4-Book	44	198	.5	5.9	62	224	.7	7.0	97	341	1.0	6.9	73	246	.8	7.0	29	138	.3	4.5
WDAS-AM																				
FA '97	14	23	.1	1.9	53	139	.6	6.0	37	134	.4	2.6	32	91	.3	3.6	14	32	.1	2.5
4-Book	6	15	.1	.9	59	142	.6	6.6	48	125	.5	3.4	23	55	.3	2.3	7	19	.1	1.1
WDAS-FM																				
FA '97	92	257	1.0	12.7	64	153	.7	7.3	54	169	.6	3.8	87	191	.9	9.8	163	360	1.7	28.7
4-Book	97	281	1.0	13.0	57	142	.6	6.4	62	216	.7	4.4	87	207	.9	8.6	173	347	1.8	26.8
WFIL-AM																				
FA '97	2	6	.3	.3	2	12	.2	.2	2	16	.1	.1					1	10	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	3	7	.4	.4	37	68	.4	4.2	31	84	.3	2.2	12	34	.1	1.3	2	6	.4	.4
4-Book	5	16	.6	.6	28	63	.3	3.2	24	73	.2	1.7	12	30	.1	1.2	5	14	.1	.8
WIOQ-FM																				
FA '97	49	217	.5	6.8	12	65	.1	1.4	39	254	.4	2.8	33	155	.3	3.7	22	125	.2	3.9
4-Book	42	184	.4	5.6	22	88	.2	2.4	68	300	.7	4.8	52	207	.5	4.9	30	140	.3	4.6
WIP -AM																				
FA '97	6	21	.1	.8	2	26	.2	.2	12	60	.1	.9	9	25	.1	1.0	8	54	.1	1.4
4-Book	6	30	.1	.8	5	25	.1	.6	12	65	.1	.8	12	46	.1	1.1	7	38	.1	1.0
WJJZ-FM																				
FA '97	36	156	.4	5.0	39	130	.4	4.4	58	204	.6	4.1	38	146	.4	4.3	15	72	.2	2.6
4-Book	47	157	.5	6.2	33	114	.3	3.7	70	203	.7	4.9	61	182	.7	5.8	26	111	.3	3.9
WMGK-FM																				
FA '97	29	160	.3	4.0	31	172	.3	3.5	103	423	1.1	7.3	71	319	.7	8.0	22	151	.2	3.9
4-Book	41	192	.4	5.4	29	150	.3	3.3	86	405	.9	6.1	70	296	.7	6.8	33	171	.3	5.1
WMMR-FM																				
FA '97	11	83	.1	1.5	30	115	.3	3.4	65	258	.7	4.6	20	105	.2	2.2	8	49	.1	1.4
4-Book	19	92	.2	2.6	30	117	.3	3.3	51	233	.6	3.6	32	154	.3	3.0	15	80	.2	2.2
WOGL-FM																				
FA '97	40	149	.4	5.5	40	169	.4	4.5	60	272	.6	4.3	59	244	.6	6.6	36	111	.4	6.3
4-Book	60	210	.6	8.0	46	173	.5	5.1	85	322	.9	6.0	67	248	.7	6.5	43	142	.5	6.5
WPEN-AM																				
FA '97	3	15	.4	.4	7	18	.1	.8	5	16	.1	.4	5	6	.1	.6				
4-Book	4	12	.5	.5	6	23	.1	.7	6	22	.1	.4	6	13	.1	.6	3	6		.5
+WPHI-FM																				
FA '97	48	138	.5	6.6	5	38	.1	.6	47	103	.5	3.3	42	70	.4	4.7	17	84	.2	3.0
4-Book	41	125	.4	5.5	15	44	.2	1.7	37	134	.4	2.6	34	93	.4	3.3	19	66	.2	3.0
WPHT-AM																				
FA '97					1	6	.1	.1	3	7	.2	.2	1	7	.1	.1	2	6	.4	.4
4-Book	1	8	.1	.1	2	6	.2	.2	4	14	.3	.3	3	10	.2	.2	2	7	.4	.4
WPLY-FM																				
FA '97	8	86	.1	1.1	12	86	.1	1.4	40	201	.4	2.8	15	80	.2	1.7	9	39	.1	1.6
4-Book	15	87	.2	2.0	14	81	.1	1.5	43	203	.5	3.0	30	153	.4	2.9	11	63	.1	1.7
WURD-AM																				
FA '97	5	9	.1	.7	16	34	.2	1.8	29	60	.3	2.1	19	43	.2	2.1	7	17	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	57	160	.6	7.9	59	202	.6	6.7	96	247	1.0	6.8	35	103	.4	3.9	21	82	.2	3.7
4-Book	73	214	.8	9.8	54	170	.5	6.0	91	259	1.0	6.4	65	168	.7	6.2	47	115	.5	7.1
WWDB-FM																				
FA '97	30	87	.3	4.1	38	141	.4	4.3	71	179	.7	5.1	10	48	.1	1.1	16	75	.2	2.8
4-Book	14	52	.1	1.8	36	136	.4	4.0	65	150	.7	4.7	16	59	.2	1.5	9	47	.1	1.5
WWJZ-AM																				
FA '97										8										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	17	111	.2	2.3	47	195	.5	5.3	50	206	.5	3.6	37	157	.4	4.2	26	108	.3	4.6
4-Book	28	135	.3	3.8	45	168	.5	5.0	79	277	.8	5.7	55	195	.6	5.3	25	110	.3	3.9
+WXXM-FM																				
WFLN-FM																				
FA '97	17	84	.2	2.3	1	10		.1	29	160	.3	2.1	20	83	.2	2.2	3	28		.5
4-Book	13	59	.2	1.8	12	48	.1	1.3	31	134	.3	2.2	21	68	.2	2.1	5	31		.8
WYSP-FM																				
FA '97	8	39	.1	1.1	12	47	.1	1.4	105	331	1.1	7.5	60	257	.6	6.7	10	96	.1	1.8
4-Book	14	75	.2	1.8	10	41	.1	1.2	45	199	.5	3.2	34	149	.4	3.4	9	72	.1	1.4
WYXR-FM																				
FA '97	32	162	.3	4.4	31	125	.3	3.5	77	313	.8	5.5	52	266	.5	5.8	51	168	.5	9.0
4-Book	31	171	.3	4.1	29	143	.3	3.3	84	362	.9	5.9	62	267	.6	6.0	37	171	.4	5.9
WBYN-FM																				
FA '97	7	24	.1	1.0	5	25	.1	.6	6	29	.1	.4	3	15		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	3	12		.4	6	31	.1	.7	15	56	.2	1.1	6	23	.1	.7	6	15	.1	1.1
4-Book	5	24		.6	4	23	.1	.5	8	37	.1	.6	5	17	.1	.5	5	22	.1	.7
WKXW-FM																				
FA '97		6			5	47	.1	.6	2	13		.1	4	25		.4				
4-Book	3	20		.3	8	41	.1	.9	13	51	.1	.9	8	33	.1	.7	3	12		.4
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	17		.1	2	9		.2	1	7		.1	5	23	.1	.6	1	8		.2
4-Book	2	14		.3	2	13		.2	4	20		.3	6	20	.1	.6	3	10		.5
WPST-FM																				
FA '97	18	94	.2	2.5	5	43	.1	.6	14	110	.1	1.0	19	105	.2	2.1	6	53	.1	1.1
4-Book	14	71	.2	1.8	10	59	.1	1.2	23	117	.2	1.6	15	82	.2	1.5	7	40	.1	1.0
WRDR-FM																				
FA '97	1	7		.1	1	8		.1	5	30	.1	.4	3	15		.3				
4-Book	1	3		.1	2	8		.2	3	13	.1	.2	1	4		.1	1	2		.1
WRFY-FM																				
FA '97	1	8		.1	5	15	.1	.6	9	28	.1	.6	6	15	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	724	2384	7.6		880	2858	9.2		1404	4048	14.7		891	2742	9.3		567	1918	5.9	
4-Book	746	2468	7.8		896	2786	9.3		1416	4079	14.8		1034	2939	10.8		647	2023	6.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	
KYW -AM																				
FA '97	92	2981	.8	4.6	277	2172	2.5	9.2	55	1006	.5	1.8	102	1460	.9	4.2	19	451	.2	2.4
SU '97	87	2847	.8	4.4	243	1986	2.2	8.5	57	899	.5	1.9	87	1272	.8	3.7	31	540	.3	3.6
SP '97	93	2983	.8	4.5	306	2128	2.8	9.9	48	852	.4	1.6	75	1147	.7	3.0	23	446	.2	2.5
WI '97	106	3347	1.0	5.5	343	2383	3.1	11.6	59	942	.5	2.1	100	1341	.9	4.2	27	586	.2	3.7
4-Book	95	3040	.9	4.8	292	2167	2.7	9.8	55	925	.5	1.9	91	1305	.8	3.8	25	506	.2	3.1
FA '96	105	3315	.9	5.4	312	2506	2.8	10.5	74	1004	.7	2.6	104	1439	.9	4.5	29	619	.3	3.6
WBEB-FM																				
FA '97	217	2681	2.0	10.9	292	1569	2.6	9.7	445	1603	4.0	14.9	265	1637	2.4	11.0	51	697	.5	6.5
SU '97	189	2550	1.7	9.5	246	1387	2.2	8.6	397	1471	3.6	13.2	247	1574	2.2	10.5	46	729	.4	5.3
SP '97	210	2563	1.9	10.1	289	1632	2.6	9.3	401	1506	3.6	13.1	270	1734	2.4	10.9	69	852	.6	7.6
WI '97	193	2494	1.7	10.0	244	1430	2.2	8.3	384	1375	3.5	13.8	251	1582	2.3	10.6	51	727	.5	7.0
4-Book	202	2572	1.8	10.1	268	1505	2.4	9.0	407	1489	3.7	13.8	258	1632	2.3	10.8	54	751	.5	6.6
FA '96	214	2707	1.9	11.0	312	1764	2.8	10.5	411	1560	3.7	14.4	255	1756	2.3	11.0	82	831	.7	10.3
WDAS-AM																				
FA '97	36	403	.3	1.8	61	223	.6	2.0	35	159	.3	1.2	39	167	.4	1.6	14	114	.1	1.8
SU '97	24	324	.2	1.2	37	172	.3	1.3	32	108	.3	1.1	19	111	.2	.8	3	45	.1	.3
SP '97	35	379	.3	1.7	50	206	.5	1.6	42	157	.4	1.4	29	121	.3	1.2	8	89	.1	.9
WI '97	22	234	.2	1.1	37	121	.3	1.3	34	91	.3	1.2	13	89	.1	.5	4	35	.1	.6
4-Book	29	335	.3	1.5	46	181	.4	1.6	36	129	.3	1.2	25	122	.3	1.0	7	71	.1	.9
FA '96	23	368	.2	1.2	41	190	.4	1.4	21	129	.2	.7	14	124	.1	.6	3	45	.1	.4
WDAS-FM																				
FA '97	206	1853	1.9	10.3	296	1096	2.7	9.8	297	1010	2.7	10.0	219	1101	2.0	9.1	133	791	1.2	16.9
SU '97	198	1614	1.8	9.9	264	982	2.4	9.3	273	894	2.5	9.1	227	1127	2.1	9.6	135	838	1.2	15.7
SP '97	167	1628	1.5	8.0	223	939	2.0	7.2	222	917	2.0	7.3	186	992	1.7	7.5	117	692	1.1	12.8
WI '97	188	1690	1.7	9.8	251	1040	2.3	8.5	272	946	2.5	9.8	225	1104	2.0	9.5	107	806	1.0	14.8
4-Book	190	1696	1.7	9.5	259	1014	2.4	8.7	266	942	2.4	9.1	214	1081	2.0	8.9	123	782	1.1	15.1
FA '96	175	1711	1.6	9.0	224	987	2.0	7.5	238	981	2.2	8.3	198	1104	1.8	8.5	113	819	1.0	14.2
WFIL-AM																				
FA '97	7	141	.1	.4	20	108	.2	.7	8	62	.1	.3	5	55	.2	.2	2	29	.1	.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	9	180	.1	.4	14	82	.1	.5	11	73	.1	.4	7	48	.1	.3	7	56	.1	.8
WI '97	8	143	.1	.4	21	109	.2	.7	10	55	.1	.4	5	49	.1	.2	5	22	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	12	203	.1	.6	17	117	.2	.6	13	77	.1	.5	15	99	.1	.6	8	35	.1	1.0
WHAT-AM																				
FA '97	17	203	.2	.9	26	114	.2	.9	25	79	.2	.8	13	61	.1	.5	6	52	.1	.8
SU '97	13	172	.1	.7	26	96	.2	.9	10	55	.1	.3	7	52	.1	.3	7	34	.1	.8
SP '97	34	286	.3	1.6	63	162	.6	2.0	36	110	.3	1.2	27	102	.2	1.1	16	78	.1	1.8
WI '97	10	239	.1	.5	24	74	.2	.8	7	61	.1	.3	7	73	.1	.3	1	15	.1	.1
4-Book	19	225	.2	.9	35	112	.3	1.2	20	76	.2	.7	14	72	.1	.6	8	45	.1	.9
FA '96	19	162	.2	1.0	50	113	.5	1.7	22	86	.2	.8	12	71	.1	.5	6	43	.1	.8
W100-FM																				
FA '97	70	1637	.6	3.5	93	769	.8	3.1	114	851	1.0	3.8	90	966	.8	3.7	30	502	.3	3.8
SU '97	99	2181	.9	5.0	109	923	1.0	3.8	154	1128	1.4	5.1	131	1229	1.2	5.6	38	677	.3	4.4
SP '97	86	1761	.8	4.1	112	883	1.0	3.6	148	1056	1.3	4.8	110	1049	1.0	4.5	27	507	.2	3.0
WI '97	101	2004	.9	5.2	133	975	1.2	4.5	153	933	1.4	5.5	136	1190	1.2	5.7	44	689	.4	6.1
4-Book	89	1896	.8	4.5	112	888	1.0	3.8	142	992	1.3	4.8	117	1109	1.1	4.9	35	594	.3	4.3
FA '96	85	1963	.8	4.4	98	900	.9	3.3	134	1009	1.2	4.7	116	1169	1.0	5.0	38	589	.3	4.8
WIP -AM																				
FA '97	21	548	.2	1.1	45	282	.4	1.5	25	118	.2	.8	31	271	.3	1.3	4	123	.1	.5
SU '97	18	461	.2	.9	52	280	.5	1.8	23	141	.2	.8	17	122	.2	.7	1	38	.1	.1
SP '97	24	576	.2	1.2	47	224	.4	1.5	31	117	.3	1.0	21	179	.2	.9	9	169	.1	1.0
WI '97	20	668	.2	1.0	52	352	.5	1.8	16	143	.1	.6	24	251	.2	1.0	9	140	.1	1.2
4-Book	21	563	.2	1.1	49	285	.5	1.7	24	130	.2	.8	23	206	.2	1.0	6	118	.1	.7
FA '96	15	503	.1	.8	33	189	.3	1.1	15	156	.1	.5	21	225	.2	.9	5	107	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJJZ-FM																				
FA '97	118	1555	1.1	5.9	127	796	1.1	4.2	215	756	1.9	7.2	192	972	1.7	7.9	50	540	.5	6.3
SU '97	115	1497	1.0	5.8	122	653	1.1	4.3	200	817	1.8	6.6	143	913	1.3	6.1	60	479	.5	7.0
SP '97	122	1701	1.1	5.9	126	884	1.1	4.1	192	918	1.7	6.3	168	982	1.5	6.8	75	690	.7	8.2
WI '97	96	1574	.9	5.0	106	740	1.0	3.6	156	699	1.4	5.6	126	785	1.1	5.3	48	518	.4	6.6
4-Book	113	1582	1.0	5.7	120	768	1.1	4.1	191	798	1.7	6.4	157	913	1.4	6.5	58	557	.5	7.0
FA '96	142	1817	1.3	7.3	155	843	1.4	5.2	254	914	2.3	8.9	164	1074	1.5	7.0	77	639	.7	9.7
WMGK-FM																				
FA '97	112	2242	1.0	5.6	126	1231	1.1	4.2	178	1157	1.6	6.0	156	1444	1.4	6.5	50	659	.5	6.3
SU '97	121	2350	1.1	6.1	135	1121	1.2	4.7	203	1324	1.8	6.7	158	1528	1.4	6.7	48	733	.4	5.6
SP '97	107	2168	1.0	5.1	106	1053	1.0	3.4	180	1145	1.6	5.9	149	1362	1.3	6.0	42	704	.4	4.6
WI '97	102	1967	.9	5.3	122	955	1.1	4.1	179	984	1.6	6.4	141	1203	1.3	5.9	30	648	.3	4.1
4-Book	111	2182	1.0	5.5	122	1090	1.1	4.1	185	1153	1.7	6.3	151	1384	1.4	6.3	43	686	.4	5.2
FA '96	109	2025	1.0	5.6	152	1029	1.4	5.1	226	1113	2.0	7.9	125	1136	1.1	5.4	24	501	.2	3.0
WMMR-FM																				
FA '97	57	1487	.5	2.9	101	729	.9	3.3	89	695	.8	3.0	63	767	.6	2.6	19	378	.2	2.4
SU '97	67	1555	.6	3.4	75	627	.7	2.6	142	677	1.3	4.7	86	852	.8	3.6	15	374	.1	1.7
SP '97	90	1601	.8	4.3	137	822	1.2	4.4	152	797	1.4	5.0	108	915	1.0	4.4	31	475	.3	3.4
WI '97	82	1540	.7	4.3	127	865	1.1	4.3	145	807	1.3	5.2	98	854	.9	4.1	23	388	.2	3.2
4-Book	74	1546	.7	3.7	110	761	1.0	3.7	132	744	1.2	4.5	89	847	.8	3.7	22	404	.2	2.7
FA '96	70	1479	.6	3.6	97	730	.9	3.3	128	773	1.2	4.5	94	854	.8	4.0	12	370	.1	1.5
WDGL-FM																				
FA '97	125	2350	1.1	6.3	155	1174	1.4	5.1	175	1155	1.6	5.9	159	1378	1.4	6.6	49	698	.4	6.2
SU '97	133	2586	1.2	6.7	156	1276	1.4	5.5	220	1448	2.0	7.3	157	1569	1.4	6.7	51	745	.5	5.9
SP '97	152	2396	1.4	7.3	183	1216	1.7	5.9	249	1185	2.2	8.1	170	1319	1.5	6.9	60	734	.5	6.6
WI '97	102	2229	.9	5.3	119	1079	1.1	4.0	151	971	1.4	5.4	135	1271	1.2	5.7	43	564	.4	5.9
4-Book	128	2390	1.2	6.4	153	1186	1.4	5.1	199	1190	1.8	6.7	155	1384	1.4	6.5	51	685	.5	6.2
FA '96	132	2336	1.2	6.8	172	1211	1.6	5.8	205	1257	1.9	7.2	163	1398	1.5	7.0	49	727	.4	6.1
WPEN-AM																				
FA '97	12	279	.1	.6	18	158	.2	.6	19	113	.2	.6	13	99	.1	.5	4	32	.1	.5
SU '97	15	270	.1	.8	19	117	.2	.7	12	91	.1	.4	16	77	.1	.7	11	70	.1	1.3
SP '97	12	238	.1	.6	19	100	.2	.6	16	118	.1	.5	12	103	.1	.5	4	73	.1	.4
WI '97	19	256	.2	1.0	33	133	.3	1.1	23	155	.2	.8	21	115	.2	.9	9	59	.1	1.2
4-Book	15	261	.1	.8	22	127	.2	.8	18	119	.2	.6	16	99	.1	.7	7	59	.1	.9
FA '96	15	350	.1	.8	16	184	.1	.5	20	166	.2	.7	17	135	.2	.7	8	84	.1	1.0
+WPHI-FM																				
FA '97	37	787	.3	1.9	44	324	.4	1.5	37	401	.3	1.2	41	415	.4	1.7	31	284	.3	3.9
SU '97	47	860	.4	2.4	44	404	.4	1.5	44	417	.4	1.5	67	492	.6	2.8	44	428	.4	5.1
SP '97	41	863	.4	2.0	48	385	.4	1.5	42	389	.4	1.4	55	488	.5	2.2	38	392	.3	4.2
WI '97	35	775	.3	1.8	30	305	.3	1.0	47	391	.4	1.7	44	430	.4	1.9	17	237	.2	2.3
4-Book	40	821	.4	2.0	42	355	.4	1.4	43	400	.4	1.5	52	456	.5	2.2	33	335	.3	3.9
FA '96	27	783	.2	1.4	34	367	.3	1.1	32	359	.3	1.1	40	477	.4	1.7	14	312	.1	1.8
WPHT-AM																				
FA '97	2	119	.1	.1	1	16	.1	.1	3	32	.1	.1	4	36	.1	.2	3	23	.1	.4
SU '97	6	293	.1	.3	5	81	.1	.2	10	95	.1	.3	7	131	.1	.3	4	66	.1	.5
SP '97	7	238	.1	.3	7	66	.1	.2	11	90	.1	.4	8	72	.1	.3	3	58	.1	.3
WI '97	4	172	.1	.2	8	66	.1	.3	1	42	.1	.3	9	111	.1	.4	4	24	.1	.6
4-Book	5	206	.1	.2	5	57	.1	.2	6	65	.1	.2	7	88	.1	.3	4	43	.1	.5
FA '96	3	154	.1	.2	4	87	.1	.1	3	50	.1	.1	5	41	.1	.2	1	35	.1	.1
WPLY-FM																				
FA '97	39	1193	.4	2.0	57	573	.5	1.9	53	554	.5	1.8	63	625	.6	2.6	15	369	.1	1.9
SU '97	54	1465	.5	2.7	73	737	.7	2.6	80	706	.7	2.7	70	831	.6	3.0	22	488	.2	2.6
SP '97	36	1094	.3	1.7	64	623	.6	2.1	46	443	.4	1.5	43	604	.4	1.7	13	252	.1	1.4
WI '97	49	1402	.4	2.5	94	736	.8	3.2	59	491	.5	2.1	67	806	.6	2.8	10	301	.1	1.4
4-Book	45	1289	.4	2.2	72	667	.7	2.5	60	549	.5	2.0	61	717	.6	2.5	15	353	.1	1.8
FA '96	54	1478	.5	2.8	102	811	.9	3.4	60	644	.5	2.1	67	839	.6	2.9	19	360	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
FA '97	27	191	.2	1.4	45	143	.4	1.5	42	158	.4	1.4	23	148	.2	1.0	11	92	.1	1.4
SU '97	8	87	.1	.4	17	80	.2	.6	11	56	.1	.4	5	46	.2	.2	2	7		.2
SP '97	25	194	.2	1.2	41	125	.4	1.3	30	126	.3	1.0	25	124	.2	1.0	15	105	.1	1.6
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	75	1246	.7	3.8	112	633	1.0	3.7	78	574	.7	2.6	91	604	.8	3.8	50	397	.5	6.3
SU '97	82	1358	.7	4.1	99	694	.9	3.5	96	655	.9	3.2	88	763	.8	3.7	61	607	.6	7.1
SP '97	89	1293	.8	4.3	119	725	1.1	3.8	100	589	.9	3.3	78	633	.7	3.2	72	520	.7	7.9
WI '97	109	1472	1.0	5.7	138	857	1.2	4.7	127	722	1.1	4.6	127	843	1.1	5.3	75	654	.7	10.4
4-Book	89	1342	.8	4.5	117	727	1.1	3.9	100	635	.9	3.4	96	711	.9	4.0	65	545	.6	7.9
FA '96	107	1463	1.0	5.5	143	838	1.3	4.8	142	828	1.3	5.0	130	744	1.2	5.6	53	521	.5	6.6
WVDB-FM																				
FA '97	50	891	.5	2.5	77	486	.7	2.5	93	484	.8	3.1	34	277	.3	1.4	17	204	.2	2.2
SU '97	48	1019	.4	2.4	66	404	.6	2.3	69	453	.6	2.3	51	411	.5	2.2	28	284	.3	3.3
SP '97	45	981	.4	2.2	47	309	.4	1.5	49	326	.4	1.6	94	661	.8	3.8	23	295	.2	2.5
WI '97	63	1092	.6	3.3	86	421	.8	2.9	78	484	.7	2.8	102	613	.9	4.3	22	256	.2	3.0
4-Book	52	996	.5	2.6	69	405	.6	2.3	72	437	.6	2.5	70	491	.6	2.9	23	260	.2	2.8
FA '96	44	939	.4	2.3	49	321	.4	1.6	63	406	.6	2.2	73	471	.7	3.1	18	220	.2	2.3
WWJZ-AM																				
FA '97	1	26	.1	.1	1	26			2	10		.1	1	10			2	15		.2
SU '97	4	34	.2	.2	2	15		.1	5	23		.2	8	25	.1	.3	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	7			**	**	**	**	**	7			**	7			**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	1	35	.1	.1	1	8			4	19		.1	2	24		.1				
WXTU-FM																				
FA '97	80	1154	.7	4.0	133	793	1.2	4.4	117	648	1.1	3.9	84	687	.8	3.5	27	420	.2	3.4
SU '97	104	1381	.9	5.2	138	826	1.2	4.8	165	819	1.5	5.5	133	942	1.2	5.6	41	500	.4	4.8
SP '97	98	1272	.9	4.7	136	713	1.2	4.4	132	679	1.2	4.3	121	844	1.1	4.9	35	425	.3	3.8
WI '97	98	1203	.9	5.1	158	786	1.4	5.3	139	742	1.3	5.0	107	829	1.0	4.5	25	407	.2	3.5
4-Book	95	1253	.9	4.8	141	780	1.3	4.7	138	722	1.3	4.7	111	826	1.0	4.6	32	438	.3	3.9
FA '96	71	1149	.6	3.6	109	695	1.0	3.7	89	563	.8	3.1	109	790	1.0	4.7	21	315	.2	2.6
+WXXM-FM																				
WFLN-FM																				
FA '97	29	753	.3	1.5	40	377	.4	1.3	44	358	.4	1.5	35	399	.3	1.4	11	267	.1	1.4
SU '97	45	685	.4	2.3	46	321	.4	1.6	82	338	.7	2.7	75	412	.7	3.2	15	190	.1	1.7
SP '97	38	747	.3	1.8	48	373	.4	1.5	61	319	.6	2.0	43	383	.4	1.7	21	235	.2	2.3
WI '97	45	869	.4	2.3	53	439	.5	1.8	70	394	.6	2.5	53	471	.5	2.2	24	200	.2	3.3
4-Book	39	764	.4	2.0	47	378	.4	1.6	64	352	.6	2.2	52	416	.5	2.1	18	223	.2	2.2
FA '96	47	943	.4	2.4	61	421	.6	2.1	61	464	.6	2.1	52	537	.5	2.2	29	291	.3	3.6
WYSP-FM																				
FA '97	62	1838	.6	3.1	199	1069	1.8	6.6	68	592	.6	2.3	30	476	.3	1.2	10	244	.1	1.3
SU '97	69	1742	.6	3.5	260	1120	2.3	9.1	70	676	.6	2.3	33	461	.3	1.4	10	261	.1	1.2
SP '97	74	1666	.7	3.6	255	1103	2.3	8.2	67	612	.6	2.2	49	586	.4	2.0	23	268	.2	2.5
WI '97	60	1573	.5	3.1	219	1041	2.0	7.4	52	590	.5	1.9	40	536	.4	1.7	8	178	.1	1.1
4-Book	66	1705	.6	3.3	233	1083	2.1	7.8	64	618	.6	2.2	38	515	.4	1.6	13	238	.1	1.5
FA '96	57	1668	.5	2.9	177	878	1.6	6.0	54	485	.5	1.9	50	497	.5	2.1	13	272	.1	1.6
WYXR-FM																				
FA '97	116	2076	1.0	5.8	157	1130	1.4	5.2	196	969	1.8	6.6	172	1258	1.6	7.1	34	583	.3	4.3
SU '97	126	2496	1.1	6.3	157	1305	1.4	5.5	192	1315	1.7	6.4	162	1649	1.5	6.9	65	853	.6	7.6
SP '97	139	2288	1.3	6.7	191	1311	1.7	6.2	246	1316	2.2	8.0	197	1452	1.8	8.0	45	751	.4	4.9
WI '97	96	2063	.9	5.0	140	1054	1.3	4.7	157	1013	1.4	5.6	116	1182	1.0	4.9	31	659	.3	4.3
4-Book	119	2231	1.1	6.0	161	1200	1.5	5.4	198	1153	1.8	6.7	162	1385	1.5	6.7	44	712	.4	5.3
FA '96	125	2363	1.1	6.4	157	1364	1.4	5.3	199	1348	1.8	7.0	175	1595	1.6	7.5	50	877	.5	6.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97	8	136	.1	.4	13	76	.1	.4	11	59	.1	.4	7	47	.1	.3	4	45	.1	.5
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	16	183	.1	.8	19	148	.2	.6	25	109	.2	.9	20	115	.2	.9	9	99	.1	1.1
WJBR-FM																				
FA '97	10	348	.1	.5	16	151	.1	.5	14	148	.1	.5	11	131	.1	.5	5	63	.1	.6
SU '97	15	296	.1	.8	25	119	.2	.9	29	127	.3	1.0	19	161	.2	.8	2	63	.2	.2
SP '97	20	375	.2	1.0	27	167	.2	.9	39	165	.4	1.3	24	185	.2	1.0	3	91	.3	.3
WI '97	15	358	.1	.8	16	163	.1	.5	26	161	.2	.9	19	152	.2	.8	9	129	.1	1.2
4-Book	15	344	.1	.8	21	150	.2	.7	27	150	.3	.9	18	157	.2	.8	5	87	.6	.6
FA '96	17	469	.2	.9	24	221	.2	.8	29	222	.3	1.0	23	225	.2	1.0	4	78	.5	.5
WKXW-FM																				
FA '97	24	523	.2	1.2	39	256	.4	1.3	30	231	.3	1.0	42	324	.4	1.7	14	154	.1	1.8
SU '97	22	558	.2	1.1	32	255	.3	1.1	30	246	.3	1.0	28	305	.3	1.2	5	156	.6	.6
SP '97	25	567	.2	1.2	36	242	.3	1.2	40	268	.4	1.3	37	340	.3	1.5	8	121	.1	.9
WI '97	18	528	.2	.9	19	177	.2	.6	24	205	.2	.9	26	299	.2	1.1	6	86	.1	.8
4-Book	22	544	.2	1.1	32	233	.3	1.1	31	238	.3	1.1	33	317	.3	1.4	8	129	.1	1.0
FA '96	15	453	.1	.8	30	187	.3	1.0	25	214	.2	.9	20	221	.2	.9	4	123	.5	.5
+WLEV-FM																				
WFMZ-FM																				
FA '97	24	237	.2	1.2	23	86	.2	.8	59	151	.5	2.0	34	128	.3	1.4	5	88	.6	.6
SU '97	8	209	.1	.4	7	97	.1	.2	20	130	.2	.7	10	146	.1	.4	3	63	.3	.3
SP '97	8	132	.1	.4	12	69	.1	.4	20	68	.2	.7	7	61	.1	.3	2	27	.2	.2
WI '97	20	259	.2	1.0	20	100	.2	.7	40	119	.4	1.4	29	161	.3	1.2	6	71	.1	.8
4-Book	15	209	.2	.8	16	88	.2	.5	35	117	.3	1.2	20	124	.2	.8	4	62	.5	.5
FA '96	10	158	.1	.5	13	85	.1	.4	18	72	.2	.6	13	69	.1	.6	1	29	.1	.1
WPST-FM																				
FA '97	27	888	.2	1.4	30	336	.3	1.0	52	399	.5	1.7	35	442	.3	1.4	10	334	.1	1.3
SU '97	34	1093	.3	1.7	33	438	.3	1.2	55	523	.5	1.8	41	578	.4	1.7	11	290	.1	1.3
SP '97	24	680	.2	1.2	29	320	.3	.9	37	377	.3	1.2	34	372	.3	1.4	14	183	.1	1.5
WI '97	23	690	.2	1.2	33	345	.3	1.1	45	326	.4	1.6	34	416	.3	1.4	4	138	.6	.6
4-Book	27	838	.2	1.4	31	360	.3	1.1	47	406	.4	1.6	36	452	.3	1.5	10	236	.1	1.2
FA '96	31	807	.3	1.6	45	369	.4	1.5	60	343	.5	2.1	42	417	.4	1.8	10	206	.1	1.3
WRDR-FM																				
FA '97	8	142	.1	.4	12	54	.1	.4	19	95	.2	.6	7	61	.1	.3	1	31	.1	.1
SU '97	2	73	.1	.1	2	22	.1	.1	2	15	.1	.1	1	24	.1	.1	1	12	.1	.1
SP '97	6	104	.1	.3	5	63	.1	.2	15	73	.1	.5	7	60	.1	.3	1	26	.1	.1
WI '97	3	101	.1	.2	3	40	.1	.1	7	7	.1	.1	6	60	.1	.3	4	38	.6	.6
4-Book	5	105	.1	.3	6	45	.2	.2	9	48	.1	.3	5	51	.1	.2	2	27	.2	.2
FA '96	2	73	.1	.1	2	26	.1	.1	4	41	.1	.1	4	33	.1	.2	1	22	.1	.1
WRFY-FM																				
FA '97	10	186	.1	.5	15	90	.1	.5	22	83	.2	.7	13	93	.1	.5	1	28	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97		7								7										
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	3	39	.1	.2	4	15	.1	.1	6	31	.1	.2	4	8	.1	.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1991	10811	18.0		3023	9927	27.3		2979	8520	26.9		2417	9445	21.8		789	6241	7.1	
SU '97	2000	10800	18.1		2847	9610	25.7		3012	8987	27.2		2359	9664	21.3		860	6636	7.8	
SP '97	2083	10862	18.8		3102	9850	28.0		3056	8581	27.6		2466	9579	22.3		913	6591	8.2	
WI '97	1925	10769	17.4		2956	9676	26.7		2781	8362	25.1		2375	9368	21.5		724	6000	6.5	
4-Book	2000	10811	18.1		2982	9766	26.9		2957	8613	26.7		2404	9514	21.7		822	6367	7.4	
FA '96	1953	10829	17.6		2970	9867	26.8		2860	8746	25.8		2327	9607	21.0		797	6296	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Women 25-54																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
FA '97	138	2799	1.2	4.9	59	1397	.5	4.5	136	670	1.2	10.1	75	485	.7	3.4	41	214	.4	2.7
4-Book	139	2786	1.2	5.0	62	1472	.6	4.5	152	689	1.4	11.2	74	427	.7	3.2	42	230	.4	2.6
WBEB-FM																				
FA '97	343	2391	3.1	12.2	104	1246	.9	7.9	115	413	1.0	8.6	221	654	2.0	10.0	135	455	1.2	8.8
4-Book	318	2267	2.9	11.4	96	1208	.9	7.0	100	353	.9	7.4	199	589	1.8	8.5	117	396	1.1	7.2
WDAS-AM																				
FA '97	44	256	.4	1.6	37	338	.3	2.8	44	79	.4	3.3	38	73	.3	1.7	21	57	.2	1.4
4-Book	35	215	.4	1.3	34	288	.3	2.4	26	54	.3	1.9	27	51	.2	1.2	15	36	.1	.9
WDAS-FM																				
FA '97	273	1549	2.5	9.7	135	1105	1.2	10.2	119	363	1.1	8.9	227	522	2.1	10.2	213	485	1.9	13.9
4-Book	248	1470	2.3	8.9	131	1053	1.2	9.6	104	308	.9	7.7	224	491	2.0	9.5	177	408	1.6	10.9
WFIL-AM																				
FA '97	11	126	.1	.4	3	62	.2	.2	4	7	.3	.3	3	7	.1	.1	2	7	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	22	151	.2	.8	18	158	.2	1.4	13	34	.1	1.0	14	40	.1	.6	11	26	.1	.7
4-Book	23	145	.2	.8	19	156	.2	1.4	16	38	.1	1.2	20	43	.2	.8	10	19	.1	.6
WIOQ-FM																				
FA '97	100	1425	.9	3.5	42	821	.4	3.2	32	118	.3	2.4	82	276	.7	3.7	44	212	.4	2.9
4-Book	125	1634	1.1	4.5	62	984	.6	4.5	45	197	.4	3.4	133	448	1.2	5.6	85	338	.8	5.2
WIP -AM																				
FA '97	33	423	.3	1.2	10	209	.1	.8	6	34	.1	.4	7	32	.1	.3	21	73	.2	1.4
4-Book	31	407	.3	1.1	12	233	.1	.9	13	49	.2	1.0	15	53	.2	.6	18	63	.2	1.1
WJJZ-FM																				
FA '97	181	1277	1.6	6.4	52	759	.5	3.9	44	151	.4	3.3	71	290	.6	3.2	78	237	.7	5.1
4-Book	159	1277	1.4	5.7	67	812	.6	4.9	51	184	.5	3.8	105	315	.9	4.4	87	232	.8	5.3
WMGK-FM																				
FA '97	155	2022	1.4	5.5	78	1221	.7	5.9	48	230	.4	3.6	164	554	1.5	7.4	107	453	1.0	7.0
4-Book	155	1885	1.4	5.6	77	1209	.7	5.6	55	234	.5	4.0	170	594	1.5	7.2	106	409	1.0	6.5
WMMR-FM																				
FA '97	85	1194	.8	3.0	35	696	.3	2.6	34	185	.3	2.5	75	277	.7	3.4	30	204	.3	2.0
4-Book	112	1284	1.0	4.0	42	768	.4	3.0	45	187	.4	3.3	85	329	.8	3.6	52	240	.5	3.2
WUGL-FM																				
FA '97	164	1975	1.5	5.8	109	1307	1.0	8.2	81	313	.7	6.0	218	593	2.0	9.8	153	464	1.4	10.0
4-Book	171	1965	1.5	6.1	104	1302	.9	7.5	79	292	.7	5.9	187	573	1.7	8.0	133	437	1.2	8.1
WPEN-AM																				
FA '97	17	222	.2	.6	9	93	.1	.7	14	42	.1	1.0					14	34	.1	.9
4-Book	18	199	.2	.7	14	144	.1	1.0	17	46	.2	1.3	19	53	.2	.8	16	43	.1	.9
+WPHI-FM																				
FA '97	40	690	.4	1.4	35	409	.3	2.6	19	76	.2	1.4	57	148	.5	2.6	35	130	.3	2.3
4-Book	45	684	.4	1.6	36	456	.3	2.7	28	94	.3	2.1	66	201	.6	2.8	46	154	.4	2.8
WPHT-AM																				
FA '97	3	66	.1	.1	1	54	.1	.1	2	18	.1	.1					2	8	.1	.1
4-Book	6	145	.1	.2	3	71	.2	.2	4	13	.3	.3	3	12	.1	.1				
WPLY-FM																				
FA '97	58	994	.5	2.1	22	584	.2	1.7	19	120	.2	1.4	42	219	.4	1.9	31	192	.3	2.0
4-Book	64	1093	.6	2.3	30	646	.3	2.2	23	133	.2	1.7	62	288	.6	2.6	36	193	.4	2.2
WURD-AM																				
FA '97	37	183	.3	1.3	19	119	.2	1.4	16	43	.1	1.2	31	70	.3	1.4	31	66	.3	2.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-54

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUSL-FM																				
FA '97	92	1040	.8	3.3	61	757	.6	4.6	43	164	.4	3.2	84	239	.8	3.8	60	206	.5	3.9
4-Book	104	1126	1.0	3.7	78	814	.7	5.7	56	186	.5	4.1	118	357	1.1	5.0	96	267	.9	5.9
WWDB-FM																				
FA '97	70	696	.6	2.5	37	444	.3	2.8	50	138	.5	3.7	34	102	.3	1.5	19	65	.2	1.2
4-Book	71	775	.7	2.5	37	463	.3	2.7	40	121	.4	3.0	38	111	.3	1.6	24	78	.2	1.5
WWJZ-AM																				
FA '97	1	26	**	**	2	18	**	.2	3	10	**	.2	2	10	**	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	112	1021	1.0	4.0	60	789	.5	4.5	60	233	.5	4.5	136	442	1.2	6.1	76	268	.7	5.0
4-Book	131	1114	1.2	4.7	74	805	.7	5.4	73	247	.7	5.4	150	434	1.4	6.3	93	314	.9	5.7
+WXXM-FM																				
WFLN-FM																				
FA '97	40	653	.4	1.4	22	412	.2	1.7	25	106	.2	1.9	39	175	.4	1.8	31	166	.3	2.0
4-Book	55	628	.5	2.0	26	392	.2	1.9	25	106	.2	1.9	41	145	.4	1.7	30	119	.3	1.9
WYSP-FM																				
FA '97	96	1416	.9	3.4	37	761	.3	2.8	29	129	.3	2.2	28	127	.3	1.3	24	125	.2	1.6
4-Book	108	1430	1.0	3.9	28	622	.3	2.1	25	99	.3	1.9	42	211	.4	1.8	41	184	.4	2.5
WYXR-FM																				
FA '97	177	1807	1.6	6.3	63	1017	.6	4.8	55	249	.5	4.1	132	426	1.2	6.0	60	275	.5	3.9
4-Book	176	1936	1.6	6.3	70	1131	.7	5.1	66	286	.6	5.0	143	496	1.3	6.1	99	384	.9	6.0
WBYN-FM																				
FA '97	10	105	.1	.4	7	101	.1	.5	5	23	**	.4	15	53	.1	.7	10	22	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	13	278	.1	.5	8	163	.1	.6	7	21	.1	.5	14	69	.1	.6	4	22	.1	.3
4-Book	23	266	.2	.8	8	160	.1	.6	7	25	.1	.5	15	57	.1	.6	7	32	.1	.5
WKXV-FM																				
FA '97	36	456	.3	1.3	8	172	.1	.6	17	52	.2	1.3	10	54	.1	.5	20	73	.2	1.3
4-Book	32	451	.3	1.1	15	219	.2	1.0	18	58	.2	1.4	27	77	.2	1.2	20	65	.2	1.2
+WLEV-FM																				
WFMZ-FM																				
FA '97	40	178	.4	1.4	8	85	.1	.6	11	26	.1	.8	16	35	.1	.7	11	33	.1	.7
4-Book	25	171	.2	.9	6	87	.1	.4	7	20	.1	.5	9	28	.1	.4	5	16	.1	.3
WPST-FM																				
FA '97	40	723	.4	1.4	16	464	.1	1.2	11	67	.1	.8	32	186	.3	1.4	20	160	.2	1.3
4-Book	39	709	.4	1.4	18	412	.2	1.3	11	69	.1	.8	40	189	.4	1.6	22	137	.2	1.3
WRDR-FM																				
FA '97	13	110	.1	.5	5	71	.1	.4	10	16	.1	.7	9	23	.1	.4	3	15	.1	.2
4-Book	7	80	.1	.3	3	48	.1	.2	4	12	.1	.3	5	21	.1	.2	4	18	.1	.2
WRFY-FM																				
FA '97	17	148	.2	.6	5	74	.1	.4	9	22	.1	.7	9	45	.1	.4	4	24	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	2820	10703	25.5		1323	9060	12.0		1342	4056	12.1		2217	5533	20.0		1531	4296	13.8	
4-Book	2795	10694	25.3		1376	9132	12.5		1348	3992	12.2		2363	5849	21.3		1636	4480	14.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	20	120	.2	2.4	127	568	1.1	11.2	51	255	.5	3.0	18	118	.2	1.7	19	157	.2	2.8
4-Book	22	146	.2	2.5	128	550	1.1	11.5	47	262	.5	2.8	27	157	.3	2.3	24	150	.2	3.1
WBEB-FM																				
FA '97	56	188	.5	6.7	81	263	.7	7.2	128	422	1.2	7.6	71	252	.6	6.6	24	120	.2	3.5
4-Book	53	225	.5	6.2	69	246	.6	6.2	116	402	1.1	6.9	80	270	.7	6.6	33	157	.3	4.2
WDAS-AM																				
FA '97	14	23	.1	1.7	78	184	.7	6.9	51	179	.5	3.0	42	116	.4	3.9	14	32	.1	2.0
4-Book	7	18	.1	.9	87	195	.8	7.8	67	168	.6	4.0	34	72	.3	2.8	10	28	.1	1.3
WDAS-FM																				
FA '97	102	274	.9	12.3	68	169	.6	6.0	55	176	.5	3.3	98	202	.9	9.1	191	389	1.7	27.8
4-Book	103	297	.9	12.1	65	164	.6	5.9	71	235	.7	4.3	97	222	.9	8.1	193	376	1.8	25.4
WFIL-AM																				
FA '97	3	16	.4	.4	6	29	.1	.5	2	16	.1	.1					1	10		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	4	14	.5	.5	52	96	.5	4.6	36	99	.3	2.1	12	34	.1	1.1	2	6		.3
4-Book	8	23	.1	.9	40	90	.4	3.6	32	92	.3	1.9	22	45	.2	1.7	9	20	.1	1.2
WIOQ-FM																				
FA '97	50	226	.5	6.0	12	65	.1	1.1	46	270	.4	2.7	33	155	.3	3.1	28	131	.3	4.1
4-Book	43	195	.4	5.2	22	89	.2	2.0	72	316	.6	4.3	55	217	.5	4.6	32	142	.3	4.2
WIP -AM																				
FA '97	6	21	.1	.7	3	35	.3	.3	15	80	.1	.9	10	34	.1	.9	9	65	.1	1.3
4-Book	7	35	.1	.8	7	36	.1	.7	15	78	.1	.9	12	50	.1	1.0	7	41	.1	.9
WJZ-FM																				
FA '97	46	186	.4	5.5	46	154	.4	4.1	68	232	.6	4.0	44	167	.4	4.1	18	79	.2	2.6
4-Book	55	184	.5	6.4	42	140	.4	3.8	87	245	.8	5.2	71	209	.6	5.9	34	132	.3	4.3
WMGK-FM																				
FA '97	38	170	.3	4.6	37	189	.3	3.3	106	441	1.0	6.3	83	343	.8	7.7	30	168	.3	4.4
4-Book	44	200	.4	5.1	31	157	.3	2.8	89	413	.8	5.3	77	314	.7	6.4	35	179	.4	4.7
WMMR-FM																				
FA '97	11	83	.1	1.3	30	115	.3	2.7	65	258	.6	3.9	20	105	.2	1.9	8	49	.1	1.2
4-Book	20	95	.2	2.3	33	125	.3	3.0	52	238	.5	3.1	33	161	.3	2.7	15	80	.2	1.9
WQGL-FM																				
FA '97	62	215	.6	7.5	81	267	.7	7.2	126	437	1.1	7.5	86	337	.8	8.0	58	158	.5	8.4
4-Book	76	269	.7	9.0	73	245	.7	6.5	123	442	1.1	7.3	91	323	.8	7.5	62	197	.6	8.2
WPEN-AM																				
FA '97	5	34	.6	.6	14	36	.1	1.2	11	25	.1	.7	14	24	.1	1.3	2	8		.3
4-Book	7	28	.1	.8	10	36	.1	.9	17	51	.2	1.0	15	30	.1	1.2	8	22	.1	1.0
+WPHI-FM																				
FA '97	49	145	.4	5.9	5	38	.4	.4	47	103	.4	2.8	42	70	.4	3.9	20	95	.2	2.9
4-Book	42	127	.4	4.9	15	45	.1	1.4	37	134	.3	2.2	34	94	.3	2.9	20	69	.2	2.6
WPHT-AM																				
FA '97					2	16	.2	.2	3	7	.2	.2	1	7	.1	.1	2	6		.3
4-Book	2	12		.2	3	10		.2	5	20	.1	.3	5	19	.1	.4	2	9		.3
WPLY-FM																				
FA '97	8	86	.1	1.0	12	86	.1	1.1	40	201	.4	2.4	15	80	.1	1.4	9	39	.1	1.3
4-Book	15	87	.2	1.8	15	86	.2	1.4	45	206	.4	2.7	32	156	.3	2.6	12	66	.1	1.5
WURD-AM																				
FA '97	5	9	.6	.6	16	34	.1	1.4	29	60	.3	1.7	19	43	.2	1.8	7	17	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	57	160	.5	6.9	65	218	.6	5.7	109	279	1.0	6.5	45	119	.4	4.2	21	82	.2	3.1
4-Book	76	224	.7	9.1	58	177	.5	5.2	96	271	.9	5.8	69	175	.6	5.7	49	118	.5	6.4
WVOB-FM																				
FA '97	30	87	.3	3.6	45	156	.4	4.0	82	211	.7	4.9	12	55	.1	1.1	23	100	.2	3.3
4-Book	19	72	.2	2.3	46	163	.4	4.1	83	198	.8	5.0	21	73	.2	1.7	19	72	.2	2.5
WJZ-AM																				
FA '97					5	10		.4	5	18		.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	18	119	.2	2.2	59	220	.5	5.2	60	240	.5	3.6	43	182	.4	4.0	29	125	.3	4.2
4-Book	31	150	.3	3.7	56	198	.5	5.1	91	322	.8	5.5	63	226	.6	5.2	27	122	.3	3.6
+WXXM-FM																				
WFLN-FM																				
FA '97	20	93	.2	2.4	1	10		.1	30	169	.3	1.8	24	101	.2	2.2	3	28		.4
4-Book	16	72	.2	2.0	15	66	.1	1.4	38	165	.4	2.3	28	98	.3	2.3	8	45	.1	1.1
WYSP-FM																				
FA '97	8	39	.1	1.0	12	47	.1	1.1	114	370	1.0	6.8	69	285	.6	6.4	11	107	.1	1.6
4-Book	14	75	.2	1.6	10	41	.1	1.0	48	208	.4	2.8	36	156	.3	3.1	9	76	.1	1.2
WYXR-FM																				
FA '97	32	162	.3	3.8	31	125	.3	2.7	81	342	.7	4.8	53	280	.5	4.9	51	176	.5	7.4
4-Book	32	175	.3	3.7	30	149	.3	2.7	86	377	.8	5.2	63	276	.6	5.3	38	179	.4	5.1
WBYN-FM																				
FA '97	7	24	.1	.8	5	25		.4	8	38	.1	.5	7	24	.1	.6		8		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	4	20		.5	6	31	.1	.5	15	56	.1	.9	9	33	.1	.8	6	15	.1	.9
4-Book	7	30	.1	.8	4	25	.1	.4	12	49	.1	.7	6	24	.1	.5	6	26	.1	.8
WXXV-FM																				
FA '97	2	15		.2	9	56	.1	.8	5	29		.3	7	34	.1	.6	1	8		.1
4-Book	5	29	.1	.6	13	53	.1	1.2	18	68	.2	1.1	12	46	.1	1.0	6	22	.1	.7
+WLEV-FM																				
WFMZ-FM																				
FA '97	1	17		.1	8	19	.1	.7	6	16	.1	.4	6	33	.1	.6	4	18		.6
4-Book	2	14		.3	6	25	.1	.5	6	29	.1	.4	8	28	.1	.7	4	13		.6
WPST-FM																				
FA '97	18	94	.2	2.2	5	43		.4	16	120	.1	.9	21	115	.2	1.9	6	53	.1	.9
4-Book	14	75	.1	1.7	10	59	.1	.9	24	124	.2	1.4	15	84	.1	1.3	7	40	.1	.9
WRDR-FM																				
FA '97	1	7		.1	1	8		.1	9	41	.1	.5	4	22		.4				
4-Book	1	4		.1	3	10		.2	4	16	.1	.3	1	8		.1	2	4		.2
WRFY-FM																				
FA '97	1	8		.1	5	15		.4	9	28	.1	.5	6	15	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	832	2676	7.5		1132	3456	10.2		1688	4755	15.3		1077	3208	9.7		687	2230	6.2	
4-Book	846	2784	7.7		1109	3324	10.0		1669	4742	15.1		1203	3367	10.9		763	2326	6.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	127	3379	1.3	7.3	359	2486	3.7	13.1	91	1255	.9	3.7	124	1625	1.3	6.2	29	571	.3	4.4
SU '97	113	3118	1.2	6.6	325	2293	3.4	12.7	77	1143	.8	3.1	110	1361	1.1	5.6	34	598	.4	5.0
SP '97	111	3181	1.2	6.4	346	2262	3.6	12.5	60	1007	.6	2.4	90	1264	.9	4.5	34	611	.4	5.0
WI '97	135	3561	1.4	8.1	420	2614	4.4	15.9	80	1110	.8	3.4	123	1427	1.3	6.4	40	673	.4	6.7
4-Book	122	3310	1.3	7.1	363	2414	3.8	13.6	77	1129	.8	3.2	112	1419	1.2	5.7	34	613	.4	5.3
FA '96	143	3489	1.5	8.3	401	2675	4.2	14.8	99	1163	1.0	4.0	137	1608	1.4	6.9	46	708	.5	7.0
WBEB-FM																				
FA '97	194	2201	2.0	11.1	271	1386	2.8	9.9	406	1350	4.2	16.3	233	1386	2.4	11.6	38	580	.4	5.7
SU '97	184	2238	1.9	10.7	234	1283	2.4	9.2	371	1342	3.9	14.8	236	1400	2.5	12.0	39	626	.4	5.7
SP '97	189	2169	2.0	10.9	270	1359	2.8	9.7	372	1252	3.9	14.9	228	1445	2.4	11.4	43	632	.4	6.4
WI '97	162	1975	1.7	9.7	219	1211	2.3	8.3	339	1236	3.5	14.5	199	1253	2.1	10.3	28	484	.3	4.7
4-Book	182	2146	1.9	10.6	249	1310	2.6	9.3	372	1295	3.9	15.1	224	1371	2.4	11.3	37	581	.4	5.6
FA '96	189	2198	2.0	11.0	288	1515	3.0	10.7	368	1344	3.8	14.7	229	1441	2.4	11.6	63	651	.7	9.6
WDAS-AM																				
FA '97	46	468	.5	2.6	78	254	.8	2.8	51	183	.5	2.0	47	181	.5	2.3	19	102	.2	2.9
SU '97	25	340	.3	1.5	38	149	.4	1.5	34	125	.4	1.4	18	109	.2	.9	2	44	.1	.3
SP '97	51	528	.5	2.9	84	294	.9	3.0	61	249	.6	2.4	36	173	.4	1.8	10	106	.1	1.5
WI '97	33	352	.3	2.0	60	185	.6	2.3	48	163	.5	2.1	18	140	.2	.9	5	58	.1	.8
4-Book	39	422	.4	2.3	65	221	.7	2.4	49	180	.5	2.0	30	151	.3	1.5	9	78	.1	1.4
FA '96	24	404	.3	1.4	54	214	.6	2.0	20	132	.2	.8	12	118	.1	.6	1	29	.1	.2
WDAS-FM																				
FA '97	146	1338	1.5	8.4	206	793	2.1	7.5	199	729	2.0	8.0	154	749	1.6	7.6	96	547	1.0	14.5
SU '97	159	1169	1.7	9.2	221	734	2.3	8.7	211	655	2.2	8.4	172	774	1.8	8.7	105	612	1.1	15.4
SP '97	124	1211	1.3	7.1	160	640	1.7	5.8	154	720	1.6	6.2	145	766	1.5	7.3	89	555	.9	13.2
WI '97	136	1317	1.4	8.1	182	776	1.9	6.9	192	696	2.0	8.2	152	825	1.6	7.9	71	540	.7	11.9
4-Book	141	1259	1.5	8.2	192	736	2.0	7.2	189	700	2.0	7.7	156	779	1.6	7.9	90	564	.9	13.8
FA '96	125	1147	1.3	7.2	159	683	1.7	5.9	172	623	1.8	6.9	140	729	1.5	7.1	75	539	.8	11.5
WFIL-AM																				
FA '97	10	200	.1	.6	26	152	.3	.9	11	96	.1	.4	10	98	.1	.5	4	45	.1	.6
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	10	190	.1	.6	16	108	.2	.6	11	81	.1	.4	7	57	.1	.4	4	58	.1	1.0
WI '97	9	178	.1	.5	24	127	.3	.9	11	62	.1	.5	5	49	.1	.3	4	39	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	12	187	.1	.7	22	115	.2	.8	14	73	.1	.6	14	82	.1	.7	8	28	.1	1.2
WHAT-AM																				
FA '97	25	327	.3	1.4	34	147	.3	1.2	35	111	.4	1.4	15	80	.2	.7	7	69	.1	1.1
SU '97	26	242	.3	1.5	33	120	.3	1.3	31	120	.3	1.2	23	105	.2	1.2	15	76	.2	2.2
SP '97	53	403	.6	3.0	115	256	1.2	4.1	44	165	.5	1.8	37	147	.4	1.9	30	134	.3	4.5
WI '97	24	362	.3	1.4	63	170	.7	2.4	12	99	.1	.5	13	111	.1	.7	9	36	.1	1.5
4-Book	32	334	.4	1.8	61	173	.6	2.3	31	124	.3	1.2	22	111	.2	1.1	15	79	.2	2.3
FA '96	32	266	.3	1.9	77	195	.8	2.8	37	130	.4	1.5	21	107	.2	1.1	11	72	.1	1.7
WIOQ-FM																				
FA '97	36	802	.4	2.1	53	390	.5	1.9	54	415	.6	2.2	43	467	.4	2.1	13	218	.1	2.0
SU '97	48	1221	.5	2.8	49	474	.5	1.9	70	605	.7	2.8	65	664	.7	3.3	18	320	.2	2.6
SP '97	45	943	.5	2.6	66	481	.7	2.4	76	571	.8	3.0	58	512	.6	2.9	11	272	.1	1.6
WI '97	54	1187	.6	3.2	74	577	.8	2.8	77	522	.8	3.3	68	728	.7	3.5	26	406	.3	4.3
4-Book	46	1038	.5	2.7	61	481	.6	2.3	69	528	.7	2.8	59	593	.6	3.0	17	304	.2	2.6
FA '96	47	1048	.5	2.7	62	494	.6	2.3	75	475	.8	3.0	65	612	.7	3.3	16	289	.2	2.4
WIP -AM																				
FA '97	25	522	.3	1.4	60	297	.6	2.2	29	152	.3	1.2	35	265	.4	1.7	5	97	.1	.8
SU '97	18	425	.2	1.0	58	278	.6	2.3	19	178	.2	.8	8	93	.1	.4	5	61	.1	.7
SP '97	28	659	.3	1.6	60	298	.6	2.2	35	199	.4	1.4	28	237	.3	1.4	10	175	.1	1.5
WI '97	20	544	.2	1.2	44	277	.5	1.7	18	167	.2	.8	32	244	.3	1.7	5	95	.1	.8
4-Book	23	538	.3	1.3	56	288	.6	2.1	25	174	.3	1.1	26	210	.3	1.3	6	107	.1	1.0
FA '96	14	454	.1	.8	32	197	.3	1.2	12	158	.1	.5	16	175	.2	.8	4	93	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZJ-FM																				
FA '97	100	1425	1.0	5.7	109	730	1.1	4.0	158	679	1.6	6.3	155	903	1.6	7.7	48	480	.5	7.2
SU '97	109	1421	1.1	6.3	113	621	1.2	4.4	173	775	1.8	6.9	151	900	1.6	7.7	64	531	.7	9.4
SP '97	110	1531	1.1	6.3	120	821	1.3	4.3	174	819	1.8	7.0	156	911	1.6	7.8	56	609	.6	8.3
WI '97	99	1420	1.0	5.9	108	657	1.1	4.1	158	658	1.6	6.8	136	802	1.4	7.1	46	448	.5	7.7
4-Book	105	1449	1.1	6.1	113	707	1.2	4.2	166	733	1.7	6.8	150	879	1.6	7.6	54	517	.6	8.2
FA '96	126	1505	1.3	7.3	135	729	1.4	5.0	228	801	2.4	9.1	134	900	1.4	6.8	68	531	.7	10.4
WMGK-FM																				
FA '97	74	1249	.8	4.2	82	736	.8	3.0	116	674	1.2	4.7	100	830	1.0	5.0	33	322	.3	5.0
SU '97	66	1379	.7	3.8	71	616	.7	2.8	115	759	1.2	4.6	92	873	1.0	4.7	24	410	.3	3.5
SP '97	59	1262	.6	3.4	57	627	.6	2.1	98	715	1.0	3.9	80	736	.8	4.0	25	417	.3	3.7
WI '97	50	1108	.5	3.0	63	555	.7	2.4	81	511	.8	3.5	65	586	.7	3.4	17	340	.2	2.8
4-Book	62	1250	.7	3.6	68	634	.7	2.6	103	665	1.1	4.2	84	756	.9	4.3	25	372	.3	3.8
FA '96	66	1203	.7	3.8	85	663	.9	3.1	135	582	1.4	5.4	77	668	.8	3.9	16	313	.2	2.4
WMMR-FM																				
FA '97	30	754	.3	1.7	68	393	.7	2.5	43	337	.4	1.7	24	348	.2	1.2	8	163	.1	1.2
SU '97	34	790	.4	2.0	42	310	.4	1.6	80	358	.8	3.2	39	427	.4	2.0	5	143	.1	.7
SP '97	52	912	.5	3.0	90	499	.9	3.2	95	472	1.0	3.8	64	519	.7	3.2	13	250	.1	1.9
WI '97	49	866	.5	2.9	67	452	.7	2.5	86	463	.9	3.7	58	522	.6	3.0	15	260	.2	2.5
4-Book	41	831	.4	2.4	67	414	.7	2.5	76	408	.8	3.1	46	454	.5	2.4	10	204	.1	1.6
FA '96	51	801	.5	3.0	73	457	.8	2.7	101	429	1.1	4.0	65	461	.7	3.3	5	188	.1	.8
WVGL-FM																				
FA '97	150	2430	1.5	8.6	202	1237	2.1	7.4	199	1183	2.0	8.0	173	1412	1.8	8.6	59	743	.6	8.9
SU '97	139	2471	1.4	8.1	166	1277	1.7	6.5	235	1389	2.5	9.4	155	1474	1.6	7.9	52	717	.5	7.6
SP '97	144	2295	1.5	8.3	190	1223	2.0	6.9	230	1115	2.4	9.2	157	1314	1.6	7.9	54	714	.6	8.0
WI '97	127	2229	1.3	7.6	165	1189	1.7	6.3	208	1060	2.2	8.9	157	1382	1.6	8.1	39	569	.4	6.5
4-Book	140	2356	1.4	8.2	181	1232	1.9	6.8	218	1187	2.3	8.9	161	1396	1.7	8.1	51	686	.5	7.8
FA '96	142	2253	1.5	8.2	179	1231	1.9	6.6	208	1287	2.2	8.3	169	1390	1.8	8.6	60	725	.6	9.2
WPEN-AM																				
FA '97	38	613	.4	2.2	67	330	.7	2.4	40	306	.4	1.6	37	292	.4	1.8	18	151	.2	2.7
SU '97	52	649	.5	3.0	78	401	.8	3.1	56	309	.6	2.2	73	336	.8	3.7	22	177	.2	3.2
SP '97	43	640	.4	2.5	95	360	1.0	3.4	54	355	.6	2.2	37	297	.4	1.9	8	153	.1	1.2
WI '97	43	616	.4	2.6	65	347	.7	2.5	70	381	.7	3.0	44	320	.5	2.3	9	117	.1	1.5
4-Book	44	630	.4	2.6	76	360	.8	2.9	55	338	.6	2.3	48	311	.5	2.4	14	150	.2	2.2
FA '96	61	673	.6	3.5	78	377	.8	2.9	108	447	1.1	4.3	72	373	.8	3.6	18	177	.2	2.8
+WPHI-FM																				
FA '97	14	407	.1	.8	12	115	.1	.4	17	185	.2	.7	16	222	.2	.8	12	138	.1	1.8
SU '97	16	389	.2	.9	12	144	.1	.5	9	133	.1	.4	18	165	.2	.9	15	166	.2	2.2
SP '97	19	402	.2	1.1	21	157	.2	.8	31	185	.3	1.2	26	191	.3	1.3	13	136	.1	1.9
WI '97	13	278	.1	.8	10	83	.1	.4	17	107	.2	.7	16	148	.2	.8	9	119	.1	1.5
4-Book	16	369	.2	.9	14	125	.1	.5	19	153	.2	.8	19	182	.2	1.0	12	140	.1	1.9
FA '96	7	258	.1	.4	6	103	.1	.2	9	105	.1	.4	10	150	.1	.5	3	66	.0	.5
WPHT-AM																				
FA '97	6	259	.1	.3	2	40	.1	.1	7	67	.1	.3	7	71	.1	.3	7	76	.1	1.1
SU '97	10	334	.1	.6	6	80	.1	.2	17	120	.2	.7	14	165	.1	.7	7	88	.1	1.0
SP '97	8	280	.1	.5	5	56	.1	.2	12	116	.1	.5	6	60	.1	.3	9	80	.1	1.3
WI '97	7	186	.1	.4	10	86	.1	.4	4	72	.2	.2	18	92	.2	.9	5	34	.1	.8
4-Book	8	265	.1	.5	6	66	.1	.2	10	94	.1	.4	11	97	.1	.6	7	70	.1	1.1
FA '96	6	226	.1	.3	15	104	.2	.6	3	56	.1	.1	6	60	.1	.3	3	48	.0	.5
WPLY-FM																				
FA '97	14	466	.1	.8	13	190	.1	.5	19	220	.2	.8	24	223	.2	1.2	7	159	.1	1.1
SU '97	19	699	.2	1.1	33	285	.3	1.3	25	313	.3	1.0	23	345	.2	1.2	8	164	.1	1.2
SP '97	10	436	.1	.6	21	185	.2	.8	13	136	.1	.5	8	136	.1	.4	2	57	.0	.3
WI '97	14	538	.1	.8	33	296	.3	1.3	9	143	.1	.4	17	247	.2	.9	4	112	.0	.7
4-Book	14	535	.1	.8	25	239	.2	1.0	17	203	.2	.7	18	238	.2	.9	5	123	.1	.8
FA '96	19	615	.2	1.1	39	314	.4	1.4	22	216	.2	.9	22	292	.2	1.1	8	122	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
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	
WURD-AM																				
FA '97	10	92	.1	.6	20	51	.2	.7	13	59	.1	.5	8	66	.1	.4	7	49	.1	1.1
SU '97	7	68	.1	.4	8	47	.1	.3	9	41	.1	.4	2	33	.1	.1	2	7	.1	.3
SP '97	12	105	.1	.7	16	56	.2	.6	16	60	.2	.6	14	80	.1	.7	5	70	.1	.7
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
FA '97	41	758	.4	2.4	63	342	.6	2.3	39	284	.4	1.6	62	362	.6	3.1	26	207	.3	3.9
SU '97	42	837	.4	2.4	53	335	.6	2.1	47	324	.5	1.9	47	418	.5	2.4	28	347	.3	4.1
SP '97	35	660	.4	2.0	49	329	.5	1.8	55	295	.6	2.2	36	323	.4	1.8	21	192	.2	3.1
WI '97	48	922	.5	2.9	52	434	.5	2.0	54	389	.6	2.3	63	473	.7	3.3	33	358	.3	5.5
4-Book	42	794	.4	2.4	54	360	.6	2.1	49	323	.5	2.0	52	394	.6	2.7	27	276	.3	4.2
FA '96	49	899	.5	2.8	58	467	.6	2.1	64	449	.7	2.6	62	406	.6	3.1	23	261	.2	3.5
WWDB-FM																				
FA '97	73	1201	.8	4.2	123	629	1.3	4.5	116	642	1.2	4.7	52	385	.5	2.6	25	312	.3	3.8
SU '97	74	1273	.8	4.3	109	609	1.1	4.3	104	632	1.1	4.1	73	501	.8	3.7	35	347	.4	5.1
SP '97	71	1165	.7	4.1	99	491	1.0	3.6	80	476	.8	3.2	118	768	1.2	5.9	33	375	.3	4.9
WI '97	100	1398	1.0	6.0	132	627	1.4	5.0	126	666	1.3	5.4	140	778	1.5	7.3	46	398	.5	7.7
4-Book	80	1259	.8	4.7	116	589	1.2	4.4	107	604	1.1	4.4	96	608	1.0	4.9	35	358	.4	5.4
FA '96	81	1250	.8	4.7	119	613	1.2	4.4	97	555	1.0	3.9	111	670	1.2	5.6	36	313	.4	5.5
WWJZ-AM																				
FA '97	2	64	.1	.1	1	34	.1	.1	2	10	.1	.1	3	21	.1	.1	3	21	.1	.4
SU '97	5	55	.1	.3	2	30	.1	.1	5	23	.1	.2	9	30	.1	.5	3	21	.1	.4
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	27	.1	.1	**	**	**	**	**	7	.1	.1	**	18	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	3	65	.2	.2	2	24	.1	.1	5	32	.1	.2	3	40	.2	.2	10	10	.2	.2
WXTU-FM																				
FA '97	81	1072	.8	4.6	130	694	1.3	4.7	115	561	1.2	4.6	80	590	.8	4.0	30	335	.3	4.5
SU '97	96	1263	1.0	5.6	133	724	1.4	5.2	139	686	1.4	5.5	120	845	1.3	6.1	32	396	.3	4.7
SP '97	98	1078	1.0	5.6	144	657	1.5	5.2	135	666	1.4	5.4	121	774	1.3	6.1	32	370	.3	4.7
WI '97	96	1151	1.0	5.7	150	689	1.6	5.7	119	648	1.2	5.1	108	771	1.1	5.6	30	409	.3	5.0
4-Book	93	1141	1.0	5.4	139	691	1.5	5.2	127	640	1.3	5.2	107	745	1.1	5.5	31	378	.3	4.7
FA '96	78	1059	.8	4.5	118	650	1.2	4.4	100	592	1.0	4.0	105	693	1.1	5.3	21	326	.2	3.2
+WXXM-FM																				
WFLN-FM																				
FA '97	13	379	.1	.7	15	179	.2	.5	18	151	.2	.7	18	171	.2	.9	4	97	.1	.6
SU '97	53	762	.6	3.1	60	362	.6	2.4	86	402	.9	3.4	82	482	.9	4.2	21	234	.2	3.1
SP '97	48	935	.5	2.8	63	496	.7	2.3	76	472	.8	3.0	58	485	.6	2.9	23	264	.2	3.4
WI '97	64	1004	.7	3.8	83	561	.9	3.1	96	474	1.0	4.1	73	584	.8	3.8	33	289	.3	5.5
4-Book	45	770	.5	2.6	55	400	.6	2.1	69	375	.7	2.8	58	431	.6	3.0	20	221	.2	3.2
FA '96	66	1077	.7	3.8	86	528	.9	3.2	90	543	.9	3.6	70	615	.7	3.5	34	338	.4	5.2
WYSP-FM																				
FA '97	32	1017	.3	1.8	98	521	1.0	3.6	34	292	.3	1.4	12	206	.1	.6	6	121	.1	.9
SU '97	34	898	.4	2.0	139	583	1.4	5.4	31	357	.3	1.2	13	194	.1	.7	4	81	.1	.6
SP '97	39	833	.4	2.2	143	562	1.5	5.2	32	297	.3	1.3	25	247	.3	1.3	16	121	.2	2.4
WI '97	28	715	.3	1.7	116	521	1.2	4.4	23	264	.2	1.0	12	189	.1	.6	4	100	.1	.7
4-Book	33	866	.4	1.9	124	547	1.3	4.7	30	303	.3	1.2	16	209	.2	.8	8	106	.1	1.2
FA '96	24	830	.3	1.4	66	370	.7	2.4	27	228	.3	1.1	19	174	.2	1.0	5	124	.1	.8
WYXR-FM																				
FA '97	67	1191	.7	3.8	97	711	1.0	3.5	118	614	1.2	4.7	92	720	.9	4.6	17	272	.2	2.6
SU '97	73	1479	.8	4.2	97	758	1.0	3.8	105	798	1.1	4.2	93	956	1.0	4.7	35	500	.4	5.1
SP '97	90	1422	.9	5.2	130	788	1.4	4.7	156	773	1.6	6.2	128	890	1.3	6.4	22	467	.2	3.3
WI '97	57	1259	.6	3.4	85	616	.9	3.2	87	625	.9	3.7	63	712	.7	3.3	22	408	.2	3.7
4-Book	72	1338	.8	4.2	102	718	1.1	3.8	117	703	1.2	4.7	94	820	1.0	4.8	24	412	.3	3.7
FA '96	76	1370	.8	4.4	104	811	1.1	3.8	122	772	1.3	4.9	106	969	1.1	5.4	25	443	.3	3.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97	11	139	.1	.6	13	70	.1	.5	20	80	.2	.8	10	58	.1	.5	4	28		.6
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	11	155	.1	.6	17	132	.2	.6	15	85	.2	.6	14	101	.1	.7	6	78	.1	.9
WJBR-FM																				
FA '97	12	328	.1	.7	18	163	.2	.7	15	139	.2	.6	14	153	.1	.7	7	72	.1	1.1
SU '97	13	225	.1	.8	24	85	.3	.9	27	115	.3	1.1	12	127	.1	.6	2	47		.3
SP '97	15	313	.2	.9	22	155	.2	.8	28	130	.3	1.1	19	139	.2	1.0	1	36		.1
WI '97	11	245	.1	.7	10	87	.1	.4	21	107	.2	.9	17	103	.2	.9	6	81	.1	1.0
4-Book	13	278	.1	.8	19	123	.2	.7	23	123	.3	.9	16	131	.2	.8	4	59	.1	.6
FA '96	15	287	.2	.9	32	180	.3	1.2	26	106	.3	1.0	16	159	.2	.8	2	48		.3
WKXW-FM																				
FA '97	24	442	.2	1.4	43	270	.4	1.6	29	216	.3	1.2	42	291	.4	2.1	12	111	.1	1.8
SU '97	23	531	.2	1.3	36	245	.4	1.4	37	250	.4	1.5	27	299	.3	1.4	6	134	.1	.9
SP '97	19	452	.2	1.1	31	213	.3	1.1	32	210	.3	1.3	22	254	.2	1.1	8	99	.1	1.2
WI '97	23	444	.2	1.4	36	222	.4	1.4	28	203	.3	1.2	28	270	.3	1.5	6	68	.1	1.0
4-Book	22	467	.2	1.3	37	238	.4	1.4	32	220	.3	1.3	30	279	.3	1.5	8	103	.1	1.2
FA '96	16	343	.2	.9	38	120	.4	1.4	27	199	.3	1.1	21	180	.2	1.1	1	40		.2
+WLEV-FM																				
WFMZ-FM																				
FA '97	22	243	.2	1.3	21	98	.2	.8	51	163	.5	2.0	30	131	.3	1.5	6	99	.1	.9
SU '97	16	249	.2	.9	20	147	.2	.8	33	164	.3	1.3	16	157	.2	.8	2	37		.3
SP '97	15	181	.2	.9	18	103	.2	.6	30	84	.3	1.2	17	102	.2	.9	4	52		.6
WI '97	24	260	.3	1.4	29	130	.3	1.1	54	142	.6	2.3	27	153	.3	1.4	4	62		.7
4-Book	19	233	.2	1.1	22	120	.2	.8	42	138	.4	1.7	23	136	.3	1.2	4	63		.6
FA '96	24	208	.3	1.4	30	127	.3	1.1	50	154	.5	2.0	25	126	.3	1.3	3	45		.5
WPST-FM																				
FA '97	10	434	.1	.6	13	156	.1	.5	13	177	.1	.5	14	218	.1	.7	4	148		.6
SU '97	12	451	.1	.7	10	128	.1	.4	22	250	.2	.9	11	179	.1	.6	2	67		.3
SP '97	7	303	.1	.4	12	131	.1	.4	11	138	.1	.4	10	156	.1	.5	3	66		.4
WI '97	8	287	.1	.5	12	152	.1	.5	13	132	.1	.6	12	161	.1	.6	2	72		.3
4-Book	9	369	.1	.6	12	142	.1	.5	15	174	.1	.6	12	179	.1	.6	3	88		.4
FA '96	11	340	.1	.6	17	135	.2	.6	19	90	.2	.8	18	178	.2	.9	3	57		.5
WRDR-FM																				
FA '97	12	227	.1	.7	16	114	.2	.6	25	145	.3	1.0	13	113	.1	.6	1	31		.2
SU '97	6	126	.1	.3	7	50	.1	.3	11	76	.1	.4	5	68	.1	.3	3	40		.4
SP '97	15	216	.2	.9	17	113	.2	.6	23	136	.2	.9	16	134	.2	.8	4	49		.6
WI '97	7	117	.1	.4	13	58	.1	.5	6	34	.1	.3	7	76	.1	.4	5	27	.1	.8
4-Book	10	172	.1	.6	13	84	.2	.5	16	98	.2	.7	10	98	.1	.5	3	37		.5
FA '96	5	147	.1	.3	3	36		.1	6	70	.1	.2	6	62	.1	.3	2	32		.3
WRFY-FM																				
FA '97	6	116	.1	.3	7	70	.1	.3	12	60	.1	.5	8	65	.1	.4	1	21		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	6	61	.1	.3	7	18	.1	.3	10	51	.1	.4	2	18		.1	6	29	.1	.9
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	6	105	.1	.4	14	45	.1	.5	8	51	.1	.3	4	8		.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	1743	9389	17.9	2743	8632	28.2	2490	7318	25.6	2014	8075	20.7	664	5062	6.8					
SU '97	1722	9343	18.0	2551	8418	26.6	2510	7723	26.2	1968	8202	20.5	682	5404	7.1					
SP '97	1740	9418	18.1	2773	8592	28.9	2500	7364	26.1	2000	8173	20.9	674	5363	7.0					
WI '97	1670	9282	17.4	2638	8404	27.5	2340	7056	24.4	1929	7986	20.1	598	4891	6.2					
4-Book	1719	9358	17.9	2676	8512	27.8	2460	7365	25.6	1978	8109	20.6	655	5180	6.8					
FA '96	1726	9327	18.0	2702	8522	28.2	2500	7486	26.1	1975	8151	20.6	654	5149	6.8					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
FA '97	184	3142	1.9	7.6	91	1846	.9	7.2	226	942	2.3	15.3	102	628	1.0	4.8	57	275	.6	4.1
4-Book	176	3052	1.8	7.4	85	1810	.9	6.7	226	924	2.4	15.9	91	509	.9	4.3	56	297	.6	4.0
WBEB-FM																				
FA '97	311	1964	3.2	12.8	90	1056	.9	7.2	91	298	.9	6.2	193	548	2.0	9.1	114	381	1.2	8.3
4-Book	288	1898	3.0	12.1	91	1079	.9	7.2	97	321	1.0	6.8	188	539	2.0	8.9	106	351	1.1	7.6
WDAS-AM																				
FA '97	58	322	.6	2.4	42	361	.4	3.3	31	62	.3	2.1	30	77	.3	1.4	19	48	.2	1.4
4-Book	48	283	.5	2.0	43	353	.4	3.5	32	69	.4	2.2	31	68	.3	1.5	18	42	.2	1.3
WDAS-FM																				
FA '97	187	1117	1.9	7.7	108	880	1.1	8.6	97	291	1.0	6.6	189	416	1.9	8.9	176	416	1.8	12.8
4-Book	180	1084	1.9	7.6	108	825	1.1	8.6	88	255	.9	6.2	184	391	1.9	8.7	147	336	1.5	10.6
WFIL-AM																				
FA '97	15	169	.2	.6	5	97	.1	.4	10	25	.1	.7	8	25	.1	.4	2	7	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
FA '97	28	208	.3	1.2	29	261	.3	2.3	38	77	.4	2.6	26	67	.3	1.2	15	34	.2	1.1
4-Book	37	227	.4	1.6	34	240	.4	2.7	37	81	.4	2.6	40	77	.4	1.9	15	31	.2	1.1
WIOQ-FM																				
FA '97	50	702	.5	2.1	27	405	.3	2.1	27	67	.3	1.8	66	199	.7	3.1	28	123	.3	2.0
4-Book	63	881	.7	2.7	34	503	.4	2.7	27	104	.3	1.9	71	229	.7	3.4	50	202	.5	3.6
WIP -AM																				
FA '97	41	448	.4	1.7	12	191	.1	1.0	11	32	.1	.7	18	57	.2	.8	21	70	.2	1.5
4-Book	35	423	.4	1.5	13	224	.1	1.0	19	61	.2	1.3	20	60	.2	.9	18	61	.2	1.3
WJJZ-FM																				
FA '97	142	1205	1.5	5.9	59	720	.6	4.7	48	154	.5	3.3	95	314	1.0	4.5	82	232	.8	5.9
4-Book	145	1192	1.5	6.1	68	760	.7	5.4	58	188	.6	4.0	114	332	1.2	5.4	89	237	.9	6.4
WMGK-FM																				
FA '97	101	1125	1.0	4.2	53	650	.5	4.2	29	120	.3	2.0	114	320	1.2	5.4	63	229	.6	4.6
4-Book	87	1078	.9	3.7	45	657	.5	3.6	33	121	.4	2.3	99	329	1.1	4.7	55	211	.6	3.9
WMMR-FM																				
FA '97	45	603	.5	1.9	19	351	.2	1.5	26	118	.3	1.8	38	131	.4	1.8	10	83	.1	.7
4-Book	64	688	.7	2.7	22	402	.2	1.8	23	93	.3	1.6	47	164	.5	2.2	28	110	.3	2.0
WGL-FM																				
FA '97	192	1985	2.0	7.9	137	1483	1.4	10.9	128	429	1.3	8.7	280	737	2.9	13.2	179	535	1.8	13.0
4-Book	189	1954	2.0	8.0	113	1366	1.2	9.0	103	353	1.1	7.3	212	619	2.2	10.1	135	446	1.4	9.7
WPEN-AM																				
FA '97	48	504	.5	2.0	36	341	.4	2.9	69	197	.7	4.7	63	146	.6	3.0	46	111	.5	3.3
4-Book	60	525	.6	2.5	37	379	.4	3.0	58	170	.6	4.1	78	205	.8	3.7	53	143	.6	3.8
+WPHI-FM																				
FA '97	15	331	.2	.6	12	174	.1	1.0	7	31	.1	.5	22	63	.2	1.0	10	40	.1	.7
4-Book	17	279	.2	.8	15	178	.1	1.2	11	35	.1	.8	29	81	.3	1.4	19	55	.2	1.3
WPHT-AM																				
FA '97	5	134	.1	.2	5	114	.1	.4	7	28	.1	.5	2	17	.1	.1	2	17	.1	.1
4-Book	9	171	.1	.4	5	111	.1	.4	7	19	.1	.5	5	27	.1	.2	3	12	.1	.2
WPLY-FM																				
FA '97	18	383	.2	.7	10	245	.1	.8	4	33	.1	.3	13	47	.1	.6	14	82	.1	1.0
4-Book	20	424	.2	.8	11	260	.1	.9	6	43	.1	.5	20	94	.2	1.0	13	67	.2	.9
WURD-AM																				
FA '97	14	83	.1	.6	6	51	.1	.5	1	9	.1	.1	10	18	.1	.5	8	17	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	54	589	.6	2.2	30	444	.3	2.4	24	114	.2	1.6	37	123	.4	1.7	29	114	.3	2.1
4-Book	52	629	.6	2.2	35	416	.4	2.8	22	95	.2	1.6	58	177	.6	2.7	44	124	.5	3.2
WWDB-FM																				
FA '97	99	880	1.0	4.1	59	690	.6	4.7	86	235	.9	5.8	84	204	.9	4.0	35	126	.4	2.5
4-Book	106	985	1.1	4.5	62	698	.6	4.9	80	224	.9	5.6	79	227	.9	3.8	41	126	.4	2.9
WWJZ-AM																				
FA '97	2	44	.1	.1	3	38	.2	.2	5	21	.1	.3	3	21	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	109	931	1.1	4.5	65	702	.7	5.2	66	221	.7	4.5	153	434	1.6	7.2	72	246	.7	5.2
4-Book	125	994	1.3	5.3	78	740	.8	6.2	82	247	.9	5.8	154	413	1.6	7.3	88	280	.9	6.3
+WXXM-FM																				
WFLN-FM																				
FA '97	17	315	.2	.7	10	173	.1	.8	11	31	.1	.7	20	82	.2	.9	23	83	.2	1.7
4-Book	61	654	.7	2.6	31	407	.3	2.5	25	103	.3	1.8	53	178	.6	2.5	41	134	.4	3.0
WYSP-FM																				
FA '97	47	704	.5	1.9	22	445	.2	1.8	17	61	.2	1.2	13	63	.1	.6	13	58	.1	.9
4-Book	55	705	.6	2.3	13	285	.1	1.0	13	51	.2	.9	15	74	.2	.7	19	78	.2	1.3
WYXR-FM																				
FA '97	104	1073	1.1	4.3	36	581	.4	2.9	39	175	.4	2.6	88	268	.9	4.2	35	186	.4	2.5
4-Book	105	1166	1.1	4.4	45	682	.5	3.5	43	181	.5	3.1	88	277	.9	4.2	59	236	.6	4.2
WBYN-FM																				
FA '97	15	107	.2	.6	9	104	.1	.7	7	32	.1	.5	26	73	.3	1.2	14	31	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	16	283	.2	.7	8	141	.1	.6	15	33	.2	1.0	16	72	.2	.8	4	22	.3	.3
4-Book	20	211	.2	.8	7	132	.1	.6	9	29	.1	.7	10	49	.1	.5	6	29	.4	.4
WKXV-FM																				
FA '97	37	399	.4	1.5	7	145	.1	.6	15	42	.2	1.0	5	42	.1	.2	17	56	.2	1.2
4-Book	32	397	.3	1.4	14	189	.2	1.1	19	50	.2	1.3	23	65	.2	1.1	17	55	.2	1.2
+WLEV-FM																				
WFMZ-FM																				
FA '97	35	191	.4	1.4	10	98	.1	.8	16	26	.2	1.1	16	55	.2	.8	13	43	.1	.9
4-Book	30	192	.3	1.2	11	115	.1	.8	13	37	.2	.9	21	59	.2	1.0	12	31	.1	.9
WPST-FM																				
FA '97	13	359	.1	.5	8	186	.1	.6	6	24	.1	.4	8	58	.1	.4	9	63	.1	.7
4-Book	13	307	.1	.6	7	161	.1	.5	3	17	.2	.2	13	67	.1	.6	9	52	.1	.7
WRDR-FM																				
FA '97	18	188	.2	.7	7	106	.1	.6	10	24	.1	.7	9	25	.1	.4	10	33	.1	.7
4-Book	14	145	.2	.6	9	103	.1	.7	12	33	.1	.8	14	42	.2	.7	13	40	.2	.9
WRFY-FM																				
FA '97	9	102	.1	.4	4	43	.3	.3	2	8	.1	.1	8	29	.1	.4	3	15	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97	7	61	.1	.3	4	37	.3	.3	1	10	.1	.1	7	19	.1	.3	2	9	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	2423	9260	24.9		1257	7977	12.9		1476	4113	15.2		2119	5082	21.8		1380	3883	14.2	
4-Book	2379	9244	24.7		1258	7958	13.1		1423	3983	14.8		2107	5081	21.9		1391	3791	14.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM FA '97 4-Book	32 29	168 189	.3 .3	5.0 4.4	195 182	789 780	2.0 1.9	15.2 14.8	80 59	344 329	.8 .6	5.0 3.8	38 36	202 190	.4 .4	3.9 3.4	31 32	192 190	.3 .3	5.7 5.2
WBEB-FM FA '97 4-Book	37 40	139 170	.4 .4	5.8 6.0	77 69	235 234	.8 .7	6.0 5.6	116 114	375 387	1.2 1.2	7.2 7.5	73 80	224 255	.8 .9	7.4 7.4	21 30	107 145	.2 .3	3.9 4.9
WDAS-AM FA '97 4-Book	23 10	38 23	.2 .1	3.6 1.5	108 127	227 257	1.1 1.3	8.4 10.5	81 92	221 219	.8 .9	5.1 6.0	34 32	98 70	.3 .3	3.4 2.9	16 13	35 34	.2 .2	2.9 2.1
WDAS-FM FA '97 4-Book	81 88	218 228	.8 .9	12.6 13.2	50 58	131 145	.5 .6	3.9 4.7	48 59	145 187	.5 .6	3.0 3.8	62 74	125 162	.6 .8	6.3 6.9	150 151	299 276	1.5 1.6	27.5 24.5
WFIL-AM FA '97 4-Book	8 **	34 **	.1 **	1.2 **	6 **	29 **	.1 **	.5 **	2 **	16 **	** **	.1 **	** **	** **	** **	** **	4 **	27 **	** **	.7 **
WHAT-AM FA '97 4-Book	4 12	14 34	.6 .1	6 1.9	81 71	155 140	.8 .7	6.3 5.8	48 45	132 134	.5 .5	3.0 3.0	28 39	58 68	.3 .4	2.8 3.6	4 16	14 37	.7 .2	2.4 2.4
WIOQ-FM FA '97 4-Book	21 19	106 90	.2 .2	3.3 2.9	12 15	33 63	.1 .2	.9 1.2	33 40	164 169	.3 .4	2.1 2.6	17 32	84 130	.2 .3	1.7 3.0	8 14	13 52	.1 .2	1.5 2.2
WIP -AM FA '97 4-Book	8 7	30 28	.1 .1	1.2 1.1	6 7	32 37	.1 .1	.5 .6	14 15	70 69	.1 .1	.9 1.0	9 13	34 56	.1 .1	.9 1.2	5 5	41 30	.1 .1	.9 .7
WJZ-FM FA '97 4-Book	45 49	155 157	.5 .5	7.0 7.2	48 40	167 142	.5 .4	3.8 3.3	81 86	234 234	.8 .9	5.1 5.5	49 74	146 194	.5 .8	5.0 6.8	25 32	95 127	.3 .3	4.6 5.2
WMGK-FM FA '97 4-Book	23 24	80 109	.2 .2	3.6 3.6	28 22	124 98	.3 .3	2.2 1.8	78 51	252 228	.8 .5	4.9 3.3	64 50	212 190	.7 .5	6.5 4.7	17 19	84 102	.2 .2	3.1 3.1
WMMR-FM FA '97 4-Book	4 9	32 43	.6 .1	1.4 1.4	33 25	89 81	.3 .2	2.6 2.1	35 24	115 127	.4 .3	2.2 1.6	7 16	51 83	.1 .2	.7 1.5	1 6	8 42	.2 .1	1.0 1.0
WGL-FM FA '97 4-Book	61 71	236 268	.6 .7	9.5 10.7	123 95	350 300	1.3 1.0	9.6 7.7	160 131	538 462	1.6 1.4	10.0 8.6	100 96	385 323	1.0 1.0	10.1 9.0	63 58	153 194	.6 .6	11.6 9.5
WPEN-AM FA '97 4-Book	12 13	62 49	.1 .2	1.9 2.0	21 17	77 62	.2 .2	1.6 1.4	36 37	109 115	.4 .4	2.2 2.4	44 36	117 89	.5 .4	4.5 3.4	5 11	35 49	.1 .1	.9 1.8
+WPHI-FM FA '97 4-Book	11 12	43 41	.1 .1	1.7 1.8	1 5	7 17	.1 .1	.4 .4	22 16	56 50	.2 .2	1.4 1.1	11 15	18 37	.1 .2	1.1 1.4	6 8	23 24	.1 .1	1.1 1.3
WPHT-AM FA '97 4-Book	4 4	17 17	.1 .1	.6 .6	7 6	26 18	.1 .1	.5 .5	13 9	40 32	.1 .1	.8 .6	10 5	25 17	.1 .1	1.0 .5	2 2	6 10	.4 .4	.4 .4
WPLY-FM FA '97 4-Book	3 2	32 22	.5 .4	.4 .4	5 8	33 45	.1 .1	.4 .7	25 17	119 86	.3 .2	1.6 1.1	10 15	39 67	.1 .1	1.0 1.3	2 5	16 31	.4 .8	.4 .8
WURD-AM FA '97 4-Book	** **	** **	** **	** **	2 **	9 **	.2 **	** **	16 **	27 **	.2 **	1.0 **	10 **	17 **	.1 **	1.0 **	3 **	8 **	** **	.6 **

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM																				
FA '97	28	66	.3	4.4	29	120	.3	2.3	56	153	.6	3.5	28	70	.3	2.8	7	34	.1	1.3
4-Book	29	83	.3	4.4	25	79	.3	2.1	41	118	.4	2.7	33	89	.4	3.1	21	45	.2	3.2
WVDB-FM																				
FA '97	42	134	.4	6.6	68	249	.7	5.3	114	278	1.2	7.1	8	36	.1	.8	30	137	.3	5.5
4-Book	36	131	.4	5.4	70	235	.7	5.7	125	272	1.3	8.1	28	88	.3	2.6	34	120	.3	5.5
WVJZ-AM																				
FA '97					5	10	.1	.4	8	28	.1	.5								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
FA '97	13	84	.1	2.0	70	217	.7	5.5	91	249	.9	5.7	34	156	.3	3.4	20	83	.2	3.7
4-Book	26	117	.3	4.0	67	206	.7	5.5	114	336	1.2	7.5	62	211	.7	5.7	27	118	.3	4.3
+WXXM-FM																				
WFLN-FM																				
FA '97	6	32	.1	.9					11	71	.1	.7	13	60	.1	1.3				
4-Book	18	70	.2	2.8	20	87	.2	1.7	43	172	.4	2.8	35	122	.4	3.2	12	52	.1	1.8
WYSP-FM																				
FA '97	5	24	.1	.8	9	31	.1	.7	62	212	.6	3.9	43	173	.4	4.4	10	59	.1	1.8
4-Book	5	32	.1	.8	4	21	.1	.3	22	87	.3	1.4	17	74	.2	1.7	5	36	.1	.8
WYXR-FM																				
FA '97	17	87	.2	2.7	24	109	.2	1.9	44	164	.5	2.7	23	137	.2	2.3	12	58	.1	2.2
4-Book	19	99	.2	2.9	23	110	.3	1.9	61	248	.7	4.0	38	167	.4	3.5	21	95	.2	3.4
WBYN-FM																				
FA '97	6	16	.1	.9	2	9		.2	5	30	.1	.3	14	33	.1	1.4		8		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM																				
FA '97	1	13		.2	6	31	.1	.5	11	43	.1	.7	11	34	.1	1.1	1	8		.2
4-Book	4	19	.1	.6	3	19	.1	.3	11	43	.1	.7	9	25	.1	.8	4	18	.1	.7
WKXV-FM																				
FA '97	2	15		.3	8	47	.1	.6	5	30	.1	.3	7	34	.1	.7	1	8		.2
4-Book	5	29	.1	.8	13	52	.2	1.0	18	62	.2	1.1	11	41	.1	1.0	6	22	.1	.9
+WLEV-FM																				
WFMZ-FM																				
FA '97		8			9	29	.1	.7	11	35	.1	.7	14	52	.1	1.4	3	10		.6
4-Book	2	12		.3	11	37	.1	.9	17	45	.2	1.1	8	33	.1	.8	1	4		.2
WPST-FM																				
FA '97	11	43	.1	1.7	2	16		.2	12	85	.1	.7	12	72	.1	1.2	1	8		.2
4-Book	5	27	.1	.7	5	30	.1	.5	12	67	.1	.8	7	39	.1	.7	1	6		.1
WRDR-FM																				
FA '97	1	7		.2	1	23		.1	9	41	.1	.6	11	33	.1	1.1	5	17	.1	.9
4-Book	4	16		.6	8	22	.1	.6	10	30	.1	.7	8	27	.1	.8	4	15	.1	.6
WRFY-FM																				
FA '97	1	8		.2	5	15	.1	.4	9	22	.1	.6	6	15	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97					9	17	.1	.7	9	9	.1	.6	7	9	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	641	2069	6.6		1280	3617	13.2		1601	4271	16.5		987	2849	10.1		545	1743	5.6	
4-Book	662	2209	6.9		1226	3481	12.8		1542	4230	16.0		1079	2951	11.2		618	1944	6.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
FA '97	4	297	.1	.9	15	201	.4	3.3		16		3	66	.1	.5	2	40	.1	.4		
SU '97	3	216	.1	.6	8	87	.2	2.2	3	64	.1	.6	1	50	.2		2	28	.1	.5	
SP '97	4	278	.1	.9	15	185	.4	3.2	1	14		.4	2	58	.1	.3	1	28		.2	
WI '97	6	460	.2	1.5	20	300	.5	4.3	3	84	.1	2.1	5	134	.1	.9	4	88	.1	.8	
4-Book	4	313	.1	1.0	15	193	.4	3.3	2	45	.1	.8	3	77	.1	.5	2	46	.1	.5	
FA '96	7	271	.2	1.7	23	158	.6	4.9	4	15	.1	2.3	2	47	.1	.3	1	34		.2	
WBEB-FM																					
FA '97	12	475	.3	2.7	14	120	.4	3.1	5	123	.1	2.8	17	225	.4	2.7	12	162	.3	2.2	
SU '97	14	584	.4	3.0	9	165	.2	2.4	11	174	.3	2.1	18	206	.5	3.0	13	225	.3	3.0	
SP '97	12	498	.3	2.8	13	184	.3	2.8	4	87	.1	1.7	20	192	.5	3.2	16	213	.4	3.2	
WI '97	20	575	.5	5.1	10	224	.3	2.1	10	94	.3	7.1	27	255	.7	4.8	31	304	.8	6.2	
4-Book	15	533	.4	3.4	12	173	.3	2.6	8	120	.2	3.4	21	220	.5	3.4	18	226	.5	3.7	
FA '96	13	530	.3	3.1	6	120	.2	1.3	4	75	.1	2.3	19	227	.5	3.2	20	261	.5	4.2	
WDAS-AM																					
FA '97		31				8				3				3							
SU '97	2	35	.1	.4	4	23	.1	1.1	3	17	.1	.6	1	18		.2		6			
SP '97	1	30		.2	1	6		.2	2	8	.1	.9	1	6		.2					
WI '97	2	49	.1	.5	1	22		.2	2	7	.1	1.4	1	7		.2					
4-Book	1	36	.1	.3	2	15		.4	2	9	.1	.7	1	9		.2		2			
FA '96	2	49	.1	.5	1	13		.2	1	12		.6	2	12	.1	.3	3	15	.1	.6	
WDAS-FM																					
FA '97	7	200	.2	1.6	5	91	.1	1.1	3	40	.1	1.7	6	65	.2	1.0	9	119	.2	1.6	
SU '97	7	164	.2	1.5	3	51	.1	.8	6	77	.2	1.1	9	90	.2	1.5	6	61	.2	1.4	
SP '97	10	188	.3	2.3	12	78	.3	2.6	8	68	.2	3.5	10	94	.3	1.6	8	95	.2	1.6	
WI '97	8	278	.2	2.0	11	95	.3	2.4	6	84	.2	4.3	10	129	.3	1.8	6	103	.2	1.2	
4-Book	8	208	.2	1.9	8	79	.2	1.7	6	67	.2	2.7	9	95	.3	1.5	7	95	.2	1.5	
FA '96	8	260	.2	1.9	9	85	.2	1.9	5	91	.1	2.9	6	105	.2	1.0	11	112	.3	2.3	
WFIL-AM																					
FA '97		23								7				2	12	.1	.3		5		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	1	15		.2	3	15	.1	.6	3	6	.1	1.3	1	6		.2					
WI '97		23			1	16		.2											7		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		26			1	9		.2						9							
WHAT-AM																					
FA '97		16																1	7		.2
SU '97	2	23	.1	.4	5	17	.1	1.4	1	12		.2		6				6			
SP '97		6																			
WI '97	1	30		.3	1	22		.2		7											
4-Book	1	19		.2	2	10		.4		5		.1		2				3		.1	
FA '96	2	40	.1	.5	3	31	.1	.6	2	16	.1	1.2	3	9	.1	.5					
WIOQ-FM																					
FA '97	44	1288	1.1	10.0	41	510	1.1	9.0	17	304	.4	9.7	74	782	1.9	12.0	50	626	1.3	9.1	
SU '97	61	1473	1.6	13.1	39	556	1.0	10.5	71	786	1.9	13.4	73	927	1.9	12.3	62	712	1.6	14.4	
SP '97	42	1315	1.1	9.7	44	592	1.1	9.5	21	449	.5	9.2	69	765	1.8	11.1	44	569	1.1	8.9	
WI '97	66	1608	1.7	16.7	75	824	2.0	16.1	21	435	.5	14.9	103	1052	2.7	18.4	78	962	2.0	15.7	
4-Book	53	1421	1.4	12.4	50	621	1.3	11.3	33	494	.8	11.8	80	882	2.1	13.5	59	717	1.5	12.0	
FA '96	104	1857	2.7	24.7	108	1023	2.8	22.8	49	667	1.3	28.5	151	1305	3.9	25.7	124	1216	3.2	26.3	
WIP -AM																					
FA '97	3	192	.1	.7	9	114	.2	2.0					6	83	.2	1.0	2	70	.1	.4	
SU '97	9	203	.2	1.9	16	113	.4	4.3	11	105	.3	2.1	11	102	.3	1.9	3	56	.1	.7	
SP '97	6	250	.2	1.4	4	51	.1	.9	2	18	.1	.9	3	67	.1	.5	11	119	.3	2.2	
WI '97	6	199	.2	1.5	9	98	.2	1.9	5	52	.1	3.5	5	66	.1	.9	9	97	.2	1.8	
4-Book	6	211	.2	1.4	10	94	.2	2.3	5	44	.1	1.6	6	80	.2	1.1	6	86	.2	1.3	
FA '96	6	210	.2	1.4	10	108	.3	2.1	1	30		.6	4	46	.1	.7	8	107	.2	1.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZZ-FM																				
FA '97	2	117	.1	.5	1	41		.2	1	23		.6	3	47	.1	.5	4	26	.1	.7
SU '97	3	126	.1	.6	3	54	.1	.8	5	52	.1	.9	3	51	.1	.5	1	41		.2
SP '97	2	95	.1	.5	1	22		.2		7			2	32	.1	.3	2	27	.1	.4
WI '97	1	93		.3	1	15		.2		8			1	40		.2		13		
4-Book	2	108	.1	.5	2	33		.4	2	23		.4	2	43	.1	.4	2	27	.1	.3
FA '96	1	99		.2	1	9		.2		6			2	20	.1	.3	2	44	.1	.4
WMGK-FM																				
FA '97	15	401	.4	3.4	13	166	.3	2.9	11	88	.3	6.3	21	172	.5	3.4	13	143	.3	2.4
SU '97	12	433	.3	2.6	7	114	.2	1.9	16	206	.4	3.0	13	218	.3	2.2	8	176	.2	1.9
SP '97	11	369	.3	2.5	5	88	.1	1.1	8	123	.2	3.5	12	138	.3	1.9	13	141	.3	2.6
WI '97	6	275	.2	1.5	6	121	.2	1.3	2	96	.1	1.4	11	127	.3	2.0	6	87	.2	1.2
4-Book	11	370	.3	2.5	8	122	.2	1.8	9	128	.3	3.6	14	164	.4	2.4	10	137	.3	2.0
FA '96	10	294	.3	2.4	8	118	.2	1.7	4	79	.1	2.3	19	160	.5	3.2	12	163	.3	2.5
WMMR-FM																				
FA '97	4	267	.1	.9	6	114	.2	1.3	2	46	.1	1.1	3	96	.1	.5	9	100	.2	1.6
SU '97	10	409	.3	2.2	3	70	.1	.8	18	198	.5	3.4	17	181	.4	2.9	8	124	.2	1.9
SP '97	5	323	.1	1.1	5	98	.1	1.1	3	96	.1	1.3	5	115	.1	.8	3	88	.1	.6
WI '97	5	359	.1	1.3	9	117	.2	1.9	2	70	.1	1.4	7	137	.2	1.2	2	74	.1	.4
4-Book	6	340	.2	1.4	6	100	.2	1.3	6	103	.2	1.8	8	132	.2	1.4	6	97	.2	1.1
FA '96	6	247	.2	1.4	9	79	.2	1.9	2	49	.1	1.2	7	140	.2	1.2	3	89	.1	.6
WOGL-FM																				
FA '97	4	362	.1	.9	6	105	.2	1.3	2	67	.1	1.1	4	151	.1	.6	4	58	.1	.7
SU '97	6	351	.2	1.3	5	96	.1	1.4	7	108	.2	1.3	5	111	.1	.8	3	69	.1	.7
SP '97	7	292	.2	1.6	17	149	.4	3.7	2	68	.1	.9	6	89	.2	1.0	2	49	.1	.4
WI '97	4	286	.1	1.0	5	103	.1	1.1	1	23		.7	6	96	.2	1.1	4	107	.1	.8
4-Book	5	323	.2	1.2	8	113	.2	1.9	3	67	.1	1.0	5	112	.2	.9	3	71	.1	.7
FA '96	8	401	.2	1.9	8	119	.2	1.7	1	48		.6	19	212	.5	3.2	7	131	.2	1.5
WPEN-AM																				
FA '97		12								7								5		
SU '97		8																		
SP '97	1	17		.2	1	17		.2	2	7	.1	.9		7			1	7		.2
WI '97		22				9							1	16		.2	1	13		.2
4-Book		15		.1		7		.1	1	4		.2		6		.1	1	6		.1
FA '96		6							1	6		.6								
+WPHI-FM																				
FA '97	97	1432	2.5	22.1	89	775	2.3	19.5	40	514	1.0	22.7	143	1032	3.7	23.1	124	922	3.2	22.6
SU '97	92	1439	2.4	19.8	77	614	2.0	20.8	104	903	2.7	19.7	119	899	3.1	20.1	100	856	2.6	23.1
SP '97	109	1497	2.8	25.1	92	817	2.4	19.9	69	692	1.8	30.1	161	1018	4.2	25.8	130	982	3.4	26.4
WI '97	47	933	1.2	11.9	46	492	1.2	9.9	15	246	.4	10.6	75	607	2.0	13.4	58	588	1.5	11.7
4-Book	86	1325	2.2	19.7	76	675	2.0	17.5	57	589	1.5	20.8	125	889	3.3	20.6	103	837	2.7	21.0
FA '96	22	682	.6	5.2	22	316	.6	4.7	5	163	.1	2.9	32	374	.8	5.5	23	307	.6	4.9
WPHT-AM																				
FA '97	1	22		.2		8											1	7		.2
SU '97	1	31		.2													4	20	.1	.9
SP '97		42															1	34		.2
WI '97		14			1	14		.2		6										
4-Book	1	27		.1		6		.1		2							2	15		.3
FA '96		7			1	7		.2												
WPLY-FM																				
FA '97	47	1151	1.2	10.7	48	566	1.3	10.5	19	339	.5	10.8	63	712	1.6	10.2	64	646	1.7	11.7
SU '97	53	1108	1.4	11.4	31	452	.8	8.4	54	625	1.4	10.2	73	721	1.9	12.3	63	619	1.6	14.6
SP '97	44	1104	1.1	10.1	60	525	1.6	13.0	19	368	.5	8.3	65	641	1.7	10.4	45	530	1.2	9.1
WI '97	32	1077	.8	8.1	49	557	1.3	10.5	8	243	.2	5.7	47	642	1.2	8.4	37	523	1.0	7.4
4-Book	44	1110	1.1	10.1	47	525	1.3	10.6	25	394	.7	8.8	62	679	1.6	10.3	52	580	1.4	10.7
FA '96	29	1065	.8	6.9	33	454	.9	7.0	13	286	.3	7.6	40	576	1.0	6.8	34	590	.9	7.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
FA '97	4	64	.1	.9	4	32	.1	.9	1	19	.6	5	40	.1	.8	4	40	.1	.7	
SU '97		17				6			1	17	.2	1	17		.2					
SP '97	2	39	.1	.5	4	23	.1	.9				1	25		.2		16			
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																				
FA '97	101	1529	2.6	23.1	102	847	2.7	22.4	33	489	.9	18.8	157	997	4.1	25.4	137	940	3.6	25.0
SU '97	71	1460	1.9	15.3	57	566	1.5	15.4	75	740	2.0	14.2	99	877	2.6	16.7	63	670	1.6	14.6
SP '97	95	1451	2.5	21.8	94	837	2.5	20.3	43	634	1.1	18.8	151	1008	3.9	24.2	123	866	3.2	24.9
WI '97	102	1515	2.7	25.8	119	988	3.1	25.5	40	507	1.0	28.4	154	1079	4.0	27.5	131	971	3.4	26.4
4-Book	92	1489	2.4	21.5	93	810	2.5	20.9	48	593	1.3	20.1	140	990	3.7	23.5	114	862	3.0	22.7
FA '96	116	1542	3.0	27.6	130	909	3.4	27.5	44	528	1.1	25.6	170	1044	4.4	29.0	131	1012	3.4	27.8
WVDB-FM																				
FA '97	1	47		.2	3	14	.1	.7		8			15				8			
SU '97		52							1	15	.2		7				17			
SP '97	2	110	.1	.5	1	26		.2	4	25	.1	1.7	2	23	.1	.3	7			
WI '97	1	65		.3		7				8			1	24		.2	5	17	.1	1.0
4-Book	1	69		.3	1	12		.2	1	14		.5	1	17		.1	1	12		.3
FA '96	1	61		.2	1	17		.2					2	36	.1	.3	2	27	.1	.4
WVJZ-AM																				
FA '97																				
SU '97																				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96		7																7		
WXTU-FM																				
FA '97	2	90	.1	.5	4	37	.1	.9	1	30	.6	2	45	.1	.3	3	53	.1	.5	
SU '97	12	207	.3	2.6	14	123	.4	3.8	15	171	.4	2.8	15	108	.4	2.5	7	68	.2	1.6
SP '97	6	188	.2	1.4	10	92	.3	2.2	4	37	.1	1.7	8	114	.2	1.3	3	70	.1	.6
WI '97	9	131	.2	2.3	7	69	.2	1.5	1	45	.7		11	68	.3	2.0	12	77	.3	2.4
4-Book	7	154	.2	1.7	9	80	.3	2.1	5	71	.1	1.5	9	84	.3	1.5	6	67	.2	1.3
FA '96	6	129	.2	1.4	7	43	.2	1.5	3	17	.1	1.7	9	78	.2	1.5	8	74	.2	1.7
+WXXM-FM																				
WFLN-FM																				
FA '97	16	532	.4	3.7	21	292	.5	4.6	6	116	.2	3.4	20	345	.5	3.2	17	290	.4	3.1
SU '97	3	108	.1	.6	5	71	.1	1.4	2	18	.1	.4	3	53	.1	.5	2	46	.1	.5
SP '97		45				13			1	7	.4		1	21		.2		22		
WI '97	3	111	.1	.8	3	46	.1	.6	1	24	.7		4	45	.1	.7	4	44	.1	.8
4-Book	6	199	.2	1.3	7	106	.2	1.7	3	41	.1	1.2	7	116	.2	1.2	6	101	.2	1.1
FA '96	5	72	.1	1.2	4	34	.1	.8	1	31	.6		4	49	.1	.7	8	55	.2	1.7
WYSP-FM																				
FA '97	15	522	.4	3.4	26	234	.7	5.7	8	75	.2	4.5	13	186	.3	2.1	12	111	.3	2.2
SU '97	20	675	.5	4.3	33	249	.9	8.9	21	268	.5	4.0	25	326	.7	4.2	14	248	.4	3.2
SP '97	18	565	.5	4.1	33	308	.9	7.1	9	188	.2	3.9	31	326	.8	5.0	14	247	.4	2.8
WI '97	18	470	.5	4.5	38	259	1.0	8.1	8	140	.2	5.7	16	218	.4	2.9	21	231	.5	4.2
4-Book	18	558	.5	4.1	33	263	.9	7.5	12	168	.3	4.5	21	264	.6	3.6	15	209	.4	3.1
FA '96	10	418	.3	2.4	21	178	.5	4.4	3	55	.1	1.7	10	194	.3	1.7	6	129	.2	1.3
WYXR-FM																				
FA '97	14	573	.4	3.2	11	141	.3	2.4	10	112	.3	5.7	16	255	.4	2.6	22	289	.6	4.0
SU '97	24	789	.6	5.2	11	201	.3	3.0	27	363	.7	5.1	23	314	.6	3.9	31	399	.8	7.2
SP '97	18	715	.5	4.1	13	186	.3	2.8	8	200	.2	3.5	18	323	.5	2.9	27	380	.7	5.5
WI '97	14	687	.4	3.5	11	167	.3	2.4	4	119	.1	2.8	15	215	.4	2.7	29	345	.8	5.8
4-Book	18	691	.5	4.0	12	174	.3	2.7	12	199	.3	4.3	18	277	.5	3.0	27	353	.7	5.6
FA '96	16	709	.4	3.8	18	223	.5	3.8	8	145	.2	4.7	23	355	.6	3.9	18	289	.5	3.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBYN-FM																				
FA '97		15				7								8						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96																				
WJBR-FM																				
FA '97	1	76		.2	1	5		.2		7			1	40		.2	2	28		.1
SU '97	2	110	.1	.4	2	27	.1	.5	3	31	.1	.6	2	17	.1	.3	2	17	.1	.5
SP '97	2	101	.1	.5	1	23		.2	2	30	.1	.9	2	38	.1	.3	4	55	.1	.8
WI '97	1	82		.3	1	15		.2		15			1	45		.2	3	59		.6
4-Book	2	92	.1	.4	1	18		.3	1	21	.1	.4	2	35	.1	.3	3	40	.1	.6
FA '96	2	40	.1	.5	5	21	.1	1.1		5			3	3			1	14		.2
WKXV-FM																				
FA '97	1	44		.2	3	29	.1	.7		7			2	22	.1	.3		7		
SU '97	1	50		.2	1	18		.3	1	16		.2	2	36	.1	.3		6		
SP '97		43				14				7			1	21		.2		7		
WI '97		25				9				1			1	16		.2				
4-Book	1	41		.1	1	18		.3		8		.1	2	24	.1	.3		5		
FA '96	1	58		.2	1	8		.2	1	15		.6	3	30	.1	.5	1	22		.2
+WLEV-FM																				
WFMZ-FM																				
FA '97		33			1	9		.2					7					24		
SU '97		7								7										
SP '97																				
WI '97		8				8												6		
4-Book		12				4		.1		2				2				6		
FA '96		13																9		
WPST-FM																				
FA '97	23	772	.6	5.3	22	342	.6	4.8	6	163	.2	3.4	29	471	.8	4.7	31	473	.8	5.6
SU '97	26	758	.7	5.6	13	219	.3	3.5	35	398	.9	6.6	36	406	.9	6.1	18	354	.5	4.2
SP '97	16	630	.4	3.7	19	297	.5	4.1	5	199	.1	2.2	22	370	.6	3.5	18	279	.5	3.7
WI '97	23	793	.6	5.8	20	338	.5	4.3	4	162	.1	2.8	35	427	.9	6.2	33	421	.9	6.6
4-Book	22	738	.6	5.1	19	299	.5	4.2	13	231	.3	3.8	31	419	.8	5.1	25	382	.7	5.0
FA '96	24	755	.6	5.7	25	249	.7	5.3	7	176	.2	4.1	28	432	.7	4.8	34	354	.9	7.2
WRDR-FM																				
FA '97		9																		
SU '97																				
SP '97																				
WI '97		26				9							2	26	.1	.4				
4-Book		9				2							1	7		.1				
FA '96		9																9		
WRFY-FM																				
FA '97		43				15				13				15				7		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOR -AM																				
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		7																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
FA '97	438	3627	11.4		456	2923	11.9		176	1663	4.6		619	2988	16.2		549	2883	14.3	
SU '97	464	3679	12.1		370	2473	9.7		529	2887	13.8		592	3077	15.5		432	2748	11.3	
SP '97	435	3669	11.4		462	2925	12.1		229	1982	6.0		624	3064	16.3		493	2842	12.9	
WI '97	396	3700	10.3		467	2961	12.2		141	1518	3.7		561	3112	14.7		497	2926	13.0	
4-Book	433	3669	11.3		439	2821	11.5		269	2013	7.0		599	3060	15.7		493	2850	12.9	
FA '96	421	3689	11.0		473	2932	12.4		172	1672	4.5		587	3095	15.3		471	3034	12.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM FA '97 4-Book	5 6	254 256	.1 .2	1.3 1.5	2 3	96 109	.1 .1	.5 .7	4 5	23 33	.1 .1	1.4 2.1	3 4	23 25	.1 .1	.5 .6		4	.1	
WBEB-FM FA '97 4-Book	12 13	319 373	.3 .3	3.0 3.1	12 15	260 259	.3 .4	2.8 3.6	8 7	42 41	.2 .2	2.9 3.1	20 22	74 76	.5 .6	3.4 3.6	15 14	41 55	.4 .4	2.5 2.6
WDAS-AM FA '97 4-Book	2	8 20	.1	.3	1 3	26 25	.2 .1	.2 .6	1	2	.2		1 2	3 5	.2 .1	.2 .3		2	.1	
WDAS-FM FA '97 4-Book	5 8	132 153	.1 .2	1.3 1.8	9 8	103 94	.2 .2	2.1 2.0	6 5	24 17	.2 .2	2.2 2.3	7 13	26 33	.2 .3	1.2 2.1	3 7	21 24	.1 .2	.5 1.3
WFIL-AM FA '97 4-Book	1 **	12 **	.3 **	.3 **	**	23 **	.2 **	.2 **	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM FA '97 4-Book	1	11	.1		1	9 14	.3		1	2	.2		2				1	2	.1	
WIOQ-FM FA '97 4-Book	42 53	1028 1173	1.1 1.4	10.6 12.6	43 51	794 896	1.1 1.3	9.9 12.7	24 27	128 129	.6 .7	8.6 11.4	59 81	285 375	1.5 2.1	9.9 13.2	46 68	245 294	1.2 1.8	7.7 12.6
WIP -AM FA '97 4-Book	4 7	164 149	.1 .2	1.0 1.5	2 5	54 90	.1 .2	.5 1.3	2 4	14 18	.1 .1	.7 1.8	1 5	7 23	.2 .1	.8	2 4	7 15	.1 .1	.3 .7
WJJZ-FM FA '97 4-Book	2 2	82 73	.1 .1	.5 .5	2 3	50 46	.1 .1	.5 .7	10 3	25 11	.3 .1	3.6 1.3	2 3	11 9	.1 .1	.3 .4	2 2	14 9	.1 .1	.3 .3
WMGK-FM FA '97 4-Book	15 11	277 264	.4 .3	3.8 2.5	17 13	255 232	.4 .3	3.9 3.0	11 5	71 33	.3 .2	4.0 2.0	43 24	117 93	1.1 .6	7.2 3.8	23 18	82 70	.6 .5	3.8 3.2
WMMR-FM FA '97 4-Book	4 7	182 236	.1 .2	1.0 1.5	3 6	118 159	.1 .2	.7 1.5	5 4	27 28	.1 .1	1.8 1.7	9	43	.2	1.5	6 10	47 45	.2 .3	1.0 1.7
WOGL-FM FA '97 4-Book	4 6	238 213	.1 .2	1.0 1.3	4 7	135 154	.1 .2	.9 1.6	6 4	22 19	.2 .1	2.2 1.8	5 16	44 52	.1 .4	.8 2.6	8 7	37 36	.2 .2	1.3 1.3
WPEN-AM FA '97 4-Book		7 10		.1		5 5		.1					1	2	.1		1	2	.1	
+WPHI-FM FA '97 4-Book	87 84	1225 1140	2.3 2.2	21.9 19.5	96 79	1057 872	2.5 2.1	22.2 19.1	60 42	265 165	1.6 1.1	21.6 17.5	128 128	454 423	3.3 3.3	21.5 20.7	144 122	450 372	3.8 3.2	24.0 21.9
WPHT-AM FA '97 4-Book		8 6			1 1	7 7		.2 .1					1	2	.1					
WPLY-FM FA '97 4-Book	42 44	953 939	1.1 1.2	10.6 10.3	47 40	748 697	1.2 1.1	10.9 9.7	24 18	131 104	.6 .5	8.6 7.3	60 58	233 280	1.6 1.5	10.1 9.3	75 55	241 227	2.0 1.5	12.5 9.7
WURD-AM FA '97 4-Book	3 **	53 **	.1 **	.8 **	4 **	51 **	.1 **	.9 **	3 **	19 **	.1 **	1.1 **	8 **	24 **	.2 **	1.3 **	4 **	19 **	.1 **	.7 **

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WUSL-FM FA '97 4-Book	92 90	1363 1336	2.4 2.4	23.1 21.8	91 81	1014 919	2.4 2.1	21.0 19.8	67 53	229 181	1.7 1.4	24.1 22.0	140 126	464 442	3.7 3.3	23.5 20.6	129 113	412 346	3.4 3.0	21.5 20.5
WWDB-FM FA '97 4-Book	1 1	29 41	.3 .3	.3 .3	2 2	25 29	.1 .1	.5 .4	1 1	7 7	.6 .6	.6 .6	1 1	4 4	.2 .2	.2 .2	1 1	5 5	.2 .2	.2 .2
WWJZ-AM FA '97 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WXTU-FM FA '97 4-Book	2 8	74 134	.1 .2	.5 1.7	2 8	37 87	.1 .2	.5 1.9	2 8	14 28	.1 .2	.7 3.4	2 10	14 27	.1 .3	.3 1.6	1 9	7 23	.2 .2	.2 1.6
+WXXM-FM WFLN-FM FA '97 4-Book	15 6	424 154	.4 .2	3.8 1.4	16 6	317 109	.4 .2	3.7 1.5	6 3	54 16	.2 .1	2.2 1.0	22 7	121 36	.6 .2	3.7 1.1	28 10	133 40	.7 .3	4.7 1.6
WYSP-FM FA '97 4-Book	15 21	391 450	.4 .6	3.8 5.0	15 14	287 262	.4 .4	3.5 3.3	2 6	10 27	.1 .2	.7 2.8	20 23	97 97	.5 .6	3.4 3.8	16 21	100 82	.4 .5	2.7 3.8
WYXR-FM FA '97 4-Book	12 14	351 423	.3 .4	3.0 3.3	13 18	309 376	.3 .5	3.0 4.3	12 10	63 52	.3 .3	4.3 4.4	15 21	93 107	.4 .5	2.5 3.3	16 18	79 84	.4 .5	2.7 3.0
WBYN-FM FA '97 4-Book	** **	15 **	** **	** **	** **	8 **	** **	** **	** **	** **	** **	** **	2 **	8 **	.1 **	.3 **	2 **	8 **	.1 **	.3 **
WJBR-FM FA '97 4-Book	1 2	40 48	.1 .1	.3 .4	1 1	44 45	.1 .1	.2 .3	2 1	12 7	.1 .1	.7 .4	1 1	22 9	.2 .1	.2 .1	1 2	7 5	.1 .1	.2 .3
WKXV-FM FA '97 4-Book	1 1	37 35	.3 .2	.3 .2		22 14	.1 .1	.1 .1	1 1	15 4	.4 .1	.4 .1		7 3	.1 .1	.1 .1	1 1	3 3	.1 .1	.1 .1
+WLEV-FM WFMZ-FM FA '97 4-Book		16 8				17 4								9 2			1 2	9 2	.2 .1	.2 .1
WPST-FM FA '97 4-Book	18 20	575 587	.5 .6	4.5 4.7	25 23	513 408	.7 .6	5.8 5.6	15 15	91 60	.4 .4	5.4 6.2	30 33	182 156	.8 .9	5.0 5.3	36 29	203 145	.9 .8	6.0 5.2
WRDR-FM FA '97 4-Book		7		.1	1	9 4		.2 .1												
WRFY-FM FA '97 4-Book	** **	29 **	** **	** **	** **	7 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 **	7 **	** **	.2 **
WOR -AM FA '97 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
TOTALS FA '97 4-Book	398 422	3425 3535	10.4 11.0		433 411	3074 3060	11.3 10.7		278 237	1101 861	7.3 6.2		596 617	1787 1791	15.6 16.1		600 554	1608 1498	15.7 14.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Teens 12-17

Target Listener Estimates

Teens 12-17

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																					
FA '97					2	14	.1	.9	4	44	.1	1.0	3	20	.1	.6	2	9	.1	.5	
4-Book		2			4	28	.1	1.9	4	30	.1	1.0	3	17	.1	.6	3	22	.1	.7	
WBEB-FM																					
FA '97	17	67	.4	3.6	9	28	.2	4.0	8	52	.2	1.9	12	57	.3	2.6	9	60	.2	2.4	
4-Book	16	69	.4	3.9	8	27	.2	4.0	14	48	.4	3.4	15	46	.4	3.5	15	73	.4	4.6	
WDAS-AM																					
FA '97					2	10	.1	.9	3	18	.1	.7					1	4		.2	
4-Book		2			6	15	.2	2.8	7	17	.2	1.6	2	2	.1	.5	1	4		.2	
WDAS-FM																					
FA '97	5	25	.1	1.1	5	16	.1	2.2	22	51	.6	5.3	7	15	.2	1.5	17	34	.4	4.6	
4-Book	7	26	.2	1.8	3	8	.1	1.3	10	26	.3	2.4	10	21	.3	2.1	11	24	.3	3.1	
WFIL-AM																					
FA '97	1	5	.2		1	11	.4						2	7	.1	.4					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																					
FA '97					2	9	.1	.9													
4-Book	1	2	.1		5	12	.1	2.1	2	5	.1	.4									
WIOQ-FM																					
FA '97	63	210	1.6	13.3	19	109	.5	8.5	38	218	1.0	9.1	46	187	1.2	9.8	42	171	1.1	11.4	
4-Book	57	238	1.5	14.3	21	108	.6	9.8	57	290	1.5	13.5	54	219	1.4	12.7	39	168	1.0	11.3	
WIP -AM																					
FA '97	1	16	.2		1	9	.4			7			1	7	.2		4	30	.1	1.1	
4-Book	3	21	.1	.8	2	19	.1	1.1	6	28	.2	1.4	8	22	.2	1.9	8	26	.2	2.3	
WJZ-FM																					
FA '97	3	12	.1	.6	2	11	.1	.9	1	11	.2						1	6		.3	
4-Book	2	8	.1	.6	2	7	.1	1.0	4	11	.1	.8	3	6	.1	.7	5	15	.1	1.2	
WMGK-FM																					
FA '97	7	46	.2	1.5	8	50	.2	3.6	24	79	.6	5.8	13	58	.3	2.8	4	26	.1	1.1	
4-Book	6	38	.2	1.4	8	30	.2	3.7	15	67	.4	3.6	14	56	.4	3.0	10	43	.3	2.9	
WMMR-FM																					
FA '97	2	22	.1	.4	6	34	.2	2.7	2	15	.1	.5	2	14	.1	.4	1	7		.3	
4-Book	4	21	.1	1.1	4	19	.1	1.8	8	36	.2	1.8	8	43	.2	1.9	1	16		.4	
WOGL-FM																					
FA '97	3	23	.1	.6					2	10	.1	.5	6	26	.2	1.3	3	18	.1	.8	
4-Book	4	31	.1	1.1	4	19	.1	1.8	6	30	.2	1.3	6	20	.2	1.2	3	16	.1	.9	
WPEN-AM																					
FA '97	1	5	.2		1	5	.4										1	2		.1	
4-Book	1	3	.2		1	3	.2		1	2	.2						1	2		.1	
+WPHI-FM																					
FA '97	122	395	3.2	25.8	52	177	1.4	23.2	68	317	1.8	16.3	110	284	2.9	23.5	83	240	2.2	22.6	
4-Book	99	320	2.6	24.0	36	132	1.0	17.2	66	253	1.7	15.3	77	243	2.0	17.0	58	200	1.5	16.3	
WPHT-AM																					
FA '97	4	7	.1	.8					1	7	.2		2	7	.1	.4					
4-Book	2	5	.1	.4					1	5	.1		1	5	.2						
WPLY-FM																					
FA '97	60	246	1.6	12.7	27	113	.7	12.1	47	241	1.2	11.3	39	191	1.0	8.3	38	170	1.0	10.3	
4-Book	35	193	.9	8.3	22	112	.6	10.4	52	248	1.4	12.1	43	197	1.1	9.7	33	170	.9	9.3	
WURD-AM																					
FA '97	3	13	.1	.6					4	27	.1	1.0	5	19	.1	1.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUSL-FM FA '97 4-Book	94 85	335 317	2.5 2.2	19.9 20.9	39 40	170 139	1.0 1.1	17.4 19.2	76 70	283 265	2.0 1.9	18.2 16.5	98 80	321 258	2.6 2.1	20.9 18.2	76 73	258 243	2.0 1.9	20.7 21.1
WWDB-FM FA '97 4-Book					2 1	9 6	.1 .1	.9 .6	7 5	17 15	.2 .1	1.7 1.1	3 2	16 6	.1 .1	.6 .4		8 6		.1
WVJZ-AM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM FA '97 4-Book	1 5	7 25	.2 .1	.9 1.2	2 4	14 23	.1 .1	.9 1.7	1 10	14 36	.2 .3	.2 2.4	4 9	15 31	.1 .2	.9 2.2	5	16	.1	1.4
+WXXM-FM WFLN-FM FA '97 4-Book	11 4	97 30	.3 .1	2.3 .8	9 3	38 14	.2 .1	4.0 1.1	17 6	96 36	.4 .1	4.1 1.4	16 10	87 31	.4 .3	3.4 2.3	15 6	93 33	.4 .2	4.1 1.9
WYSP-FM FA '97 4-Book	9 12	49 47	.2 .3	1.9 3.0	2 4	15 21	.1 .1	.9 1.9	26 15	105 77	.7 .4	6.2 3.5	29 16	116 58	.8 .4	6.2 3.5	15 11	60 54	.4 .3	4.1 3.1
WYXR-FM FA '97 4-Book	20 20	91 93	.5 .5	4.2 4.9	7 9	19 35	.2 .3	3.1 4.4	6 15	49 77	.2 .4	1.4 3.4	8 16	70 84	.2 .4	1.7 3.6	20 31	67 113	.5 .8	5.4 8.7
VBYN-FM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WJBR-FM FA '97 4-Book	1	7	.1	.3		2			1	5	.1		2	9	.3		2 3	14 17	.1 .1	.5 .9
WKXV-FM FA '97 4-Book						7 4				7 6			1	2	.2			2		.1
+WLEV-FM WFMZ-FM FA '97 4-Book													1	9 2	.2 .1		1	8 2		.3 .1
WPST-FM FA '97 4-Book	20 20	131 110	.5 .5	4.2 4.9	7 7	38 44	.2 .2	3.1 3.3	30 24	204 126	.8 .6	7.2 5.6	35 32	169 136	.9 .8	7.5 7.4	26 21	122 94	.7 .6	7.1 6.2
WRDR-FM FA '97 4-Book					4 1	9 2	.1 .5	1.8 .5	1	9 2	.2 .1			2	.1					
WRFY-FM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**	**
WOR -AM FA '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS FA '97 4-Book	473 410	1513 1348	12.3 10.7		224 211	833 762	5.8 5.5		417 427	1503 1434	10.9 11.1		469 440	1319 1231	12.2 11.5		368 347	1169 1118	9.6 9.1	

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

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	489	4	240	5	18	38	53	51	76	245	7	11	33	48	46	101
(%)	100	1	49	1	4	8	11	10	15	50	1	2	7	10	9	21
Rating	1.2	.1	1.4	.2	.5	1.0	1.7	2.5	2.9	1.3	.3	.3	.8	1.4	2.0	2.5
Share	6.8	.9	7.2	1.4	2.3	5.0	9.0	13.2	17.4	7.1	1.8	1.7	4.7	7.5	11.6	14.7
WBEB-FM	430	12	117	9	15	24	39	20	10	301	32	53	82	82	30	23
(%)	100	3	27	2	4	5	9	5	2	70	7	12	19	19	7	5
Rating	1.1	.3	.7	.4	.4	.6	1.3	1.0	.4	1.5	1.5	1.4	2.0	2.5	1.3	.6
Share	5.9	2.7	3.5	2.5	1.9	3.1	6.6	5.2	2.3	8.7	8.1	8.2	11.6	12.9	7.5	3.3
WDAS-AM	89		13	1	3	2		3	4	76	5	8	11	18	17	17
(%)	100		15	1	4	2	1	3	4	85	6	9	12	20	19	19
Rating	.2		.1		.1	.1		.1	.2	.4	.2	.2	.3	.5	.7	.4
Share	1.2		.4	.3	.4	.3		.8	.9	2.2	1.3	1.2	1.6	2.8	4.3	2.5
WDAS-FM	399	7	141	17	32	38	37	11	6	251	20	72	75	59	13	13
(%)	100	2	35	4	8	10	9	3	1	63	5	18	19	15	3	3
Rating	1.0	.2	.8	.8	.9	1.0	1.2	.5	.2	1.3	.9	2.0	1.8	1.8	.6	.3
Share	5.5	1.6	4.2	4.7	4.1	5.0	6.3	2.9	1.4	7.2	5.1	11.1	10.6	9.3	3.3	1.9
WFIL-AM	25		8			3	2	2	2	16			4	3	3	6
(%)	100	2	32		1	11	6	6	8	66			15	12	14	25
Rating	.1					.1	.1	.1	.1	.1			.1	.1	.1	.1
Share	.3		.2			.4	.3	.5	.5	.5			.6	.5	.8	.9
WHAT-AM	69		24		3	8	6	3	4	45	1		5	12	7	20
(%)	100		35		4	12	9	5	5	65	1		8	17	11	28
Rating	.2		.1		.1	.2	.2	.1	.2	.2			.1	.4	.3	.5
Share	1.0		.7		.4	1.0	1.0	.8	.9	1.3	.3		.7	1.9	1.8	2.9
WIOQ-FM	235	44	86	32	30	17	5	1	1	104	32	36	26	8	3	
(%)	100	19	37	14	13	7	2		1	44	14	15	11	3	1	
Rating	.6	1.1	.5	1.5	.8	.4	.2			.5	1.5	1.0	.6	.2	.1	
Share	3.2	10.0	2.6	8.9	3.8	2.2	.8	.3	.2	3.0	8.1	5.6	3.7	1.3	.8	
WIP -AM	270	3	226	20	57	57	43	26	24	40	2	5	10	5	10	7
(%)	100	1	84	7	21	21	16	9	9	15	1	2	4	2	4	3
Rating	.7	.1	1.3	.9	1.6	1.5	1.4	1.3	.9	.2	.1	.1	.2	.1	.4	.2
Share	3.7	.7	6.8	5.6	7.3	7.4	7.3	6.8	5.5	1.2	.5	.8	1.4	.8	2.5	1.0
WJZZ-FM	306	2	149	6	29	39	38	30	7	155	2	39	43	36	21	14
(%)	100	1	49	2	10	13	12	10	2	51	1	13	14	12	7	5
Rating	.8	.1	.9	.3	.8	1.0	1.2	1.4	.3	.8	.1	1.1	1.1	1.1	.9	.3
Share	4.2	.5	4.5	1.7	3.7	5.1	6.4	7.8	1.6	4.5	.5	6.0	6.1	5.7	5.3	2.0
WMGK-FM	339	15	176	21	61	65	26	2	1	147	30	42	48	22	4	1
(%)	100	4	52	6	18	19	8	1		43	9	13	14	6	1	
Rating	.8	.4	1.0	1.0	1.7	1.7	.8	.1		.8	1.4	1.1	1.2	.7	.2	
Share	4.7	3.4	5.3	5.8	7.8	8.5	4.4	.5	.2	4.2	7.6	6.5	6.8	3.5	1.0	.1
WMMR-FM	228	4	151	14	57	53	22	4		72	12	30	25	3	3	
(%)	100	2	66	6	25	23	10	2		32	5	13	11	1	1	
Rating	.6	.1	.9	.7	1.6	1.4	.7	.2		.4	.6	.8	.6	.1	.1	
Share	3.2	.9	4.5	3.9	7.3	6.9	3.7	1.0		2.1	3.0	4.6	3.5	.5	.8	
WOGL-FM	365	4	184	4	15	40	73	34	19	177	9	8	46	71	33	9
(%)	100	1	50	1	4	11	20	9	5	48	3	2	13	19	9	3
Rating	.9	.1	1.1	.2	.4	1.0	2.4	1.6	.7	.9	.4	.2	1.1	2.1	1.4	.2
Share	5.0	.9	5.5	1.1	1.9	5.2	12.4	8.8	4.3	5.1	2.3	1.2	6.5	11.1	8.3	1.3
WPEN-AM	260		103		2	3	2	22	74	157		2	1	9	29	116
(%)	100		40		1	1	1	8	29	60		1	3	11	45	
Rating	.6		.6		.1	.1	.1	1.1	2.8	.8		.1	.3	1.2	2.9	
Share	3.6		3.1		.3	.4	.3	5.7	16.9	4.5		.3	.1	1.4	7.3	16.8
WPHI-FM	254	97	79	40	26	11	2	1		79	38	25	7	5	1	2
(%)	100	38	31	16	10	4	1			31	15	10	3	2	1	1
Rating	.6	2.5	.5	1.9	.7	.3	.1			.4	1.8	.7	.2	.1		
Share	3.5	22.1	2.4	11.1	3.3	1.4	.3			2.3	9.6	3.9	1.0	.8	.3	.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	11786	297	5563	254	738	1234	1165	949	1224	5927	333	565	1098	1317	964	1649
(%)	100	3	47	2	6	10	10	8	10	50	3	5	9	11	8	14
Rating	28.9	7.8	32.1	11.9	20.4	32.1	37.9	45.7	47.1	30.3	15.6	15.4	27.0	39.5	41.4	40.9
WBEB-FM	6247	475	1976	204	427	447	435	269	194	3796	435	831	952	898	350	329
(%)	100	8	32	3	7	7	7	4	3	61	7	13	15	14	6	5
Rating	15.3	12.4	11.4	9.6	11.8	11.6	14.1	12.9	7.5	19.4	20.4	22.7	23.4	26.9	15.0	8.2
WDAS-AM	1024	31	231	19	42	66	19	35	49	762	31	105	155	142	170	157
(%)	100	3	23	2	4	6	2	3	5	74	3	10	15	14	17	15
Rating	2.5	.8	1.3	.9	1.2	1.7	.6	1.7	1.9	3.9	1.5	2.9	3.8	4.3	7.3	3.9
WDAS-FM	4389	200	1624	193	444	437	313	122	116	2565	385	679	722	452	165	163
(%)	100	5	37	4	10	10	7	3	3	58	9	15	16	10	4	4
Rating	10.8	5.2	9.4	9.1	12.2	11.4	10.2	5.9	4.5	13.1	18.1	18.6	17.7	13.5	7.1	4.0
WFIL-AM	636	23	246		18	85	55	43	45	368		6	67	68	65	162
(%)	100	4	39		3	13	9	7	7	58		1	11	11	10	25
Rating	1.6	.6	1.4		.5	2.2	1.8	2.1	1.7	1.9		.2	1.6	2.0	2.8	4.0
WHAT-AM	950	16	296		31	92	73	23	78	637	26	6	88	109	130	278
(%)	100	2	31		3	10	8	2	8	67	3	1	9	12	14	29
Rating	2.3	.4	1.7		.9	2.4	2.4	1.1	3.0	3.3	1.2	.2	2.2	3.3	5.6	6.9
WIOQ-FM	5525	1288	1751	549	518	402	218	46	19	2486	813	852	586	199	17	19
(%)	100	23	32	10	9	7	4	1		45	15	15	11	4		
Rating	13.6	33.6	10.1	25.8	14.3	10.5	7.1	2.2	.7	12.7	38.2	23.3	14.4	6.0	.7	.5
WIP -AM	4627	192	3510	344	927	834	603	419	384	925	68	179	205	163	154	156
(%)	100	4	76	7	20	18	13	9	8	20	1	4	4	4	3	3
Rating	11.4	5.0	20.2	16.2	25.6	21.7	19.6	20.2	14.8	4.7	3.2	4.9	5.0	4.9	6.6	3.9
WJJZ-FM	4258	117	2019	113	392	545	423	392	155	2123	75	396	675	485	265	227
(%)	100	3	47	3	9	13	10	9	4	50	2	9	16	11	6	5
Rating	10.5	3.1	11.6	5.3	10.8	14.2	13.8	18.9	6.0	10.9	3.5	10.8	16.6	14.5	11.4	5.6
WMGK-FM	5696	401	2538	320	892	866	383	60	17	2756	448	1020	895	327	27	40
(%)	100	7	45	6	16	15	7	1		48	8	18	16	6	1	
Rating	14.0	10.5	14.6	15.0	24.6	22.5	12.5	2.9	.7	14.1	21.0	27.9	22.0	9.8	1.2	1.0
WMMR-FM	4996	267	2856	391	1065	928	387	57	27	1873	350	750	582	155	17	19
(%)	100	5	57	8	21	19	8	1		37	7	15	12	3		
Rating	12.3	7.0	16.5	18.4	29.4	24.1	12.6	2.7	1.0	9.6	16.4	20.5	14.3	4.6	.7	.5
WOGL-FM	6421	362	2785	197	287	617	950	442	292	3274	231	364	903	1083	444	249
(%)	100	6	43	3	4	10	15	7	5	51	4	6	14	17	7	4
Rating	15.8	9.5	16.1	9.3	7.9	16.0	30.9	21.3	11.2	16.7	10.9	10.0	22.2	32.5	19.1	6.2
WPEN-AM	3151	12	1246		62	58	50	259	818	1893	10	45	81	153	379	1226
(%)	100		40		2	2	2	8	26	60		1	3	5	12	39
Rating	7.7	.3	7.2		1.7	1.5	1.6	12.5	31.5	9.7	.5	1.2	2.0	4.6	16.3	30.4
WPHI-FM	4262	1432	1280	643	379	187	60	11		1550	688	413	240	134	32	43
(%)	100	34	30	15	9	4	1			36	16	10	6	3	1	1
Rating	10.5	37.4	7.4	30.2	10.5	4.9	2.0	.5		7.9	32.3	11.3	5.9	4.0	1.4	1.1

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listener AQH Composition

		Monday-Sunday 6AM-MID														
		AQH Persons (00)														
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WPHT-AM	50	1	30		2	2	8	9	8	19				2	3	13
(%)	100	1	61	1	4	5	17	18	16	38				5	7	26
Rating	.1		.2		.1	.1	.3	.4	.3	.1				.1	.1	.3
Share	.7	.2	.9		.3	.3	1.4	2.3	1.8	.5				.3	.8	1.9
WPLY-FM	188	47	72	24	36	7	3		2	68	27	26	9	4	1	2
(%)	100	25	38	13	19	4	1		1	36	14	14	5	2		1
Rating	.5	1.2	.4	1.1	1.0	.2	.1		.1	.3	1.3	.7	.2	.1		
Share	2.6	10.7	2.2	6.7	4.6	.9	.5		.5	2.0	6.9	4.0	1.3	.6	.3	.3
WURD-AM	44	4	13		7	3	2			28	1	16	9	2		
(%)	100	8	29	1	15	8	5			63	2	38	20	4		
Rating	.1	.1	.1		.2	.1	.1			.1		.4	.2	.1		
Share	.6	.9	.4		.9	.4	.3			.8	.3	2.5	1.3	.3		
WUSL-FM	341	101	117	43	48	18	4	2	2	123	41	36	23	16	3	5
(%)	100	29	34	13	14	5	1		1	36	12	11	7	5	1	1
Rating	.8	2.6	.7	2.0	1.3	.5	.1	.1	.1	.6	1.9	1.0	.6	.5	.1	.1
Share	4.7	23.1	3.5	11.9	6.2	2.3	.7	.5	.5	3.5	10.4	5.6	3.2	2.5	.8	.7
WWDB-FM	332	1	132		9	15	24	31	52	199	1	6	18	25	29	119
(%)	100		40		3	5	7	9	16	60		2	6	8	9	36
Rating	.8		.8		.2	.4	.8	1.5	2.0	1.0		.2	.4	.7	1.2	2.9
Share	4.6	.2	4.0		1.2	2.0	4.1	8.1	11.9	5.7	.3	.9	2.5	3.9	7.3	17.3
WWJZ-AM	31		17					1	16	14				1	1	13
(%)	100		54					3	50	46				3	2	40
Rating	.1		.1					.6	.1	.1				.2	.3	.3
Share	.4		.5					.3	3.7	.4				.2	.3	1.9
WXTU-FM	271	2	128	4	21	27	28	31	18	140	7	24	23	34	24	29
(%)	100	1	47	1	8	10	10	11	7	52	2	9	8	13	9	11
Rating	.7	.1	.7	.2	.6	.7	.9	1.5	.7	.7	.3	.7	.6	1.0	1.0	.7
Share	3.7	.5	3.9	1.1	2.7	3.5	4.7	8.1	4.1	4.0	1.8	3.7	3.2	5.3	6.0	4.2
+WXXM-FM																
WFLN-FM	118	16	47	9	28	7	3			55	24	17	5	7	1	1
(%)	100	13	40	7	24	6	2			47	20	15	4	6	1	1
Rating	.3	.4	.3	.4	.8	.2	.1			.3	1.1	.5	.1	.2		
Share	1.6	3.7	1.4	2.5	3.6	.9	.5			1.6	6.1	2.6	.7	1.1	.3	.1
WYSP-FM	454	15	344	65	139	96	32	7	5	96	29	32	22	8	1	3
(%)	100	3	76	14	31	21	7	1	1	21	6	7	5	2		1
Rating	1.1	.4	2.0	3.1	3.8	2.5	1.0	.3	.2	.5	1.4	.9	.5	.2		.1
Share	6.3	3.4	10.4	18.1	17.8	12.5	5.4	1.8	1.1	2.8	7.4	5.0	3.1	1.3	.3	.4
WYXR-FM	217	14	53	5	16	22	8	1	1	149	28	53	40	23	4	1
(%)	100	7	25	2	7	10	4			69	13	25	19	10	2	
Rating	.5	.4	.3	.2	.4	.6	.3			.8	1.3	1.4	1.0	.7	.2	
Share	3.0	3.2	1.6	1.4	2.1	2.9	1.4	.3	.2	4.3	7.1	8.2	5.6	3.6	1.0	.1
WBYN-FM	23		9			1	4	3	2	14		1	3	4	4	2
(%)	100		39		1	3	17	11	7	60		5	13	17	17	8
Rating	.1		.1				.1	.1	.1	.1		.2	.1	.1	.2	
Share	.3		.3			.1	.7	.8	.5	.4		.2	.4	.6	1.0	.3
WJBR-FM	28	1	12	1	1	7	1	1	1	15	1	3	4	4	4	4
(%)	100	3	42	3	5	26	4	2	1	54	3	9	14	13	15	15
Rating	.1		.1			.2				.1		.1	.1	.1	.2	
Share	.4	.2	.4	.3	.1	.9	.2	.3		.4	.3	.5	.6	.6	1.0	
WKXW-FM	68	1	34	1	10	12	6	4		34	5	3	12	9	3	2
(%)	100	1	50	1	15	18	9	6	1	49	7	4	17	14	4	3
Rating	.2		.2		.3	.3	.2	.2		.2	.2	.1	.3	.3	.1	
Share	.9	.2	1.0	.3	1.3	1.6	1.0	1.0		1.0	1.3	.5	1.7	1.4	.8	.3
+WLEV-FM																
WFMZ-FM	41		11			2	4	4	1	30	1	3	6	15	2	4
(%)	100		27		1	6	10	8	1	72	2	8	14	36	4	9
Rating	.1		.1			.1	.1	.2		.2		.1	.1	.4	.1	.1
Share	.6		.3			.3	.7	1.0	.2	.9	.3	.5	.8	2.4	.5	.6

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WPHT-AM	1593	22	985	10	93	107	282	168	325	586	10	16		103	155	301
(%)	100	1	62	1	6	7	18	11	20	37	1	1		6	10	19
Rating	3.9	.6	5.7	.5	2.6	2.8	9.2	8.1	12.5	3.0	.5	.4		3.1	6.7	7.5
WPLY-FM	4919	1151	1884	620	769	343	144		8	1884	629	751	303	138	24	38
(%)	100	23	38	13	16	7	3			38	13	15	6	3		1
Rating	12.1	30.1	10.9	29.1	21.2	8.9	4.7		.3	9.6	29.5	20.5	7.4	4.1	1.0	.9
WURD-AM	440	64	156	20	79	37	20			220	29	99	73	19		
(%)	100	14	35	5	18	8	4			50	7	23	17	4		
Rating	1.1	1.7	.9	.9	2.2	1.0	.7			1.1	1.4	2.7	1.8	.6		
WUSL-FM	5467	1529	1736	657	554	320	106	46	53	2203	788	561	437	248	73	96
(%)	100	28	32	12	10	6	2	1	1	40	14	10	8	5	1	2
Rating	13.4	39.9	10.0	30.9	15.3	8.3	3.4	2.2	2.0	11.3	37.0	15.3	10.7	7.4	3.1	2.4
WWDB-FM	4322	47	1871	9	200	291	422	376	574	2404	40	195	338	358	505	969
(%)	100	1	43		5	7	10	9	13	56	1	5	8	8	12	22
Rating	10.6	1.2	10.8	.4	5.5	7.6	13.7	18.1	22.1	12.3	1.9	5.3	8.3	10.7	21.7	24.0
WWJZ-AM	507		224			11	8	19	186	283			16	10	38	219
(%)	100		44			2	2	4	37	56			3	2	7	43
Rating	1.2		1.3			.3	.3	.9	7.2	1.4			.4	.3	1.6	5.4
WXTU-FM	3877	90	1841	86	301	393	361	361	339	1945	165	353	351	450	272	354
(%)	100	2	47	2	8	10	9	9	9	50	4	9	9	12	7	9
Rating	9.5	2.3	10.6	4.0	8.3	10.2	11.7	17.4	13.0	9.9	7.8	9.7	8.6	13.5	11.7	8.8
+WXXM-FM																
WFLN-FM	3053	532	1182	344	460	235	115	18	10	1339	504	416	231	107	41	41
(%)	100	17	39	11	15	8	4	1		44	16	14	8	3	1	1
Rating	7.5	13.9	6.8	16.2	12.7	6.1	3.7	.9	.4	6.8	23.7	11.4	5.7	3.2	1.8	1.0
WYSP-FM	7909	522	4778	831	1729	1298	623	164	132	2609	579	901	617	321	80	113
(%)	100	7	60	11	22	16	8	2	2	33	7	11	8	4	1	1
Rating	19.4	13.6	27.5	39.1	47.7	33.8	20.3	7.9	5.1	13.3	27.2	24.6	15.2	9.6	3.4	2.8
WYXR-FM	4885	573	1464	262	424	418	233	57	71	2849	590	1005	694	377	119	62
(%)	100	12	30	5	9	9	5	1	1	58	12	21	14	8	2	1
Rating	12.0	15.0	8.4	12.3	11.7	10.9	7.6	2.7	2.7	14.6	27.7	27.5	17.1	11.3	5.1	1.5
WBYN-FM	437	15	159	8	9	18	39	29	56	262		25	48	63	28	98
(%)	100	3	36	2	2	4	9	7	13	60		6	11	14	6	22
Rating	1.1	.4	.9	.4	.2	.5	1.3	1.4	2.2	1.3		.7	1.2	1.9	1.2	2.4
WJBR-FM	863	76	274	27	49	88	39	36	35	513	58	113	118	117	93	15
(%)	100	9	32	3	6	10	5	4	4	59	7	13	14	14	11	2
Rating	2.1	2.0	1.6	1.3	1.4	2.3	1.3	1.7	1.3	2.6	2.7	3.1	2.9	3.5	4.0	.4
WKXW-FM	1367	44	553	27	109	166	147	64	40	770	104	169	175	179	88	55
(%)	100	3	40	2	8	12	11	5	3	56	8	12	13	13	6	4
Rating	3.4	1.1	3.2	1.3	3.0	4.3	4.8	3.1	1.5	3.9	4.9	4.6	4.3	5.4	3.8	1.4
+WLEV-FM																
WFMZ-FM	591	33	223		21	95	49	49	9	335	29	42	88	108	48	21
(%)	100	6	38		4	16	8	8	1	57	5	7	15	18	8	4
Rating	1.5	.9	1.3		.6	2.5	1.6	2.4	.3	1.7	1.4	1.1	2.2	3.2	2.1	.5

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WPST-FM	83	23	22	6	4	7	5			38	10	17	8	2		
(%)	100	27	27	7	5	9	6			46	12	21	10	2		
Rating	.2	.6	.1	.3	.1	.2	.2			.2	.5	.5	.2	.1		
Share	1.1	5.3	.7	1.7	.5	.9	.8			1.1	2.5	2.6	1.1	.3		
WRDR-FM	55		26		1	2	1	8	14	29			5	3	4	17
(%)	100		47		1	3	3	15	25	53			9	6	7	31
Rating	.1		.1		.1	.1	.1	.4	.5	.1			.1	.1	.2	.4
Share	.8		.8		.1	.3	.2	2.1	3.2	.8			.7	.5	1.0	2.5
WRFY-FM	22		10		3	6				12	1	4	5	1		
(%)	100	1	44	2	12	29		1		55	6	21	24	3	1	
Rating	.1		.1		.1	.2				.1		.1	.1			
Share	.3		.3		.4	.8				.3	.3	.6	.7	.2		
WOR -AM	24		10				1	4	4	14					6	8
(%)	100		41				6	17	18	59					24	34
Rating	.1		.1				.2	.2	.2	.1					.3	.2
Share	.3		.3				.2	1.0	.9	.4					1.5	1.2
TOTALS	7231	438	3320	360	780	766	590	385	438	3473	394	646	709	637	398	689
(%)	100	6	46	5	11	11	8	5	6	48	5	9	10	9	6	10
Rating	17.8	11.4	19.1	16.9	21.5	19.9	19.2	18.5	16.9	17.8	18.5	17.7	17.4	19.1	17.1	17.1

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 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+
WPST-FM	2843	772	876	210	336	221	98	11		1196	280	472	305	111	18	9
(%)	100	27	31	7	12	8	3			42	10	17	11	4	1	
Rating	7.0	20.2	5.0	9.9	9.3	5.7	3.2	.5		6.1	13.2	12.9	7.5	3.3	.8	.2
WRDR-FM	891	9	377		17	22	25	106	207	505	12	7	57	78	93	258
(%)	100	1	42		2	2	3	12	23	57	1	1	6	9	10	29
Rating	2.2	.2	2.2		.5	.6	.8	5.1	8.0	2.6	.6	.2	1.4	2.3	4.0	6.4
WRFY-FM	486	43	220	45	55	109		9		224	20	88	72	26	18	
(%)	100	9	45	9	11	23		2		46	4	18	15	5	4	
Rating	1.2	1.1	1.3	2.1	1.5	2.8		.4		1.1	.9	2.4	1.8	.8	.8	
WOR -AM	306		122				26	27	68	184				7	54	123
(%)	100		40				9	9	22	60				2	18	40
Rating	.8		.7				.8	1.3	2.6	.9				.2	2.3	3.0
TOTALS	39206	3627	16771	2060	3577	3711	2985	2019	2419	18807	2110	3609	3937	3265	2187	3700
(%)	100	9	43	5	9	9	8	5	6	48	5	9	10	8	6	9
Rating	96.3	94.7	96.7	96.9	98.7	96.5	97.1	97.2	93.1	96.2	99.1	98.7	96.7	97.9	94.0	91.7

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listening Locations

	Persons 18+															
	AQH (00)															
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KYW -AM (%)	571 67	262 31	21 2	2	223 54	144 35	44 11	3 1	185 67	85 31	4 1	2 1	329 68	137 28	18 4	2
WBEB-FM (%)	132 25	140 27	249 47	6 1	132 17	91 12	551 70	10 1	164 48	107 32	53 16	14 4	114 27	90 22	207 50	7 2
WDAS-AM (%)	86 72	25 21	8 6	1 1	62 64	18 19	16 17		70 84	12 14	1 2	1 1	67 75	15 17	6 7	1 1
WDAS-FM (%)	196 40	112 23	171 35	11 2	130 25	70 14	307 59	12 2	177 57	77 25	42 14	13 4	176 45	73 19	133 34	10 2
WFIL-AM (%)	26 61	10 25	6 14		6 31	3 14	10 54		5 55	4 45			15 61	5 21	4 16	1
WHAT-AM (%)	59 72	9 11	14 17		69 65	4 4	32 30		60 78	6 8	10 13	1 1	51 74	5 7	12 18	1
WIOQ-FM (%)	74 32	88 39	60 27	5 2	72 25	67 24	140 49	4 1	71 44	72 45	9 6	9 5	67 35	66 35	50 26	8 4
WIP -AM (%)	162 37	204 47	67 15	2	98 28	121 34	131 37	3 1	93 53	54 31	17 10	10 6	106 40	107 40	51 19	3 1
WJJZ-FM (%)	98 26	110 29	165 44	3 1	74 15	72 15	345 70	4 1	137 55	74 30	31 12	7 3	98 32	71 23	130 43	4 1
WMGK-FM (%)	62 15	143 35	193 48	5 1	56 10	86 16	398 72	9 2	121 40	91 30	85 28	6 2	66 20	86 27	167 52	5 2
WMMR-FM (%)	56 18	114 37	132 43	5 2	45 12	70 19	248 68	3 1	67 40	59 35	40 24	2 1	49 22	67 30	103 46	4 2
WGL-FM (%)	119 27	162 37	158 36	1	115 21	111 20	323 58	5 1	216 55	114 29	56 14	7 2	118 33	108 30	133 37	3 1
WPEN-AM (%)	248 76	55 17	22 7		263 65	82 20	59 15	1	201 76	61 23	4 1		194 75	46 18	20 8	
WPHI-FM (%)	77 42	73 41	25 14	7 4	64 39	47 29	46 28	6 4	93 63	37 25	13 9	4 3	77 49	49 31	24 15	7 4
WPHT-AM (%)	28 49	26 45	4 6		45 61	18 24	10 13	1 1	31 66	12 26		4 8	30 62	15 30	3 6	1 2
WPLY-FM (%)	55 29	83 44	48 26	3 2	38 22	48 28	81 48	4 3	51 36	60 42	29 20	4 3	43 31	54 38	40 28	4 3
WURD-AM (%)	35 64	12 22	7 13		21 37	16 28	20 34	1 2	27 65	11 26	3 6	1 3	23 58	10 24	6 16	1 2
WUSL-FM (%)	132 47	82 29	59 21	11 4	89 32	73 26	103 37	14 5	150 63	63 27	19 8	6 2	118 49	62 26	51 21	10 4
WWDB-FM (%)	286 69	84 20	45 11	1	242 51	141 29	94 20	2	183 76	46 19	9 4	2 1	227 69	67 20	35 11	1
WVJZ-AM (%)	31 78	6 15		2 6	33 70	13 27		2 3	33 89	4 11			25 79	5 17		1 4
WXTU-FM (%)	132 39	138 40	70 20	3 1	121 32	110 29	145 38		146 46	124 39	39 13	6 2	109 41	96 36	61 23	2 1
+WXXM-FM WFLN-FM (%)	26 22	51 43	39 33	2 1	20 14	32 22	91 63	1	40 32	47 38	29 23	9 7	26 25	37 36	37 36	3 3
WYSP-FM (%)	225 29	283 37	254 33	7 1	113 20	127 23	317 57	4 1	190 50	129 34	36 10	23 6	133 30	143 32	154 35	9 2
WYXR-FM (%)	61 22	105 39	105 39	2 1	43 13	52 16	223 69	4 1	54 39	55 39	27 19	4 3	51 25	63 31	86 42	3 2

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WBYN-FM (%)	14 61	9 39			23 67	12 33			16 46	15 43	4 11		14 62	8 35	1 2	
WJBR-FM (%)	14 36	8 22	16 42		7 20	4 10	25 70		13 56	8 34	2 10		11 39	5 19	11 42	
WKXW-FM (%)	26 24	52 48	31 28		10 11	36 39	46 50		7 21	15 43	12 35		16 24	28 42	23 34	
+WLEV-FM WFMZ-FM (%)	9 20	7 15	30 65		15 18	9 10	59 70	1 1	17 61	9 33	1 5		10 25	7 16	24 58	
WPST-FM (%)	13 18	34 45	27 37		7 7	25 26	65 67		16 30	28 53	9 17		11 18	25 41	24 40	
WRDR-FM (%)	34 47	28 40	7 10	3 4	33 36	31 34	21 23	7 8	26 45	27 46		5 9	23 41	22 41	6 12	3 6
WRFY-FM (%)	5 14	9 28	19 58		4 10	8 19	28 71		2 18	5 40	5 42		3 15	5 25	13 59	
WOR -AM (%)	20 82	4 18			30 76	7 18	2 4	1 2	24 89	2 7		1 4	20 83	3 13	1 2	2
TOTALS (%)	3709 41	2931 32	2356 26	100 1	2807 29	2075 22	4627 48	126 1	3323 56	1799 30	656 11	172 3	2937 43	1857 27	1887 28	113 2

Listening Locations

* Listener estimates adjusted for reported broadcast schedule.

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

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KYW -AM										
FA '97	5:15	2:45	4:15	5:00	3:00	4:30	5:15	2:30	3:45	4:45
SU '97	5:00	3:00	4:00	4:45	2:45	4:00	5:00	3:15	3:45	4:30
SP '97	5:00	3:30	4:00	4:45	3:15	4:15	5:00	3:45	4:00	4:30
WI '97	5:00	3:00	4:15	4:45	3:30	4:15	5:00	2:30	4:00	4:45
4-Book	5:00	3:00	4:15	4:45	3:15	4:15	5:00	3:00	4:00	4:45
FA '96	5:15	3:00	4:00	5:00	3:00	4:00	5:00	2:45	4:00	5:15
WBEB-FM										
FA '97	8:45	7:15	9:15	10:30	5:00	7:30	9:00	8:30	10:15	11:00
SU '97	8:45	7:30	9:00	10:00	6:30	8:00	9:15	8:00	9:15	10:15
SP '97	9:00	7:45	9:00	9:45	6:00	6:30	7:15	8:15	10:15	11:00
WI '97	9:00	8:00	9:15	10:15	6:15	8:30	10:00	8:30	9:45	10:15
4-Book	9:00	7:45	9:15	10:15	6:00	7:45	9:00	8:15	10:00	10:45
FA '96	8:30	8:00	9:30	10:00	6:30	8:00	8:00	8:45	10:00	10:45
WDAS-AM										
FA '97	11:00	11:00	10:00	11:00	8:30	6:00	6:00	12:15	11:15	12:15
SU '97	9:00	9:45	8:45	8:45	7:15	7:15	7:45	10:15	9:15	9:15
SP '97	9:45	4:00	10:30	10:45	3:45	6:45	6:00	4:15	11:45	12:00
WI '97	9:30	5:15	8:30	9:45	8:00	4:45	6:45	3:45	12:00	11:45
4-Book	9:45	7:30	9:30	10:00	7:00	6:15	6:45	7:45	11:00	11:15
FA '96	7:30	5:15	7:30	7:45	1:45	7:15	8:30	7:00	7:45	7:30
WDAS-FM										
FA '97	11:30	10:30	13:00	13:15	9:30	11:15	12:30	11:00	14:00	13:45
SU '97	12:45	10:30	14:00	15:30	8:45	11:45	13:30	11:45	15:30	17:15
SP '97	11:30	10:00	12:45	13:00	10:30	12:45	13:15	9:45	13:00	13:00
WI '97	11:15	11:00	13:30	13:00	9:30	13:00	12:45	12:00	14:00	13:00
4-Book	11:45	10:30	13:15	13:45	9:30	12:15	13:00	11:15	14:15	14:15
FA '96	11:30	10:00	13:00	14:15	10:30	13:30	15:00	9:45	13:00	13:45
WFIL-AM										
FA '97	4:45	1:30	4:45	5:15	1:45	3:30	4:00	1:30	6:00	6:15
SU '97	**	**	**	**	**	**	**	**	**	**
SP '97	5:15	3:15	6:30	6:00	5:15	7:15	5:30	2:00	6:15	6:15
WI '97	6:00	2:30	7:15	7:00	2:45	7:45	7:30	1:45	6:45	6:45
4-Book	**	**	**	**	**	**	**	**	**	**
FA '96	5:30	2:15	7:00	7:30	1:15	6:15	6:45	2:15	7:15	8:30
WHAT-AM										
FA '97	9:15	6:45	11:00	10:15	11:00	11:15	12:00	2:45	10:45	9:30
SU '97	10:15	9:45	10:15	12:00	20:15	11:45	9:30	5:45	9:30	13:30
SP '97	14:00	10:15	12:30	14:15	10:00	7:45	9:00	10:30	14:45	16:45
WI '97	9:15	12:45	8:30	9:30	16:15	12:15	11:15	2:15	5:30	8:15
4-Book	10:45	10:00	10:30	11:30	14:30	10:45	10:30	5:15	10:15	12:00
FA '96	13:45	11:30	10:45	14:30	9:00	6:00	13:45	17:00	14:45	15:00
W100-FM										
FA '97	5:15	6:00	5:30	5:15	7:15	5:45	4:30	5:00	5:15	5:45
SU '97	5:45	6:15	5:45	5:15	6:00	5:45	5:45	6:30	5:45	5:00
SP '97	5:45	6:45	6:00	5:15	8:15	5:45	3:45	5:45	6:15	6:00
WI '97	6:00	7:00	6:00	5:15	6:30	5:30	4:30	7:30	6:30	5:45
4-Book	5:45	6:30	5:45	5:15	7:00	5:45	4:45	6:15	6:00	5:45
FA '96	6:15	6:00	5:15	5:30	5:45	5:00	5:30	6:15	5:30	5:45
VIP -AM										
FA '97	7:15	7:00	7:45	8:00	7:45	8:15	8:30	4:00	4:45	6:00
SU '97	7:45	7:45	8:00	8:00	8:30	8:30	8:30	4:00	5:00	5:15
SP '97	6:30	5:45	7:00	7:00	6:45	7:30	7:30	2:30	5:15	5:30
WI '97	7:00	6:00	6:45	7:30	6:45	7:30	8:15	2:45	3:45	4:30
4-Book	7:15	6:45	7:30	7:45	7:30	8:00	8:15	3:15	4:45	5:15
FA '96	7:15	7:30	7:45	7:15	8:00	8:30	8:15	4:15	3:45	3:45
VJZZ-FM										
FA '97	9:00	9:45	9:45	9:15	8:45	9:45	10:00	11:00	9:30	8:45
SU '97	9:30	6:45	10:15	10:45	5:30	10:45	11:45	7:45	9:45	9:45
SP '97	8:45	8:30	9:15	9:15	10:00	9:45	9:15	7:30	9:00	9:00
WI '97	8:30	6:00	8:15	9:30	8:00	9:15	10:00	4:45	7:45	8:45
4-Book	9:00	7:45	9:30	9:45	8:00	10:00	10:15	7:45	9:00	9:00
FA '96	9:00	7:00	9:15	9:45	5:45	8:30	9:00	7:45	9:45	10:30

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 8-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64	
WMGK-FM										
FA '97	7:30	7:15	7:30	8:15	8:30	9:00	9:00	6:15	6:15	7:30
SU '97	6:45	7:30	7:15	6:30	8:00	8:00	6:45	7:15	6:30	6:00
SP '97	6:45	6:45	7:15	7:15	7:00	8:30	8:30	6:30	6:15	6:00
WI '97	7:15	7:30	7:30	7:30	7:45	8:30	9:15	7:15	6:30	5:45
4-Book	7:00	7:15	7:30	7:30	7:45	8:30	8:30	6:45	6:30	6:15
FA '96	8:15	8:00	8:30	9:00	9:00	10:30	11:00	7:00	6:45	7:00
WMMR-FM										
FA '97	5:45	5:30	6:15	6:30	6:15	7:00	7:15	4:45	4:45	5:00
SU '97	6:45	7:00	7:30	7:30	8:15	8:45	8:45	5:15	5:30	5:30
SP '97	7:30	7:00	8:45	8:45	8:30	10:00	9:45	5:00	7:00	7:15
WI '97	6:15	6:00	7:00	7:30	6:45	7:15	7:30	4:45	6:45	7:15
4-Book	6:30	6:30	7:30	7:30	7:30	8:15	8:15	5:00	6:00	6:15
FA '96	6:30	5:30	7:15	8:15	6:30	8:00	8:30	3:45	6:00	8:00
WOGL-FM										
FA '97	7:15	4:15	7:30	8:30	5:00	8:45	9:15	3:45	6:45	7:45
SU '97	7:15	6:15	6:45	7:45	7:45	7:15	8:45	5:15	6:30	7:00
SP '97	7:45	6:30	8:00	8:30	5:15	8:15	9:30	7:30	8:00	8:00
WI '97	6:45	4:00	6:30	7:30	5:30	7:30	8:00	3:00	5:45	7:15
4-Book	7:15	5:15	7:15	8:00	6:00	8:00	9:00	5:00	6:45	7:30
FA '96	7:30	5:30	7:30	8:30	7:30	8:15	9:00	3:45	7:00	8:00
WPEN-AM										
FA '97	10:30	4:45	5:15	8:30	3:45	5:15	9:15	6:00	5:30	8:00
SU '97	12:30	4:15	9:15	11:15	5:15	11:30	12:45	2:30	7:00	10:15
SP '97	11:45	7:15	5:00	8:30	9:45	3:45	8:45	5:30	6:15	8:30
WI '97	13:00	8:30	7:00	8:30	3:15	4:30	8:00	14:30	9:30	8:45
4-Book	12:00	6:15	6:45	9:15	5:30	6:15	9:45	7:15	7:00	9:00
FA '96	13:15	6:00	5:00	11:15	7:45	4:30	11:00	4:00	5:15	11:30
+WPHI-FM										
FA '97	7:30	7:30	6:45	5:15	8:00	7:45	6:45	7:15	6:00	4:15
SU '97	8:30	9:30	8:30	6:00	10:15	10:15	7:30	8:30	7:00	5:00
SP '97	8:00	8:00	6:45	5:30	9:00	7:45	5:00	7:30	6:00	6:00
WI '97	6:45	6:45	6:45	6:45	8:30	8:15	7:30	5:15	5:30	6:00
4-Book	7:45	8:00	7:15	6:00	9:00	8:30	6:45	7:15	6:15	5:15
FA '96	5:15	5:30	5:00	4:45	5:45	5:45	6:00	5:30	4:15	3:30
WPHT-AM										
FA '97	4:00	2:30	3:15	4:00	2:45	3:15	4:30	1:30	2:30	2:45
SU '97	3:45	3:00	3:00	4:15	2:45	3:15	4:30	3:30	2:45	3:45
SP '97	4:00	2:45	3:00	3:30	1:45	3:00	3:30	5:45	3:30	3:30
WI '97	4:00	1:45	4:00	4:30	2:00	4:30	4:30	1:15	2:45	4:45
4-Book	4:00	2:30	3:15	4:00	2:15	3:30	4:15	3:00	3:00	3:45
FA '96	4:00	5:30	4:00	3:45	8:15	4:45	4:15	2:15	2:30	3:15
WPLY-FM										
FA '97	4:45	5:15	4:15	3:00	5:30	4:30	2:30	4:45	4:00	3:45
SU '97	5:30	5:30	5:15	4:45	5:15	6:00	6:45	6:00	4:45	3:30
SP '97	5:00	5:30	4:45	4:15	5:45	5:30	5:15	5:00	4:15	3:00
WI '97	4:45	5:30	5:15	3:30	6:30	6:15	3:45	4:45	4:30	3:15
4-Book	5:00	5:30	5:00	4:00	5:45	5:30	4:30	5:15	4:30	3:30
FA '96	4:30	5:15	4:45	3:45	5:15	4:45	3:30	5:00	4:30	4:00
WURD-AM										
FA '97	12:30	13:45	15:00	13:15	9:00	11:15	12:00	17:15	17:30	14:00
SU '97	9:00	9:45	9:00	10:00	5:15	6:00	7:00	12:30	12:00	12:30
SP '97	11:30	14:30	12:45	10:45	7:00	6:45	7:30	17:15	16:15	14:00
WI '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
WUSL-FM										
FA '97	7:45	8:15	8:15	6:45	9:30	9:00	6:15	7:15	7:30	7:00
SU '97	8:00	10:00	7:30	6:00	10:45	7:30	5:30	9:15	7:45	6:30
SP '97	8:15	9:30	9:15	6:45	9:45	10:15	6:30	9:15	8:45	6:45
WI '97	9:30	12:00	9:15	6:15	12:00	9:15	5:45	12:00	9:15	6:30
4-Book	8:30	10:00	8:30	6:30	10:30	9:00	6:00	9:30	8:15	6:45
FA '96	10:00	11:45	9:30	7:15	10:30	9:45	7:30	13:00	9:15	7:00

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WWDB-FM										
FA '97	9:45	4:45	7:00	8:00	5:45	6:45	8:15	3:45	7:00	7:45
SU '97	8:45	5:15	6:15	7:30	5:15	6:45	7:45	5:30	6:00	7:15
SP '97	9:15	5:00	6:45	8:15	6:00	7:30	8:45	3:30	5:45	7:45
WI '97	9:15	5:30	7:30	9:15	7:00	8:00	9:15	3:15	7:15	9:00
4-Book	9:15	5:15	7:00	8:15	6:00	7:15	8:30	4:00	6:30	8:00
FA '96	9:15	5:30	7:30	8:45	5:15	8:45	9:15	6:00	6:00	8:15
WWJZ-AM										
FA '97	7:45	0:00	3:30	3:45	0:00	0:45	3:45	0:00	5:30	3:45
SU '97	8:30	7:45	9:45	12:30	1:30	6:30	12:45	13:45	15:45	12:15
SP '97	**	**	**	**	**	**	**	**	**	**
WI '97	10:30	0:00	0:45	6:00	0:00	0:00	5:30	0:00	0:45	6:15
4-Book	**	**	**	**	**	**	**	**	**	**
FA '96	12:00	0:30	4:00	7:30	0:00	2:15	10:45	0:30	5:15	5:00
WXTU-FM										
FA '97	8:45	7:45	9:00	9:30	8:00	9:00	9:45	7:30	8:45	9:30
SU '97	9:15	8:45	9:45	10:15	8:15	10:15	11:00	9:15	9:30	9:30
SP '97	9:45	7:45	10:30	11:45	8:45	11:30	12:00	7:00	9:45	11:30
WI '97	10:30	10:00	10:30	11:00	10:45	10:30	11:30	9:15	10:15	10:30
4-Book	9:30	8:30	10:00	10:45	9:00	10:15	11:00	8:15	9:30	10:15
FA '96	9:00	9:00	9:15	10:00	11:15	10:45	10:30	7:15	7:45	9:15
+WXXM-FM										
WFLN-FM										
FA '97	5:00	5:45	5:30	3:45	5:45	6:00	3:30	5:45	5:00	4:15
SU '97	8:30	4:45	7:45	8:30	3:45	7:00	8:00	5:30	8:15	8:45
SP '97	7:45	5:45	6:30	8:00	4:15	6:45	10:00	7:30	6:15	6:30
WI '97	8:30	5:00	7:00	8:30	5:15	7:30	9:00	4:45	6:30	8:00
4-Book	7:30	5:15	6:45	7:15	4:45	6:45	7:45	6:00	6:30	7:00
FA '96	8:30	4:45	6:45	8:15	6:00	7:00	9:15	3:30	6:15	7:45
WYSP-FM										
FA '97	7:15	8:15	7:30	6:45	10:00	9:15	8:15	5:15	4:15	4:00
SU '97	6:45	8:00	7:00	5:30	9:45	8:00	5:45	5:15	5:00	4:45
SP '97	8:15	9:00	9:00	8:15	11:00	11:00	9:30	5:30	5:30	6:00
WI '97	7:15	7:45	7:30	7:30	9:45	9:00	8:30	4:00	4:45	5:00
4-Book	7:30	8:15	7:45	7:00	10:15	9:15	8:00	5:00	5:00	5:00
FA '96	6:15	7:00	6:45	5:45	8:00	8:00	6:30	5:00	4:15	3:45
WYXR-FM										
FA '97	5:30	5:45	6:30	6:30	3:45	5:30	5:30	6:30	7:00	7:00
SU '97	5:45	6:00	6:15	6:15	4:45	5:45	6:00	6:30	6:15	6:15
SP '97	6:00	6:00	7:00	7:00	5:15	5:45	5:30	6:15	7:45	8:00
WI '97	4:45	4:45	5:30	5:30	3:45	4:30	4:45	5:00	6:00	5:45
4-Book	5:30	5:45	6:15	6:15	4:30	5:30	5:30	6:00	6:45	6:45
FA '96	6:00	6:15	6:45	6:45	6:45	7:15	6:15	6:15	6:45	7:00
WBYN-FM										
FA '97	6:45	4:00	8:00	10:15	1:45	9:00	10:30	5:30	7:30	10:00
SU '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '96	7:30	15:30	9:15	7:45	1:00	6:00	6:30	19:00	11:15	8:45
WJBR-FM										
FA '97	4:15	3:00	5:00	5:30	4:00	7:15	7:15	2:30	3:45	4:30
SU '97	5:30	3:45	5:45	6:45	3:00	5:00	5:45	4:30	6:30	7:15
SP '97	6:00	5:15	6:30	6:15	5:30	6:45	7:00	5:00	6:30	6:00
WI '97	5:45	3:45	5:45	7:00	2:00	6:45	9:15	4:45	5:00	5:45
4-Book	5:30	4:00	5:45	6:30	3:45	6:30	7:15	4:15	5:30	6:00
FA '96	7:30	4:45	7:15	9:15	11:00	13:15	12:30	3:00	4:45	6:45
WKXV-FM										
FA '97	6:15	5:45	7:00	7:15	10:00	8:30	7:30	3:30	5:45	6:45
SU '97	5:30	4:30	5:15	6:00	5:45	5:30	6:30	3:15	5:00	5:30
SP '97	4:15	4:00	4:45	4:30	2:45	3:30	3:30	4:45	5:30	5:15
WI '97	5:45	4:15	4:45	6:15	6:00	5:15	6:15	3:15	4:30	6:30
4-Book	5:30	4:45	5:30	6:00	6:15	5:45	6:00	3:45	5:15	6:00
FA '96	6:00	4:00	6:00	8:00	16:00	9:15	10:00	1:45	4:15	6:00

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
+WLEV-FM										
WFMZ-FM										
FA '97	8:45	6:00	9:45	9:15	2:15	5:30	6:45	7:00	12:45	11:30
SU '97	7:00	3:45	5:15	6:45	2:30	6:00	5:15	4:45	4:45	8:00
SP '97	9:30	5:45	7:30	8:30	0:00	6:45	6:15	5:45	8:00	10:15
WI '97	9:30	7:45	7:45	9:30	3:30	5:15	6:45	11:45	9:30	11:45
4-Book	8:45	5:45	7:30	8:30	2:00	6:00	6:15	7:15	8:45	10:30
FA '96	9:30	2:15	9:15	12:30	5:45	11:15	9:15	1:00	8:00	14:30
WPST-FM										
FA '97	3:45	3:30	3:30	3:45	2:15	3:15	4:45	4:30	3:45	3:00
SU '97	4:15	4:30	3:45	3:15	5:00	3:30	3:00	4:00	4:00	3:30
SP '97	4:00	4:45	4:15	2:30	5:30	4:15	2:15	4:15	4:15	2:45
WI '97	4:15	4:45	4:45	4:00	5:15	5:15	4:45	4:30	4:15	3:30
4-Book	4:00	4:30	4:00	3:30	4:30	4:00	3:45	4:15	4:00	3:15
FA '96	4:30	4:30	4:45	5:00	4:00	4:30	6:15	4:45	4:45	4:00
WRDR-FM										
FA '97	7:45	3:30	7:15	7:30	6:00	7:15	9:00	1:00	7:15	6:30
SU '97	7:15	1:30	5:45	7:00	0:45	9:30	7:30	1:45	3:00	6:15
SP '97	8:45	10:15	6:00	9:30	10:00	4:30	10:00	11:00	7:15	9:00
WI '97	7:15	1:00	3:30	7:30	0:00	4:15	7:15	1:00	3:15	8:00
4-Book	7:45	4:00	5:45	8:00	4:15	6:30	8:30	3:45	5:15	7:30
FA '96	6:30	5:30	4:30	6:45	5:30	5:15	9:00	0:00	4:00	4:45
WRFY-FM										
FA '97	5:45	5:15	7:00	6:45	3:45	6:45	6:45	6:45	7:00	6:45
SU '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
VOR -AM										
FA '97	10:00	0:00	5:45	12:30	0:00	7:00	13:15	0:00	1:00	12:00
SU '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
WI '97	6:30	1:30	7:00	6:00	1:30	5:15	4:30	0:00	9:45	7:30
4-Book	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KYW - AM	WBEB - FM	WDAS - AM	WDAS - FM	WFIL - AM	WHAT - AM	WIOQ - FM	WIP - AM	WJJZ - FM	WMGK - FM	WMMR - FM	WQGL - FM	WPEN - AM	WPHI - FM	WPHT - AM	WPLY - FM	WURD - AM	WUSL - FM	WWDB - FM	WWJZ - AM	WXTU - FM
Cume Pers. (00)	11786	6247	1024	4389	636	950	5525	4627	4258	5696	4996	6421	3151	4262	1593	4919	440	5467	4322	507	3877
KYW -AM	100	31	42	26	49	46	17	40	35	25	21	33	48	15	64	19	13	16	39	48	27
WBEB -FM	16	100	8	11	7	26	13	15	22	15	22	9	13	12	18	31	13	13	11	4	16
WOAS -AM	4	1	100	10	8	28	1	1	5	1	1	1	1	3	2	2	5	5	1	1	1
WOAS -FM	10	8	43	100	10	45	10	6	33	5	2	9	2	33	6	2	4	41	5	2	1
WFIL -AM	3	1	5	1	100	9		3	3	1	1	2	4	1	5	1	2	1	4	5	2
WHAT -AM	4	1	26	10	14	100		2	5	1	1	1	4	2	6			3	2	2	2
WIOQ -FM	8	23	3	13	3	1	100	10	12	21	20	17	1	29	6	28	38	29	5	2	10
WIP -AM	16	9	6	6	18	9		8	100	14	14	16	11	12	7	35	14	6	6	13	13
WJJZ -FM	13	10	22	32	19	22	9	13	100	9	8	12	9	14	8	5	8	17	9	21	7
WMGK -FM	12	20	4	7	13	5	22	17	12	100	38	20	3	8	4	25	8	8	8	2	15
WMMR -FM	9	12	1	3	5	2	18	17	9	33	100	16	3	8	3	32	4	6	6	6	12
WQGL -FM	18	23	9	14	21	9	19	15	18	23	20	100	12	9	18	15	10	11	18	13	22
WPEN -AM	13	5	4	2	20	14	1	8	7	2	2	6	100		27	1	2	1	18	47	11
WPHI -FM	6	9	14	32	5	8	23	6	14	6	7	6		100	2	12	36	57	1	1	1
WPHT -AM	9	3	4	2	12	10	2	12	3	1	1	5	14	1	100	1	2	1	16	7	4
WPLY -FM	8	14	2	2	4	1	24	15	5	22	32	11	1	14	4	100	2	11	5		7
WURO -AM		2			2		3	1	1			1		4	1		100	3		2	2
WUSL -FM	8	11	26	51	8	17	28	7	21	8	6	9	1	73	3	12	33	100	2	24	12
WVOB -FM	14	8	3	5	26	8	4	12	10	6	5	12	24	1	42	4	4	2	100	3	100
WVJZ -AM	2				4	1		1	3			1		8	2				3	100	1
WXTU -FM	9	10		1	12	7	7	8	6	10	9	13	13	1	10	5		2	11	7	100
+WXXM -FM	6	9		2	2		15	9	3	14	19	7	1	6	6	33	2	5	5		6
WYSP -FM	17	16	2	5	9	2	25	43	16	38	58	20	7	14	22	48	4	12	19	9	17
WYXR -FM	10	28	5	7	7	3	33	11	11	25	18	17	2	15	4	22	23	13	7	2	14
WBYN -FM	2	1			4			1	1			1	1						1		2
WJBR -FM	2	6	2	1	7	1	3	2	3	4	3	4	1	2	2	4		2	2		4
WKXW -FM	2	7		1			4	3	5	5	4	5	1	1	3	3		2	6	5	6
+WLEV -FM	2	4					1	1	1	2	2	3			1	2			1		2
WPST -FM	4	10	1	1	1		19	6	3	13	14	7		10	4	22	2	8	3		5
WROR -FM	3	2			4			3	3	1	1	2	10		4	1			6	7	3
WRFY -FM	1	2			2		1	2	1	3	4	2		1		3		1			4
WOR -AM	1				1	1		1					3		3				4	3	1

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WXXM-FM	WYSP-FM	WYXR-FM	WBYN-FM	WJBR-FM	WKXW-FM	WLEV-FM	WPST-FM	WRDR-FM	WRFY-FM	WOR-AM									
Cume Pers. (00)	3053	7909	4885	437	863	1367	591	2843	891	485	306									
KYW -AM	23	26	25	54	27	21	46	16	35	23	44									
WBEB-FM	19	13	35	8	40	30	43	21	14	20	6									
WDAS-AM			1		3															
WDAS-FM	2	3	6		8	3		2	1	2	3									
WFIL-AM		1	1	6	5				3	2	3									
WHAT-AM			1		1						3									
W100-FM	27	17	37	4	18	14	7	36	2	14										
WIP -AM	14	25	11	6	11	9	7	10	15	15	9									
WJZ-FM	5	9	10	7	16	15	4	4	14	6	3									
WVGK-FM	27	27	29	2	24	20	19	26	6	37										
WMMR-FM	32	36	18	2	18	16	13	25	5	41										
WGL-FM	15	16	22	15	30	24	28	15	16	20	3									
WPEN-AM	1	3	1	5	5	3			37		27									
WPHI-FM	8	7	13		7	3	1	15	2	5										
WPHT-AM	3	4	1		4	4	3	2	7		18									
WPLY-FM	53	30	22	2	21	12	16	38	4	29										
WURD-AM			2																	
WUSL-FM	10	8	15		11	6		15	1	10	3									
WVDB-FM	8	10	6	7	10	19	5	5	27	3	51									
WVJZ-AM		1			2	2			4		5									
WXTU-FM	7	8	11	14	18	16	10	7	13	28	11									
+WXXM-FM	100	16	16	4	7	10	9	35	2	15										
WYSP-FM	42	100	25	7	21	31	13	37	6	50	3									
WYXR-FM	26	16	100	2	29	23	21	34	8	42										
WBYN-FM	1			100		1	4			3	3									
WJBR-FM	2	2	5		100	2	16	1	2	9	5									
WKXW-FM	4	5	7	2	3	100	8	8	6	5										
+WLEV-FM	2	1	3	6	11	3	100	2		3										
WPST-FM	32	13	20		5	17	10	100	1	15										
WRDR-FM	1	1	1		2	4			100		3									
WRFY-FM	2	3	4	4	5	2	3	3		100										
WOR -AM				2	2				1		100									

Cume Duplication Percent

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

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

Notations

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)
	KYW -AM	886	8	171	2740		12032	WOGL-FM	470	7	49		759	6453	WYSP-FM	281	4
WBEB-FM	288	5	55	687	6288	WPEN-AM	279	9	36	480	3184	WYXR-FM	187	4	49	666	4924
WDAS-AM	72	7	15	140	1024	WPHI-FM	235	6	84	1036	4289	WBYN-FM	58	13	4	66	437
WDAS-FM	284	6	75	1041	4422	WPHT-AM	14	1	6	101	1611	WJBR-FM	34	4	6	109	874
WFIL-AM	25	4	4	82	647	WPLY-FM	214	4	35	569	4948	WKXW-FM	27	2	8	189	1376
WHAT-AM	68	7	21	142	956	WURD-AM	96	22	2	41	440	WLEV-FM	28	5	2	27	591
W100-FM	247	4	52	765	5578	WUSL-FM	329	6	78	1158	5495	WFMZ-FM	28	5	2	27	591
WIP -AM	193	4	39	662	4645	WVDB-FM	297	7	160	1089	4381	WPST-FM	74	3	5	192	2863
WJZ-FM	172	4	39	691	4289	WVJZ-AM	43	9	3	44	507	WRDR-FM	27	3	6	77	891
WMGK-FM	301	5	54	732	5724	WXTU-FM	508	13	61	562	3884	WRFY-FM			2	18	486
WMMR-FM	160	3	18	516	5035	WXXM-FM						WOR -AM	19	6	7	31	306
						WFLN-FM	44	1	17	341	3079						
TOTALS														1373	13168	39240	

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

Ethnic Composition

Persons 12+														
Monday-Sunday 6AM-MID														
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg	
KYW -AM							WPLY-FM							
Total	489	100	1.2	11786	100	28.9	Total	188	100	.5	4919	100	12.1	
Black	121	25	1.6	2123	18	27.6	Black	10	5	.1	231	5	3.0	
Hispanic	10	2	.6	349	3	21.5	Hispanic	2	1	.1	77	2	4.7	
WBEB-FM							WURD-AM							
Total	430	100	1.1	6247	100	15.3	Total	44	100	.1	440	100	1.1	
Black	33	8	.4	612	10	8.0	Black	6	1	.1	6	1	.1	
Hispanic	28	7	1.7	482	8	29.7	Hispanic	44	100	2.7	425	97	26.2	
WDAS-AM							WUSL-FM							
Total	89	100	.2	1024	100	2.5	Total	341	100	.8	5467	100	13.4	
Black	85	95	1.1	986	96	12.8	Black	253	74	3.3	3388	62	44.0	
Hispanic	2	3	.1	9	1	.6	Hispanic	26	8	1.6	395	7	24.3	
WDAS-FM							WVDB-FM							
Total	399	100	1.0	4389	100	10.8	Total	332	100	.8	4322	100	10.6	
Black	344	86	4.5	3632	83	47.2	Black	17	5	.2	314	7	4.1	
Hispanic	10	3	.6	183	4	11.3	Hispanic	9	3	.6	102	2	6.3	
WFIL-AM							WWJZ-AM							
Total	25	100	.1	636	100	1.6	Total	31	100	.1	507	100	1.2	
Black	7	30	.1	185	29	2.4	Black				8	2	.1	
Hispanic	2	8	.1	10	2	.6	Hispanic							
WHAT-AM							WXTU-FM							
Total	69	100	.2	950	100	2.3	Total	271	100	.7	3877	100	9.5	
Black	60	86	.8	820	86	10.7	Black	4	2	.1	135	3	1.8	
Hispanic	2	3	.1	22	2	1.4	Hispanic	10	4	.6	63	2	3.9	
WIOQ-FM							+WXXM-FM							
Total	235	100	.6	5525	100	13.6	WFLN-FM							
Black	33	14	.4	776	14	10.1	Total	118	100	.3	3053	100	7.5	
Hispanic	23	10	1.4	416	8	25.6	Black	3	3		92	3	1.2	
WIP -AM							Hispanic	3	2	.2	48	2	3.0	
Total	270	100	.7	4627	100	11.4	WYSP-FM							
Black	32	12	.4	533	12	6.9	Total	454	100	1.1	7909	100	19.4	
Hispanic	8	3	.5	139	3	8.6	Black	23	5	.3	423	5	5.5	
WJJZ-FM							Hispanic	7	2	.4	157	2	9.7	
Total	306	100	.8	4258	100	10.5	WYXR-FM							
Black	150	49	1.9	1945	46	25.3	Total	217	100	.5	4885	100	12.0	
Hispanic	22	7	1.4	217	5	13.4	Black	14	7	.2	403	8	5.2	
WMGK-FM							Hispanic	18	8	1.1	299	6	18.4	
Total	339	100	.8	5696	100	14.0	WBYN-FM							
Black	25	7	.3	294	5	3.8	Total	23	100	.1	437	100	1.1	
Hispanic	7	2	.4	143	3	8.8	Black	1	4		16	4	.2	
WMMR-FM							Hispanic							
Total	228	100	.6	4996	100	12.3	WJBR-FM							
Black	9	4	.1	195	4	2.5	Total	28	100	.1	863	100	2.1	
Hispanic	2	1	.1	96	2	5.9	Black	5	19	.1	158	18	2.1	
VOGL-FM							Hispanic	1	2	.1	66	8	4.1	
Total	365	100	.9	6421	100	15.8	WKXW-FM							
Black	36	10	.5	758	12	9.8	Total	68	100	.2	1367	100	3.4	
Hispanic	6	2	.4	160	2	9.8	Black	3	5		59	4	.8	
WPEN-AM							Hispanic	2	3	.1	56	4	3.4	
Total	260	100	.6	3151	100	7.7	+WLEV-FM							
Black	11	4	.1	213	7	2.8	WFMZ-FM							
Hispanic				9		.6	Total	41	100	.1	591	100	1.5	
WPHI-FM							Black							
Total	254	100	.6	4262	100	10.5	Hispanic	2	4	.1	89	15	5.5	
Black	152	60	2.0	2289	54	29.7	WPST-FM							
Hispanic	27	10	1.7	407	10	25.0	Total	83	100	.2	2843	100	7.0	
WPHT-AM							Black	4	5	.1	117	4	1.5	
Total	50	100	.1	1593	100	3.9	Hispanic	2	3	.1	69	2	4.2	
Black	7	14	.1	137	9	1.8								
Hispanic	1	1	.1	30	2	1.8								

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



Notations

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KYW -AM										
TSA AQH	522	43	211	284	24	116	152	19	95	132
Metro AQH	489	41	201	268	23	109	142	18	92	127
TSA Cume	12945	2049	6679	7332	1070	3478	3733	978	3201	3600
Metro Cume	11786	1890	6117	6727	992	3136	3347	898	2981	3379
WBEB-FM										
TSA AQH	475	120	323	306	27	87	92	93	237	214
Metro AQH	430	109	295	276	25	78	82	85	217	194
TSA Cume	7376	2315	4652	3889	717	1494	1347	1598	3158	2542
Metro Cume	6247	1897	3991	3352	631	1309	1151	1266	2681	2201
WDAS-AM										
TSA AQH	91	18	43	53	4	6	6	13	36	47
Metro AQH	89	17	42	51	4	6	6	13	36	46
TSA Cume	1071	214	559	619	65	138	128	149	420	491
Metro Cume	1024	198	531	588	62	128	120	136	403	468
WDAS-FM										
TSA AQH	454	163	358	263	56	122	96	108	236	167
Metro AQH	399	140	313	233	48	107	87	92	206	146
TSA Cume	5267	2020	3652	2657	760	1446	1063	1261	2206	1594
Metro Cume	4389	1701	3046	2210	637	1194	871	1064	1853	1338
WFIL-AM										
TSA AQH	28	1	14	18		5	7	1	8	11
Metro AQH	25		11	16		4	6		7	10
TSA Cume	709	40	350	435	22	190	222	18	160	213
Metro Cume	636	25	299	383	18	158	183	6	141	200
WHAT-AM										
TSA AQH	70	3	35	43	3	18	18	1	17	25
Metro AQH	69	3	35	42	3	17	18	1	17	25
TSA Cume	962	64	402	520	31	199	193	33	203	327
Metro Cume	950	64	399	514	31	196	187	33	203	327
W100-FM										
TSA AQH	323	184	162	75	89	69	27	95	93	48
Metro AQH	235	129	122	60	62	53	24	68	70	36
TSA Cume	7900	4010	3797	1942	1630	1574	844	2380	2222	1098
Metro Cume	5525	2732	2775	1468	1067	1138	665	1665	1637	802
WIP -AM										
TSA AQH	324	96	216	187	87	191	157	9	25	30
Metro AQH	270	85	177	151	77	157	125	8	21	25
TSA Cume	5650	1752	3626	3007	1467	2974	2385	285	652	622
Metro Cume	4627	1518	2911	2378	1271	2364	1855	247	548	522
WJJZ-FM										
TSA AQH	375	87	274	260	41	131	132	45	143	129
Metro AQH	306	76	224	207	35	106	107	41	118	100
TSA Cume	5569	1245	3835	3669	659	1815	1769	586	2020	1900
Metro Cume	4258	976	2914	2784	505	1359	1359	471	1555	1425
WMGK-FM										
TSA AQH	413	186	331	208	97	190	118	89	141	89
Metro AQH	339	154	264	167	82	152	93	73	112	74
TSA Cume	7415	3413	5767	3405	1546	2842	1759	1867	2925	1645
Metro Cume	5696	2680	4383	2557	1212	2141	1309	1468	2242	1249
WMMR-FM										
TSA AQH	280	132	234	142	82	163	104	50	71	38
Metro AQH	228	113	190	110	71	132	80	41	57	30
TSA Cume	6658	3302	5154	2928	1863	3151	1896	1439	2003	1032
Metro Cume	4996	2556	3868	2126	1456	2380	1372	1100	1487	754
WOGL-FM										
TSA AQH	468	46	330	384	23	171	200	23	158	184
Metro AQH	365	36	253	297	19	128	147	18	125	150
TSA Cume	8417	1344	5558	5960	594	2499	2808	750	3059	3152
Metro Cume	6421	1079	4204	4439	484	1854	2009	595	2350	2430

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

TSA Target Listeners

Monday-Sunday 6AM-MID										
AQH and Cume Persons (00)										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WPEN-AM										
TSA AQH	270	5	19	67	2	7	27	3	12	40
Metro AQH	260	4	19	65	2	7	27	3	12	38
TSA Cume	3364	121	462	1041	67	179	399	54	283	642
Metro Cume	3151	116	448	979	62	169	366	54	279	613
WPHI-FM										
TSA AQH	281	141	84	30	69	41	15	72	43	15
Metro AQH	254	128	76	27	65	39	14	63	37	14
TSA Cume	4858	2412	1599	749	1129	688	288	1283	910	462
Metro Cume	4262	2123	1413	664	1022	626	257	1101	787	407
WPHT-AM										
TSA AQH	59	5	20	31	3	15	24	2	5	7
Metro AQH	50	3	15	26	2	13	20		2	6
TSA Cume	1896	159	726	984	118	575	677	41	152	307
Metro Cume	1593	129	601	815	103	482	556	25	119	259
WPLY-FM										
TSA AQH	231	139	103	31	73	54	14	66	49	17
Metro AQH	188	113	84	23	60	45	10	53	39	14
TSA Cume	6154	3476	2986	1170	1719	1472	576	1757	1514	593
Metro Cume	4919	2769	2450	954	1389	1256	488	1380	1193	466
WURD-AM										
TSA AQH	46	25	41	17	7	13	6	18	27	11
Metro AQH	44	25	39	16	7	12	5	17	27	10
TSA Cume	488	251	361	169	112	157	70	139	204	100
Metro Cume	440	228	327	148	100	136	56	128	191	92
WUSL-FM										
TSA AQH	468	239	188	82	120	88	29	119	100	52
Metro AQH	341	169	145	65	92	70	24	77	75	41
TSA Cume	7677	3631	3042	1691	1672	1334	636	1959	1708	1055
Metro Cume	5467	2560	2225	1230	1211	980	472	1349	1246	758
WVDB-FM										
TSA AQH	418	24	132	187	13	73	102	11	60	85
Metro AQH	332	17	99	143	9	49	71	7	50	73
TSA Cume	5664	639	2451	3035	321	1314	1529	318	1137	1505
Metro Cume	4322	444	1803	2289	209	912	1088	235	891	1201
WVJZ-AM										
TSA AQH	36		1	5			3		1	2
Metro AQH	31		1	3			1		1	2
TSA Cume	586		45	116		19	48		26	68
Metro Cume	507		45	102		19	38		26	64
WXTU-FM										
TSA AQH	365	86	204	213	37	99	111	49	105	102
Metro AQH	271	55	156	167	25	76	86	30	80	81
TSA Cume	5577	1468	3022	3007	641	1426	1517	827	1596	1490
Metro Cume	3877	905	2209	2188	387	1055	1115	518	1154	1072
+WXXM-FM										
WFLN-FM										
TSA AQH	137	93	73	25	46	41	11	47	32	14
Metro AQH	118	79	67	23	37	38	10	41	29	13
TSA Cume	3621	2085	1801	843	979	913	399	1106	888	444
Metro Cume	3053	1723	1563	747	804	810	368	919	753	379
WYSP-FM										
TSA AQH	615	352	448	235	269	360	192	83	88	43
Metro AQH	454	265	329	166	204	267	135	61	62	32
TSA Cume	10947	5657	7664	4269	3626	5120	2918	2031	2544	1351
Metro Cume	7909	4040	5488	3102	2560	3650	2085	1479	1838	1017
WYXR-FM										
TSA AQH	265	119	190	123	24	56	41	94	134	83
Metro AQH	217	102	162	99	21	46	31	81	116	67
TSA Cume	6338	2893	3970	2491	856	1318	887	2037	2653	1604
Metro Cume	4885	2281	3151	1899	686	1075	708	1595	2076	1191

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WBYN-FM										
TSA AQH	49	3	21	34	1	8	13	2	13	21
Metro AQH	23	1	13	18		5	7	1	8	11
TSA Cume	852	77	385	467	36	163	193	41	222	274
Metro Cume	437	43	203	225	17	67	86	25	136	139
WJBR-FM										
TSA AQH	103	17	70	73	4	22	22	13	48	51
Metro AQH	28	6	20	21	2	10	9	4	10	12
TSA Cume	1968	490	1211	1142	165	442	432	325	769	710
Metro Cume	863	247	524	491	76	176	163	170	348	328
WKXV-FM										
TSA AQH	178	36	122	121	20	65	60	15	57	61
Metro AQH	68	18	53	47	11	29	23	8	24	24
TSA Cume	3337	797	2217	2028	295	997	949	501	1220	1079
Metro Cume	1367	409	943	818	136	421	377	273	523	442
+WLEV-FM										
WFMZ-FM										
TSA AQH	163	37	104	101	12	33	32	25	72	69
Metro AQH	41	4	31	32		7	10	4	24	22
TSA Cume	2169	512	1302	1279	203	493	484	309	809	796
Metro Cume	591	92	402	437	21	165	194	71	237	243
WPST-FM										
TSA AQH	135	61	74	39	19	27	17	42	48	22
Metro AQH	83	37	44	23	10	17	13	27	27	10
TSA Cume	4259	1894	2274	1206	781	937	495	1113	1337	711
Metro Cume	2843	1298	1543	764	546	655	329	752	888	434
WRDR-FM										
TSA AQH	140	3	20	50	2	7	23	1	14	27
Metro AQH	55	1	12	23	1	4	11		8	12
TSA Cume	1941	96	361	721	43	122	304	53	239	417
Metro Cume	891	36	205	381	17	64	153	19	142	227
WRFY-FM										
TSA AQH	118	55	95	58	27	52	34	28	43	24
Metro AQH	22	9	19	13	3	9	6	6	10	6
TSA Cume	1950	899	1342	814	402	624	402	497	718	412
Metro Cume	486	209	351	235	101	165	119	108	186	116
WOR -AM										
TSA AQH	81	1	8	21	1	6	10		3	11
Metro AQH	24		2	11		1	6			6
TSA Cume	1081	28	238	377	14	142	195	14	96	182
Metro Cume	306		34	115		26	54		7	61
TOTALS										
TSA AQH	12507	3673	7045	6053	1909	3651	3035	1764	3393	3018
Metro AQH	7231	2181	4128	3485	1141	2137	1742	1040	1991	1743
TSA Cume	70445	20012	37521	32522	9947	18438	15775	10065	19083	16747
Metro Cume	39206	11356	21084	18104	5637	10273	8715	5719	10811	9389

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KYW -AM																			
P 12+		1295	2.1	8632	443	.7	5216	514	.8	5969	168	.3	2574	727	1.2	11729	517	.9	12730
Teens 12-17		15	.3	201	1		18	3	.1	66	2		40	6	.1	255	4	.1	304
M 18-34		64	.7	579	21	.2	362	27	.3	404	10	.1	216	36	.4	969	24	.3	1070
W 18-34		55	.6	548	11	.1	280	24	.3	351	4		123	29	.3	870	19	.2	969
M 18-49		214	1.3	1913	77	.5	1066	113	.7	1449	36	.2	605	130	.8	2758	89	.5	3050
W 18-49		235	1.4	1988	53	.3	959	90	.5	1298	14	.1	403	120	.7	2646	78	.5	2869
M 25-49		201	1.5	1798	73	.5	982	108	.8	1364	35	.3	572	123	.9	2521	84	.6	2786
W 25-49		214	1.5	1778	49	.3	883	81	.6	1220	13	.1	385	110	.8	2340	71	.5	2531
M 25-54		268	1.7	2186	101	.6	1194	149	.9	1745	48	.3	789	167	1.1	3088	115	.7	3428
W 25-54		281	1.7	2233	56	.3	1042	108	.7	1537	20	.1	489	142	.9	2938	94	.6	3161
M 35-64		360	2.7	2511	130	1.0	1359	191	1.4	2020	53	.4	813	219	1.6	3338	150	1.1	3650
W 35-64		366	2.5	2567	94	.7	1294	132	.9	1695	31	.2	615	189	1.3	3290	131	.9	3554
WBEB-FM																			
P 12+		602	1.0	3750	847	1.4	3611	574	.9	4048	164	.3	2081	688	1.1	5990	467	.8	7215
Teens 12-17		15	.3	138	6	.1	150	20	.4	255	13	.2	186	13	.2	371	13	.2	553
M 18-34		35	.4	386	35	.4	234	29	.3	283	15	.2	228	33	.4	570	27	.3	706
W 18-34		96	1.1	701	170	2.0	820	126	1.5	876	47	.5	477	134	1.6	1302	91	1.1	1552
M 18-49		103	.6	808	125	.7	573	97	.6	709	34	.2	462	110	.7	1171	81	.5	1504
W 18-49		284	1.6	1745	456	2.6	1817	290	1.7	1892	75	.4	924	352	2.0	2812	228	1.3	3219
M 25-49		90	.7	673	108	.8	463	87	.6	598	30	.2	366	96	.7	951	71	.5	1265
W 25-49		254	1.8	1528	394	2.8	1539	244	1.7	1597	50	.4	719	305	2.2	2394	194	1.4	2678
M 25-54		108	.7	782	135	.9	550	99	.6	717	39	.2	430	116	.7	1140	86	.5	1472
W 25-54		314	1.9	1801	473	2.9	1803	293	1.8	1908	58	.4	810	369	2.3	2777	234	1.4	3101
M 35-64		123	.9	726	143	1.1	576	106	.8	725	35	.3	398	125	.9	1050	90	.7	1307
W 35-64		288	2.0	1538	435	3.0	1493	257	1.8	1601	43	.3	657	335	2.3	2230	209	1.5	2499
WDAS-AM																			
P 12+		155	.3	502	100	.2	402	89	.1	402	38	.1	245	114	.2	716	91	.1	1071
Teens 12-17				8			3			3					8			31	
M 18-34		6	.1	27	5	.1	18	3		31	3		9	5	.1	40	4		65
W 18-34		21	.2	76	13	.2	61	14	.2	71	8	.1	61	16	.2	99	13	.2	149
M 18-49		10	.1	61	5		18	6		54	4		28	7		86	7		149
W 18-49		47	.3	181	29	.2	137	31	.2	141	16	.1	118	35	.2	233	31	.2	381
M 25-49		10	.1	51	5		18	6		44	4		28	7	.1	77	6		129
W 25-49		38	.3	173	21	.1	114	24	.2	121	14	.1	101	27	.2	201	25	.2	342
M 25-54		10	.1	54	5		24	6		44	4		28	7		86	6		138
W 25-54		62	.4	235	35	.2	162	39	.2	173	14	.1	114	45	.3	273	36	.2	420
M 35-64		10	.1	47	5		19	8	.1	35	2		30	7	.1	79	6		128
W 35-64		80	.6	264	53	.4	188	48	.3	190	19	.1	102	60	.4	337	47	.3	491
WDAS-FM																			
P 12+		643	1.1	2801	591	1.0	2490	486	.8	2807	306	.5	2149	575	.9	4156	453	.7	5227
Teens 12-17		7	.1	108	3	.1	44	7	.1	95	10	.2	158	6	.1	172	8	.1	279
M 18-34		76	.9	361	72	.8	362	59	.7	383	39	.5	326	69	.8	571	55	.6	754
W 18-34		145	1.7	610	157	1.8	578	107	1.2	677	83	1.0	541	138	1.6	947	107	1.2	1252
M 18-49		187	1.1	846	161	1.0	743	147	.9	851	77	.5	618	164	1.0	1220	125	.7	1488
W 18-49		314	1.8	1336	318	1.8	1210	240	1.4	1368	161	.9	1013	293	1.7	1938	228	1.3	2418
M 25-49		170	1.2	764	138	1.0	661	127	.9	763	67	.5	547	145	1.1	1092	108	.8	1275
W 25-49		299	2.1	1203	300	2.1	1092	220	1.6	1201	136	1.0	822	275	2.0	1680	208	1.5	1997
M 25-54		196	1.2	859	148	.9	733	144	.9	866	74	.5	597	162	1.0	1247	122	.8	1438
W 25-54		340	2.1	1313	338	2.1	1207	250	1.5	1317	151	.9	913	312	1.9	1851	235	1.4	2194
M 35-64		152	1.1	654	110	.8	523	118	.9	629	53	.4	400	126	.9	919	96	.7	1051
W 35-64		236	1.6	955	226	1.6	865	176	1.2	905	105	.7	625	214	1.5	1326	167	1.2	1580
WHAT-AM																			
P 12+		110	.2	423	106	.2	439	55	.1	258	16		193	92	.2	673	70	.1	962
Teens 12-17											1		7						16
M 18-34		5	.1	22	3		9	6	.1	9				4		22	3		31
W 18-34							8	1		10			33			18	1		33
M 18-49		20	.1	94	24	.1	97	23	.1	75	3		38	22	.1	155	15	.1	174
W 18-49		12	.1	69	21	.1	67	13	.1	58	5		63	16	.1	125	13	.1	186
M 25-49		20	.1	94	24	.2	97	23	.2	75	3		38	22	.2	155	15	.1	174
W 25-49		12	.1	69	21	.1	59	11	.1	48	4		37	15	.1	107	13	.1	159
M 25-54		22	.1	108	29	.2	111	26	.2	93	4		49	26	.2	174	18	.1	199
W 25-54		26	.2	114	25	.2	79	13	.1	61	6		52	22	.1	151	17	.1	203
M 35-64		26	.2	100	31	.2	116	25	.2	98	4		49	27	.2	166	18	.1	193
W 35-64		34	.2	147	35	.2	111	15	.1	80	7		69	28	.2	208	25	.2	327

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

DMA Target Listeners

AQH and Cume Persons

	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WIOQ-FM																		
P 12+	347	.6	3086	371	.6	3351	397	.7	4125	221	.4	2713	372	.6	6036	305	.5	7338
Teens 12-17	58	1.0	709	23	.4	436	101	1.8	1055	63	1.1	831	58	1.0	1413	59	1.0	1770
M 18-34	70	.8	662	122	1.4	820	98	1.1	818	68	.8	568	99	1.1	1204	85	1.0	1484
W 18-34	102	1.2	933	113	1.3	1146	122	1.4	1280	59	.7	828	112	1.3	1841	88	1.0	2189
M 18-49	112	.7	884	162	1.0	1145	118	.7	1106	79	.5	733	133	.8	1709	109	.6	2134
W 18-49	157	.9	1395	170	1.0	1608	168	1.0	1834	74	.4	1081	165	1.0	2667	126	.7	3125
M 25-49	80	.6	546	109	.8	738	69	.5	718	31	.2	386	88	.6	1089	64	.5	1370
W 25-49	110	.8	931	128	.9	1023	111	.8	1191	38	.3	608	117	.8	1752	82	.6	2005
M 25-54	83	.5	576	111	.7	762	72	.5	763	32	.2	399	90	.6	1161	66	.4	1462
W 25-54	116	.7	954	131	.8	1049	115	.7	1216	41	.3	632	122	.7	1790	87	.5	2073
M 35-64	45	.3	260	45	.3	388	24	.2	378	12	.1	186	38	.3	630	27	.2	800
W 35-64	69	.5	499	65	.5	517	52	.4	582	18	.1	281	62	.4	896	46	.3	1043
WIP -AM																		
P 12+	597	1.0	3308	419	.7	2446	436	.7	3229	106	.2	1634	479	.8	4821	316	.5	5512
Teens 12-17	9	.2	121	4	.1	4	7	.1	101	3	.1	86	5	.1	188	4	.1	228
M 18-34	137	1.6	871	129	1.5	733	139	1.6	925	22	.3	415	135	1.6	1303	87	1.0	1443
W 18-34	21	.2	138	6	.1	51	11	.1	132	6	.1	85	12	.1	210	9	.1	285
M 18-49	314	1.9	1766	262	1.6	1408	273	1.6	1906	63	.4	904	282	1.7	2614	185	1.1	2944
W 18-49	48	.3	289	29	.2	146	33	.2	268	8	.4	140	36	.2	448	23	.1	594
M 25-49	287	2.1	1534	235	1.7	1202	238	1.7	1627	55	.4	773	252	1.8	2249	163	1.2	2561
W 25-49	43	.3	250	29	.2	144	31	.2	235	4	.1	118	34	.2	385	21	.1	521
M 25-54	336	2.1	1751	266	1.7	1344	270	1.7	1843	62	.4	877	289	1.8	2557	185	1.2	2886
W 25-54	51	.3	315	29	.2	146	35	.2	302	5	.1	131	38	.2	483	24	.1	621
M 35-64	289	2.1	1485	206	1.5	1095	205	1.5	1511	55	.4	769	231	1.7	2065	151	1.1	2319
W 35-64	67	.5	323	35	.2	181	40	.3	297	6	.1	105	47	.3	506	29	.2	588
WJZ-FM																		
P 12+	367	.6	2414	578	1.0	2558	534	.9	3255	209	.3	2062	500	.8	4381	368	.6	5397
Teens 12-17	2	.1	51	1	.1	26	4	.1	51	5	.1	34	2	.1	97	3	.1	157
M 18-34	22	.3	225	56	.7	308	64	.7	383	36	.4	282	48	.6	500	40	.5	635
W 18-34	45	.5	255	97	1.1	338	71	.8	318	16	.2	242	73	.8	448	45	.5	581
M 18-49	112	.7	745	167	1.0	753	160	.9	1072	80	.5	719	148	.9	1373	114	.7	1667
W 18-49	143	.8	907	221	1.3	904	187	1.1	1087	55	.3	678	186	1.1	1480	125	.7	1801
M 25-49	108	.8	690	158	1.2	685	152	1.1	992	73	.5	673	141	1.0	1265	108	.8	1539
W 25-49	135	1.0	862	215	1.5	830	184	1.3	1040	52	.4	637	181	1.3	1383	121	.9	1682
M 25-54	125	.8	768	185	1.2	774	177	1.1	1122	86	.5	742	164	1.0	1431	127	.8	1736
W 25-54	155	.9	991	246	1.5	937	220	1.3	1201	63	.4	737	210	1.3	1613	141	.9	1965
M 35-64	139	1.0	828	188	1.4	764	178	1.3	1131	77	.6	691	170	1.3	1435	129	1.0	1711
W 35-64	141	1.0	938	195	1.4	865	190	1.3	1157	61	.4	667	177	1.2	1557	126	.9	1840
WMGK-FM																		
P 12+	434	.7	3468	642	1.1	3496	547	.9	4236	180	.3	2226	549	.9	5940	394	.6	7002
Teens 12-17	15	.3	202	12	.2	124	22	.4	198	15	.3	174	16	.3	340	17	.3	500
M 18-34	93	1.1	648	176	2.0	806	142	1.6	891	43	.5	488	140	1.6	1256	95	1.1	1468
W 18-34	83	1.0	879	133	1.5	920	120	1.4	1094	44	.5	597	114	1.3	1553	83	1.0	1746
M 18-49	231	1.4	1377	341	2.0	1487	267	1.6	1807	77	.5	989	284	1.7	2436	193	1.1	2889
W 18-49	169	1.0	1723	254	1.5	1681	219	1.3	2005	66	.4	943	217	1.3	2841	155	.9	3183
M 25-49	213	1.6	1267	308	2.3	1286	230	1.7	1553	63	.5	818	255	1.9	2113	170	1.2	2520
W 25-49	142	1.0	1466	201	1.4	1375	170	1.2	1712	45	.3	768	173	1.2	2409	122	.9	2671
M 25-54	219	1.4	1348	322	2.0	1363	246	1.6	1637	69	.4	856	267	1.7	2234	181	1.2	2673
W 25-54	147	.9	1490	206	1.3	1405	181	1.1	1764	59	.4	807	180	1.1	2473	131	.8	2754
M 35-64	145	1.1	833	183	1.4	783	143	1.1	1029	41	.3	560	159	1.2	1349	111	.8	1648
W 35-64	98	.7	900	133	.9	822	115	.8	1000	37	.3	397	117	.8	1390	85	.6	1569
WMMR-FM																		
P 12+	390	.6	2908	429	.7	2872	326	.5	3382	111	.2	1557	386	.6	5116	268	.4	6301
Teens 12-17	6	.1	125	2	.1	51	3	.1	112	10	.2	113	4	.1	209	5	.1	320
M 18-34	101	1.2	804	139	1.6	884	114	1.3	990	34	.4	402	120	1.4	1536	81	.9	1805
W 18-34	63	.7	574	76	.9	649	62	.7	693	23	.3	375	67	.8	1044	48	.6	1359
M 18-49	217	1.3	1609	261	1.5	1595	205	1.2	1935	66	.4	825	230	1.4	2795	160	.9	3282
W 18-49	132	.8	1023	120	.7	1022	92	.5	1112	33	.2	562	115	.7	1767	81	.5	2277
M 25-49	199	1.5	1458	231	1.7	1343	182	1.3	1672	53	.4	675	206	1.5	2404	142	1.0	2773
W 25-49	113	.8	854	100	.7	820	73	.5	912	22	.2	441	96	.7	1441	66	.5	1832
M 25-54	218	1.4	1544	256	1.6	1402	198	1.3	1774	55	.3	713	226	1.4	2553	154	1.0	2954
W 25-54	114	.7	876	104	.6	859	75	.5	932	22	.1	444	98	.6	1483	68	.4	1888
M 35-64	143	1.1	922	158	1.2	825	111	.8	1104	33	.2	470	139	1.0	1492	96	.7	1744
W 35-64	77	.5	479	53	.4	432	34	.2	456	10	.1	189	54	.4	786	37	.3	997

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WGL-FM																			
P 12+		575	.9	3584	686	1.1	3722	503	.8	4219	160	.3	2277	595	1.0	6284	442	.7	7942
Teens 12-17		7	.1	126	3	.1	82	7	.1	180	4	.1	76	5	.1	285	5	.1	413
M 18-34		24	.3	189	49	.6	226	30	.3	282	9	.1	163	36	.4	429	22	.3	560
W 18-34		25	.3	324	34	.4	330	28	.3	324	9	.1	163	29	.3	583	22	.3	703
M 18-49		156	.9	785	207	1.2	849	135	.8	1020	31	.2	537	169	1.0	1491	113	.7	1893
W 18-49		138	.8	1176	176	1.0	1213	149	.9	1369	44	.3	717	156	.9	2069	114	.7	2470
M 25-49		154	1.1	731	204	1.5	773	126	.9	908	26	.2	445	164	1.2	1337	109	.8	1669
W 25-49		127	.9	1058	162	1.2	1076	136	1.0	1261	38	.3	634	143	1.0	1853	104	.7	2194
M 25-54		216	1.4	1066	274	1.7	1083	174	1.1	1280	53	.3	697	225	1.4	1852	158	1.0	2329
W 25-54		191	1.2	1453	227	1.4	1440	190	1.2	1672	55	.3	833	205	1.3	2449	153	.9	2917
M 35-64		258	1.9	1238	301	2.2	1239	204	1.5	1452	62	.5	829	258	1.9	2058	185	1.4	2618
W 35-64		238	1.7	1521	249	1.7	1486	206	1.4	1692	66	.5	893	232	1.6	2463	178	1.2	3022
WPEN-AM																			
P 12+		400	.7	1802	417	.7	2104	269	.4	1629	82	.1	752	366	.6	2801	268	.4	3325
Teens 12-17							7						5		7				12
M 18-34				13	4		18	3		30			9	2	38	2			67
W 18-34		1		29	6	.1	15	4		8	1		10	4	29	3			54
M 18-49		4		52	12	.1	50	6		63	1		18	8	93	5			143
W 18-49		10	.1	106	18	.1	81	10	.1	67	1		18	13	152	8			195
M 25-49		4		47	12	.1	45	6		58	1		18	8	88	5			138
W 25-49		10	.1	106	18	.1	81	10	.1	67			8	13	152	8	.1		185
M 25-54		7		72	12	.1	56	7		87	1		26	9	129	7			179
W 25-54		18	.1	162	20	.1	117	13	.1	103	4		32	17	226	12	.1		283
M 35-64		47	.3	225	40	.3	185	26	.2	196	7	.1	83	38	316	27	.2		399
W 35-64		69	.5	338	41	.3	320	38	.3	299	19	.1	155	49	519	39	.3		631
WPHI-FM																			
P 12+		286	.5	2244	223	.4	2197	368	.6	2938	313	.5	2532	287	.5	4117	281	.5	4847
Teens 12-17		100	1.8	890	44	.8	602	157	2.8	1152	140	2.5	1047	96	1.7	1407	108	1.9	1651
M 18-34		71	.8	464	67	.8	544	87	1.0	673	64	.7	591	74	.9	891	69	.8	1122
W 18-34		81	.9	634	70	.8	687	85	1.0	717	79	.9	590	78	.9	1185	72	.8	1279
M 18-49		89	.5	576	88	.5	666	101	.6	769	78	.5	716	92	.5	1085	83	.5	1386
W 18-49		91	.5	738	84	.5	849	100	.6	918	86	.5	695	91	.5	1476	83	.5	1634
M 25-49		43	.3	309	45	.3	344	49	.4	379	41	.3	348	46	.3	537	41	.3	674
W 25-49		47	.3	345	42	.3	426	46	.3	470	33	.2	310	45	.3	737	41	.3	838
M 25-54		43	.3	309	45	.3	344	50	.3	382	41	.3	351	46	.3	540	41	.3	682
W 25-54		51	.3	367	44	.3	453	48	.3	503	37	.2	344	47	.3	798	43	.3	906
M 35-64		18	.1	112	23	.2	126	17	.1	110	14	.1	129	20	.1	212	15	.1	288
W 35-64		15	.1	134	18	.1	213	17	.1	255	13	.1	154	17	.1	384	15	.1	462
WPHT-AM																			
P 12+		79	.1	600	87	.1	577	62	.1	587	33	.1	492	77	.1	1248	58	.1	1843
Teens 12-17				8									7		8				26
M 18-34		8	.1	53	4		41	2		30			8	5	93	3			118
W 18-34		1		12	6	.1	10	5	.1	19			3	4	31	2			41
M 18-49		16	.1	124	11	.1	70	6		80	3		78	11	223	8			392
W 18-49		2		22	6		27	5		23	2		10	5	59	3			93
M 25-49		16	.1	124	10	.1	60	6		80	3		78	11	213	8	.1		381
W 25-49		1		12	6		24	5		21	2		10	4	47	3			82
M 25-54		26	.2	178	19	.1	109	15	.1	143	7		135	20	317	15	.1		545
W 25-54		2		23	10	.1	48	8		50	3		26	7	91	5			152
M 35-64		41	.3	248	37	.3	146	24	.2	186	7	.1	154	34	400	23	.2		644
W 35-64		6		54	8	.1	77	8	.1	86	8	.1	82	7	166	7			307
WPLY-FM																			
P 12+		282	.5	2780	228	.4	2518	321	.5	3450	188	.3	2475	273	.4	5057	228	.4	6060
Teens 12-17		55	1.0	690	22	.4	409	83	1.5	882	80	1.4	820	51	.9	1170	57	1.0	1425
M 18-34		81	.9	697	92	1.1	814	95	1.1	1006	54	.6	645	90	1.0	1465	73	.8	1705
W 18-34		107	1.2	900	79	.9	816	84	1.0	934	37	.4	661	89	1.0	1430	66	.8	1729
M 18-49		95	.6	916	102	.6	978	116	.7	1279	61	.4	781	104	.6	1881	84	.5	2218
W 18-49		118	.7	1088	96	.6	1049	106	.6	1177	44	.3	816	106	.6	1837	78	.5	2216
M 25-49		64	.5	621	65	.5	569	68	.5	733	36	.3	438	66	.5	1175	52	.4	1411
W 25-49		68	.5	665	60	.4	654	68	.5	738	19	.1	438	65	.5	1151	46	.3	1420
M 25-54		66	.4	633	65	.4	578	71	.5	759	37	.2	446	67	.4	1213	53	.3	1458
W 25-54		71	.4	706	64	.4	676	74	.5	770	21	.1	458	69	.4	1211	48	.3	1486
M 35-64		16	.1	233	10	.1	175	24	.2	307	7	.1	146	16	.1	462	12	.1	567
W 35-64		15	.1	242	23	.2	267	28	.2	286	8	.1	176	22	.2	484	16	.1	588

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WURD-AM																			
P 12+		86	.1	303	61	.1	331	38	.1	306	20		202	61	.1	442	46	.1	488
Teens 12-17		4	.1	32	1		19	5	.1	40	4	.1	40	3	.1	53	4	.1	68
M 18-34		19	.2	84	8	.1	84	5	.1	63	1		37	10	.1	107	7	.1	112
W 18-34		27	.3	97	32	.4	133	16	.2	117	4		54	26	.3	139	18	.2	139
M 18-49		35	.2	123	11	.1	109	8		84	5		57	17	.1	156	12	.1	170
W 18-49		47	.3	148	45	.3	192	24	.1	182	11	.1	103	39	.2	222	28	.2	235
M 25-49		35	.3	113	10	.1	99	7	.1	64	4		32	17	.1	135	12	.1	145
W 25-49		47	.3	148	42	.3	158	23	.2	148	11	.1	92	38	.3	188	27	.2	200
M 25-54		35	.2	113	14	.1	111	7		64	4		34	18	.1	147	13	.1	157
W 25-54		47	.3	148	42	.3	158	23	.1	148	11	.1	92	38	.2	188	27	.2	204
M 35-64		16	.1	39	6		37	3		22	4		22	8	.1	60	6		70
W 35-64		20	.1	51	13	.1	59	8	.1	66	7		49	14	.1	83	11	.1	100
WUSL-FM																			
P 12+		500	.8	3746	429	.7	3387	603	1.0	4148	449	.7	3486	504	.8	6194	460	.8	7435
Teens 12-17		139	2.5	1203	51	.9	712	204	3.6	1369	179	3.2	1300	125	2.2	1862	134	2.4	2119
M 18-34		106	1.2	733	143	1.7	874	152	1.8	948	119	1.4	846	134	1.6	1341	119	1.4	1598
W 18-34		136	1.6	1025	134	1.6	999	129	1.5	987	105	1.2	918	133	1.5	1577	118	1.4	1896
M 18-49		133	.8	934	177	1.0	1164	175	1.0	1190	131	.8	950	163	1.0	1739	144	.9	2110
W 18-49		199	1.2	1378	178	1.0	1322	187	1.1	1363	125	.7	1105	187	1.1	2202	158	.9	2676
M 25-49		96	.7	600	116	.9	724	106	.8	704	57	.4	442	107	.8	1040	85	.6	1250
W 25-49		130	.9	778	97	.7	720	116	.8	779	63	.4	499	113	.8	1286	93	.7	1550
M 25-54		97	.6	620	119	.8	737	107	.7	720	59	.4	459	109	.7	1069	87	.6	1296
W 25-54		141	.9	845	101	.6	759	124	.8	837	68	.4	539	120	.7	1397	99	.6	1692
M 35-64		31	.2	261	38	.3	324	27	.2	291	14	.1	132	33	.2	482	29	.2	620
W 35-64		79	.5	463	52	.4	384	76	.5	467	29	.2	249	68	.5	793	52	.4	1043
WWDB-FM																			
P 12+		638	1.1	2607	608	1.0	2855	351	.6	2127	196	.3	1661	538	.9	4207	402	.7	5375
Teens 12-17		3	.1	18			8			15			11	1		33	1		53
M 18-34		13	.2	93	33	.4	166	7	.1	81	6	.1	47	19	.2	207	12	.1	295
W 18-34		12	.1	125	19	.2	135	8	.1	80	5	.1	70	13	.2	223	10	.1	298
M 18-49		64	.4	294	110	.7	491	59	.3	421	17	.1	216	80	.5	761	50	.3	975
W 18-49		64	.4	420	82	.5	456	24	.1	236	16	.1	185	59	.3	661	43	.2	904
M 25-49		64	.5	294	109	.8	477	59	.4	421	17	.1	216	80	.6	747	50	.4	954
W 25-49		64	.5	416	82	.6	452	24	.2	221	15	.1	170	58	.4	641	42	.3	850
M 25-54		87	.6	410	141	.9	605	73	.5	538	26	.2	316	103	.7	955	68	.4	1219
W 25-54		91	.6	570	108	.7	576	41	.3	353	24	.1	253	82	.5	852	59	.4	1110
M 35-64		134	1.0	562	184	1.4	726	105	.8	626	31	.2	416	145	1.1	1139	97	.7	1424
W 35-64		137	1.0	731	136	.9	757	62	.4	487	29	.2	353	113	.8	1063	84	.6	1459
WWJZ-AM																			
P 12+		48	.1	309	57	.1	354	40	.1	284	4		63	49	.1	497	36	.1	578
Teens 12-17																			
M 18-34										8						19			19
W 18-34																16			16
M 18-49		1		11												19			19
W 18-49		1		16												16			16
M 25-49		1		11						8						19			19
W 25-49		1		16												16			16
M 25-54		1		11						8						19			19
W 25-54		1		26			10	1		10				1		26	1		26
M 35-64		4		16	5		5	8	.1	24				6		35	3		48
W 35-64		2		38	2		14	4		25				2		48	2		68
WXTU-FM																			
P 12+		492	.8	2757	482	.8	2681	370	.6	3011	134	.2	1598	451	.7	4350	343	.6	5151
Teens 12-17		6	.1	58	2		38	4	.1	67	4	.1	74	4	.1	107	4	.1	130
M 18-34		59	.7	289	38	.4	241	34	.4	299	20	.2	231	43	.5	456	35	.4	579
W 18-34		64	.7	422	65	.8	457	49	.6	510	18	.2	302	60	.7	654	44	.5	737
M 18-49		119	.7	651	113	.7	598	105	.6	768	37	.2	448	113	.7	1077	84	.5	1300
W 18-49		149	.9	923	152	.9	879	99	.6	907	31	.2	537	135	.8	1302	96	.6	1477
M 25-49		100	.7	554	99	.7	538	97	.7	682	33	.2	375	99	.7	935	75	.5	1110
W 25-49		132	.9	800	131	.9	716	82	.6	718	23	.2	421	116	.8	1066	81	.6	1205
M 25-54		129	.8	696	128	.8	647	124	.8	854	38	.2	432	127	.8	1148	95	.6	1353
W 25-54		159	1.0	964	147	.9	815	106	.6	896	31	.2	522	138	.8	1294	100	.6	1489
M 35-64		144	1.1	761	156	1.2	707	129	1.0	919	34	.3	384	144	1.1	1231	106	.8	1437
W 35-64		156	1.1	884	144	1.0	735	102	.7	797	35	.2	447	135	.9	1216	100	.7	1426

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
+WXXM-FM																			
WFLN-FM																			
P 12+		131	.2	1508	166	.3	1407	184	.3	2083	85	.1	1395	161	.3	2927	133	.2	3532
Teens 12-17		23	.4	328	6	.1	121	22	.4	387	19	.3	327	16	.3	481	17	.3	603
M 18-34		32	.4	330	64	.7	385	69	.8	582	26	.3	348	56	.7	777	43	.5	953
W 18-34		48	.6	502	60	.7	555	59	.7	665	29	.3	495	56	.7	930	46	.5	1075
M 18-49		40	.2	439	76	.5	511	82	.5	754	30	.2	427	67	.4	1037	52	.3	1263
W 18-49		64	.4	680	77	.4	680	75	.4	840	33	.2	589	72	.4	1225	58	.3	1421
M 25-49		23	.2	298	59	.4	350	67	.5	491	19	.1	268	50	.4	675	39	.3	837
W 25-49		45	.3	419	46	.3	362	37	.3	447	11	.1	275	43	.3	698	31	.2	819
M 25-54		24	.2	314	63	.4	377	69	.4	535	19	.1	286	53	.3	735	41	.3	906
W 25-54		46	.3	431	48	.3	398	40	.2	458	12	.1	301	45	.3	743	32	.2	865
M 35-64		10	.1	127	15	.1	153	14	.1	225	6		106	13	.1	333	11	.1	399
W 35-64		17	.1	201	19	.1	170	19	.1	193	5		119	19	.1	363	14	.1	438
WYSP-FM																			
P 12+		1711	2.8	6438	727	1.2	4317	392	.6	3308	119	.2	1744	927	1.5	8225	590	1.0	10348
Teens 12-17		33	.6	318	10	.2	112	17	.3	250	15	.3	165	19	.3	526	18	.3	680
M 18-34		713	8.3	2427	367	4.3	1925	208	2.4	1443	52	.6	773	424	4.9	3075	263	3.1	3424
W 18-34		242	2.8	1237	88	1.0	767	55	.6	660	16	.2	298	125	1.5	1628	80	.9	1918
M 18-49		1195	7.1	3885	561	3.3	2843	294	1.7	2020	78	.5	1069	674	4.0	4755	419	2.5	5682
W 18-49		360	2.1	1813	127	.7	1085	72	.4	915	21	.1	425	182	1.1	2422	116	.7	2960
M 25-49		980	7.2	3059	436	3.2	2231	224	1.6	1506	50	.4	752	538	3.9	3712	329	2.4	4518
W 25-49		273	1.9	1367	90	.6	736	39	.3	606	10	.1	283	131	.9	1795	81	.6	2248
M 25-54		1029	6.5	3203	446	2.8	2329	227	1.4	1549	52	.3	774	558	3.5	3891	343	2.2	4814
W 25-54		284	1.7	1452	93	.6	790	40	.2	623	11	.1	306	135	.8	1887	85	.5	2417
M 35-64		556	4.1	1682	217	1.6	1079	93	.7	656	28	.2	329	283	2.1	1963	179	1.3	2753
W 35-64		137	1.0	699	43	.3	388	18	.1	291	7		152	64	.4	933	42	.3	1302
WYXR-FM																			
P 12+		329	.5	2758	388	.6	2359	360	.6	3099	153	.3	2158	361	.6	4732	262	.4	6183
Teens 12-17		14	.2	203	12	.2	151	24	.4	352	33	.6	377	16	.3	499	20	.4	770
M 18-34		21	.2	307	28	.3	193	34	.4	343	23	.3	328	28	.3	544	23	.3	816
W 18-34		115	1.3	933	145	1.7	847	124	1.4	993	58	.7	799	130	1.5	1572	94	1.1	2002
M 18-49		68	.4	583	75	.4	429	82	.5	644	35	.2	503	75	.4	1001	55	.3	1448
W 18-49		211	1.2	1710	260	1.5	1480	218	1.3	1824	76	.4	1122	232	1.3	2733	161	.9	3273
M 25-49		63	.5	468	72	.5	356	75	.5	539	24	.2	370	70	.5	791	48	.4	1113
W 25-49		172	1.2	1378	205	1.5	1164	184	1.3	1511	37	.3	691	188	1.3	2164	125	.9	2469
M 25-54		71	.5	528	81	.5	418	85	.5	617	27	.2	416	79	.5	914	55	.3	1274
W 25-54		184	1.1	1436	220	1.3	1230	198	1.2	1578	40	.2	734	202	1.2	2257	134	.8	2605
M 35-64		57	.4	357	61	.5	318	58	.4	399	14	.1	226	59	.4	617	40	.3	866
W 35-64		120	.8	924	138	1.0	795	115	.8	942	22	.2	386	126	.9	1404	82	.6	1575
WAEB-AM																			
P 12+		94	.2	480	85	.1	332	41	.1	300	8		133	74	.1	642	48	.1	781
Teens 12-17		1		13			9			4			7		13			28	
M 18-34		1		8	3									2		17	1	29	
W 18-34		1		10	3		19			3				2		22	1	40	
M 18-49		12	.1	87	15	.1	57	8		65	2		25	12	.1	126	8	161	
W 18-49		18	.1	83	16	.1	69	5		37	1		12	13	.1	106	8	140	
M 25-49		12	.1	87	14	.1	52	8	.1	65	2		25	12	.1	121	8	151	
W 25-49		18	.1	83	16	.1	58	5		37	1		12	13	.1	94	8	120	
M 25-54		17	.1	127	19	.1	65	12	.1	105	2		49	16	.1	177	11	211	
W 25-54		23	.1	111	19	.1	69	5		42	1		14	16	.1	130	10	160	
M 35-64		25	.2	162	24	.2	85	15	.1	121	3		66	22	.2	218	15	258	
W 35-64		25	.2	139	21	.1	94	8	.1	59	2		17	18	.1	163	11	187	
WAEB-FM																			
P 12+		160	.3	965	174	.3	909	144	.2	1124	45	.1	569	160	.3	1553	111	.2	1734
Teens 12-17		14	.2	140	6	.1	97	20	.4	185	14	.2	124	13	.2	250	14	.2	285
M 18-34		14	.2	123	15	.2	136	22	.3	160	8	.1	85	17	.2	244	13	.2	267
W 18-34		54	.6	320	69	.8	270	45	.5	322	12	.1	176	57	.7	415	38	.4	437
M 18-49		34	.2	199	36	.2	226	35	.2	275	11	.1	137	35	.2	407	25	.1	464
W 18-49		92	.5	533	115	.7	494	73	.4	566	16	.1	262	95	.5	731	62	.4	775
M 25-49		27	.2	147	29	.2	169	26	.2	222	5		89	27	.2	322	18	.1	363
W 25-49		74	.5	411	88	.6	380	53	.4	452	11	.1	179	73	.5	582	46	.3	621
M 25-54		30	.2	160	31	.2	175	30	.2	239	5		95	30	.2	345	20	.1	396
W 25-54		83	.5	446	97	.6	407	59	.4	479	12	.1	188	81	.5	625	51	.3	664
M 35-64		24	.2	99	24	.2	110	18	.1	145	4		62	22	.2	206	15	.1	258
W 35-64		50	.3	266	57	.4	280	36	.3	292	6		111	48	.3	397	30	.2	425

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

DMA Target Listeners

AQH and Cume Persons																		
Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID			
AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	
WAYV-FM																		
P 12+	51	.1	342	65	.1	362	45	.1	368	19		247	54	.1	569	39	.1	651
Teens 12-17	4	.1	48	1		24	4	.1	45	4	.1	48	3	.1	78	3	.1	89
M 18-34	17	.2	64	28	.3	83	14	.2	84	5	.1	46	20	.2	111	13	.2	124
W 18-34	8	.1	95	16	.2	110	11	.1	113	5	.1	68	12	.1	163	10	.1	174
M 18-49	27	.2	109	35	.2	137	19	.1	126	7		68	28	.2	191	18	.1	212
W 18-49	17	.1	160	25	.1	166	18	.1	166	8		110	20	.1	250	15	.1	283
M 25-49	24	.2	92	31	.2	111	16	.1	99	6		53	24	.2	154	16	.1	170
W 25-49	14	.1	123	17	.1	123	13	.1	114	6		80	15	.1	182	11	.1	206
M 25-54	26	.2	103	33	.2	124	18	.1	115	6		58	26	.2	176	17	.1	206
W 25-54	14	.1	127	18	.1	131	13	.1	118	6		85	15	.1	192	12	.1	216
M 35-64	12	.1	58	10	.1	69	7	.1	60	3		29	10	.1	106	7	.1	128
W 35-64	10	.1	75	9	.1	68	8	.1	62	3		50	9	.1	104	7		128
WBNJ-FM																		
P 12+	5		34	5		53	7		42	4		33	5		62	5		75
Teens 12-17	1		4	1		10	3	.1	12	2		12	2		12	1		12
M 18-34	2		6	1		12	2		6			2	2		12	1		12
W 18-34	1		11	1		10	1		7	1		5	1		13	1		13
M 18-49	2		6	1		12	2		6			4	2		12	1		14
W 18-49	1		13	1		14	1		11	1		9	1		16	1		18
M 25-49	2		6	1		12	2		6			4	2		12	1		14
W 25-49	1		10	1		10			9	1		9	1		13	1		14
M 25-54	2		6	1		12	2		6			4	2		12	1		14
W 25-54	1		12	1		12	1		11	1		11	1		17	1		19
M 35-64												4						11
W 35-64			9			12			9			6			16			17
WTTH-FM																		
P 12+	77	.1	289	61	.1	275	50	.1	297	27		186	62	.1	429	49	.1	464
Teens 12-17	5	.1	34	1		17	5	.1	29	2		21	4	.1	42	3	.1	46
M 18-34	8	.1	32	9	.1	43	10	.1	47	2		27	9	.1	62	7	.1	70
W 18-34	17	.2	59	12	.1	63	10	.1	66	9	.1	60	13	.2	93	11	.1	99
M 18-49	12	.1	56	13	.1	65	14	.1	71	7		43	13	.1	103	11	.1	116
W 18-49	33	.2	120	24	.1	114	17	.1	113	14	.1	91	25	.1	170	21	.1	177
M 25-49	12	.1	53	13	.1	59	12	.1	66	7	.1	37	12	.1	94	11	.1	103
W 25-49	25	.2	98	22	.2	98	14	.1	95	11	.1	73	21	.1	139	17	.1	145
M 25-54	14	.1	60	14	.1	68	13	.1	72	8	.1	43	13	.1	105	12	.1	114
W 25-54	27	.2	110	23	.1	103	15	.1	105	12	.1	80	22	.1	154	18	.1	160
M 35-64	8	.1	39	5		36	4		33	5		23	6		61	6		71
W 35-64	22	.2	92	15	.1	70	12	.1	86	7		48	17	.1	122	13	.1	127
WBYN-FM																		
P 12+	54	.1	360	54	.1	324	41	.1	352	27		248	50	.1	594	42	.1	744
Teens 12-17	1		11			7			8			27			27			27
M 18-34	2		16	1		7			15	1		7	1		31	1		31
W 18-34	3		25			8			16	1		20	2		34	2		41
M 18-49	7		53	11	.1	39	5		51	1		16	8		92	7		112
W 18-49	18	.1	107	11	.1	78	8		80	5		56	12	.1	155	10	.1	188
M 25-49	7	.1	53	11	.1	39	5		43	1		16	8	.1	84	7	.1	104
W 25-49	18	.1	107	11	.1	78	8	.1	75	5		56	12	.1	150	10	.1	179
M 25-54	10	.1	67	11	.1	39	6		58	2		25	9	.1	99	8	.1	135
W 25-54	20	.1	128	15	.1	91	12	.1	93	6		58	15	.1	171	12	.1	208
M 35-64	13	.1	88	16	.1	59	12	.1	85	4		52	14	.1	116	11	.1	164
W 35-64	24	.2	153	28	.2	136	21	.1	141	7		58	25	.2	209	18	.1	244
WCTO-FM																		
P 12+	156	.3	717	162	.3	676	136	.2	745	42	.1	400	152	.3	1003	113	.2	1121
Teens 12-17	2		32			9	3	.1	26	1		21	1		42	2		67
M 18-34	30	.3	121	38	.4	129	26	.3	144	11	.1	78	32	.4	165	24	.3	176
W 18-34	27	.3	145	25	.3	139	25	.3	143	8	.1	85	26	.3	223	20	.2	255
M 18-49	58	.3	252	69	.4	233	50	.3	257	18	.1	138	60	.4	337	44	.3	362
W 18-49	53	.3	245	49	.3	236	46	.3	263	15	.1	154	49	.3	366	36	.2	417
M 25-49	54	.4	224	63	.5	210	42	.3	230	14	.1	115	54	.4	309	38	.3	334
W 25-49	43	.3	196	39	.3	201	37	.3	220	12	.1	122	40	.3	293	30	.2	329
M 25-54	62	.4	260	69	.4	237	46	.3	255	15	.1	134	60	.4	345	43	.3	380
W 25-54	51	.3	238	47	.3	229	43	.3	260	14	.1	145	47	.3	347	36	.2	382
M 35-64	44	.3	209	41	.3	172	38	.3	195	11	.1	99	41	.3	263	30	.2	287
W 35-64	46	.3	181	41	.3	164	35	.2	187	9	.1	101	41	.3	244	29	.2	266

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

ARBITRON

201

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WSDS-FM																			
P 12+		71	.1	397	73	.1	443	61	.1	434	24		220	69	.1	683	48	.1	771
Teens 12-17		2		22	1		20	3	.1	40	2		24	2		57	2		57
M 18-34		9	.1	45	5	.1	40	4		44	3		40	6	.1	79	5	.1	112
W 18-34		5	.1	72	6	.1	89	6	.1	76	1		18	5	.1	142	4		150
M 18-49		21	.1	90	19	.1	101	19	.1	120	11	.1	90	20	.1	166	15	.1	219
W 18-49		32	.2	164	30	.2	176	23	.1	169	2		65	29	.2	263	18	.1	280
M 25-49		19	.1	81	18	.1	91	18	.1	110	9	.1	64	18	.1	147	14	.1	189
W 25-49		32	.2	152	30	.2	160	22	.2	150	2		65	28	.2	238	17	.1	255
M 25-54		23	.1	109	21	.1	104	23	.1	137	9	.1	67	23	.1	183	16	.1	231
W 25-54		32	.2	165	35	.2	184	26	.2	162	6		81	32	.2	262	20	.1	288
M 35-64		18	.1	93	23	.2	104	23	.2	117	9	.1	62	22	.2	158	14	.1	183
W 35-64		30	.2	130	36	.3	153	23	.2	134	9	.1	71	30	.2	190	21	.1	212
WEEU-AM																			
P 12+		83	.1	353	74	.1	423	32	.1	251	9		125	64	.1	583	43	.1	670
Teens 12-17				4			4						4			4			4
M 18-34				6			6									13			26
W 18-34																			7
M 18-49		5		35	6		38	1		17	1		23	4		62	4		93
W 18-49		5		23	2		18	1		18				3		32	2		49
M 25-49		5		29	5		32	1		17	1		23	4		49	4		73
W 25-49		5		23	2		18	1		18				3		32	2		49
M 25-54		6		35	6		43	1		17	1		23	5		67	4		91
W 25-54		5		23	2		18	3		26				3		39	2		56
M 35-64		10	.1	65	11	.1	85	2		29	1		23	8	.1	120	7	.1	138
W 35-64		18	.1	62	21	.1	72	15	.1	64	1		31	18	.1	102	11	.1	111
WFPG-FM																			
P 12+		38	.1	301	60	.1	332	47	.1	324	11		180	50	.1	487	33	.1	621
Teens 12-17				15	1		24	2		21	1		21	1		38	1		50
M 18-34		4		34	6	.1	46	3		46	3		14	4		65	4		98
W 18-34		7	.1	73	10	.1	73	8	.1	69	2		41	8	.1	107	5	.1	113
M 18-49		10	.1	77	16	.1	89	11	.1	91	4		38	13	.1	134	9	.1	176
W 18-49		14	.1	134	18	.1	132	15	.1	125	4		64	16	.1	196	11	.1	230
M 25-49		8	.1	70	14	.1	75	10	.1	84	4		38	11	.1	120	8	.1	154
W 25-49		12	.1	105	14	.1	103	12	.1	97	3		57	13	.1	155	9	.1	187
M 25-54		10	.1	84	18	.1	95	15	.1	110	4		46	15	.1	152	10	.1	186
W 25-54		18	.1	133	28	.2	129	20	.1	117	3		68	23	.1	183	14	.1	235
M 35-64		9	.1	64	16	.1	70	13	.1	80	2		46	13	.1	111	8	.1	135
W 35-64		17	.1	101	23	.2	91	16	.1	86	2		39	19	.1	130	12	.1	182
WJBR-AM																			
P 12+		50	.1	260	65	.1	342	32	.1	221	3		40	51	.1	413	33	.1	505
Teens 12-17																			
M 18-34		2		15	3		10	1		10				2		15	1		15
W 18-34				11			11									11			11
M 18-49		3		22	4		17	1		10	1		8	3		26	2		39
W 18-49		1		18	2		14	4		16				2		30	1		36
M 25-49		1		8	1		8				1		8			11	1		25
W 25-49		1		18	2		14	4		16				2		30	1		36
M 25-54		1		11	2		23	1		3	2		11	2		27	2		49
W 25-54		3		37	4		46	6		45	1		7	5		71	3		87
M 35-64		6		25	7	.1	37	2		13	2		11	5		51	4		82
W 35-64		18	.1	83	22	.2	84	12	.1	76	1		11	18	.1	124	10	.1	143
WJBR-FM																			
P 12+		143	.2	895	154	.3	739	108	.2	891	37	.1	458	137	.2	1458	93	.2	1863
Teens 12-17		3	.1	38	1		18	2		69	4	.1	42	2		96	3	.1	152
M 18-34		5	.1	60	3		58	4		40	3		29	4		115	4		156
W 18-34		16	.2	120	16	.2	92	12	.1	113	8	.1	83	14	.2	218	12	.1	303
M 18-49		30	.2	208	32	.2	152	28	.2	197	5		78	30	.2	337	19	.1	418
W 18-49		62	.4	376	75	.4	334	39	.2	352	12	.1	169	60	.3	594	39	.2	725
M 25-49		30	.2	194	31	.2	133	25	.2	178	3		58	29	.2	308	18	.1	372
W 25-49		60	.4	344	72	.5	313	36	.3	306	10	.1	133	57	.4	519	36	.3	619
M 25-54		35	.2	219	37	.2	152	29	.2	204	3		67	34	.2	343	21	.1	420
W 25-54		73	.4	400	87	.5	356	48	.3	364	13	.1	173	71	.4	602	45	.3	720
M 35-64		33	.2	200	38	.3	153	31	.2	221	5		86	34	.3	323	21	.2	408
W 35-64		76	.5	410	87	.6	362	52	.4	393	15	.1	177	73	.5	601	47	.3	674

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WKAP-AM																			
P 12+		60	.1	261	80	.1	287	49	.1	245	11		110	64	.1	344	44	.1	386
Teens 12-17																			
M 18-34					1		12			4			8			16	1		21
W 18-34					1		3			3				1		3			3
M 18-49	4		16		4		29	1		11			14	3		35	2		42
W 18-49			3		2		8			11			3	1		14	1		16
M 25-49	4		16		4		20	1		11			5	3		26	2		29
W 25-49			3		2		8			11			3	1		14	1		16
M 25-54	4		23		4		27	1		18			12	3		36	2		43
W 25-54	2		10		5		15	2		18			5	3		23	2		28
M 35-64	6		39		8	.1	40	5		28	1		23	7	.1	55	4		65
W 35-64	7		31		10	.1	33	7		35	2		14	9	.1	43	6		49
WKXV-FM																			
P 12+		175	.3	1073	153	.3	938	181	.3	1302	58	.1	629	168	.3	1938	113	.2	2221
Teens 12-17		3	.1	39			11	2		30	1		15	2		56	1		67
M 18-34	14	.2	59	24	.3	60	30	.3	128	9	.1	57	23	.3	162	16	.2	193	
W 18-34	12	.1	112	19	.2	141	27	.3	242	5	.1	127	19	.2	322	12	.1	392	
M 18-49	50	.3	271	54	.3	237	65	.4	362	21	.1	153	56	.3	507	39	.2	590	
W 18-49	52	.3	373	48	.3	337	64	.4	496	17	.1	253	54	.3	706	35	.2	837	
M 25-49	49	.4	264	51	.4	210	60	.4	330	19	.1	138	53	.4	472	37	.3	540	
W 25-49	49	.3	335	38	.3	287	52	.4	403	15	.1	203	46	.3	603	30	.2	715	
M 25-54	70	.4	346	60	.4	251	68	.4	402	24	.2	184	66	.4	590	45	.3	660	
W 25-54	68	.4	437	48	.3	350	62	.4	481	18	.1	244	58	.4	713	38	.2	839	
M 35-64	67	.5	369	54	.4	286	53	.4	347	20	.1	179	57	.4	578	39	.3	637	
W 35-64	67	.5	434	46	.3	333	58	.4	430	17	.1	184	56	.4	627	37	.3	714	
+WLEV-FM																			
WFMZ-FM																			
P 12+		177	.3	943	274	.5	938	182	.3	1022	53	.1	629	216	.4	1478	144	.2	1809
Teens 12-17		3	.1	30			11	3	.1	35	2		50	2		55	2		84
M 18-34	16	.2	49	20	.2	51	11	.1	81	3		58	16	.2	99	10	.1	141	
W 18-34	28	.3	146	56	.7	137	39	.5	192	7	.1	93	42	.5	236	25	.3	285	
M 18-49	33	.2	157	49	.3	142	30	.2	186	10	.1	141	38	.2	273	25	.1	369	
W 18-49	61	.4	360	123	.7	376	82	.5	418	15	.1	225	91	.5	559	56	.3	658	
M 25-49	29	.2	146	45	.3	133	26	.2	160	9	.1	124	34	.2	241	22	.2	331	
W 25-49	53	.4	308	108	.8	326	69	.5	344	13	.1	176	79	.6	458	48	.3	543	
M 25-54	32	.2	162	51	.3	164	36	.2	196	17	.1	150	41	.3	287	28	.2	381	
W 25-54	74	.5	385	139	.9	412	85	.5	439	16	.1	223	102	.6	581	63	.4	683	
M 35-64	29	.2	197	55	.4	188	41	.3	204	18	.1	139	43	.3	311	30	.2	398	
W 35-64	69	.5	359	113	.8	413	68	.5	395	16	.1	227	86	.6	549	56	.4	654	
WODE-FM																			
P 12+		141	.2	815	171	.3	833	111	.2	851	32	.1	439	143	.2	1323	98	.2	1574
Teens 12-17		1		19	1		19	3	.1	42	1		4	1		59	1		77
M 18-34	6	.1	32			7	1		18	1		28	2		53	2		76	
W 18-34	11	.1	78	15	.2	101	13	.2	97	4		50	13	.2	166	9	.1	219	
M 18-49	39	.2	209	39	.2	144	26	.2	204	9	.1	113	35	.2	293	23	.1	367	
W 18-49	53	.3	318	57	.3	336	40	.2	327	11	.1	167	50	.3	525	33	.2	609	
M 25-49	37	.3	199	39	.3	144	25	.2	199	9	.1	109	34	.2	279	23	.2	338	
W 25-49	51	.4	289	53	.4	276	34	.2	281	9	.1	143	46	.3	432	31	.2	497	
M 25-54	48	.3	245	49	.3	190	31	.2	252	10	.1	135	43	.3	338	28	.2	412	
W 25-54	58	.4	348	61	.4	329	40	.2	328	11	.1	177	54	.3	512	37	.2	591	
M 35-64	52	.4	269	64	.5	256	40	.3	310	13	.1	154	53	.4	409	36	.3	501	
W 35-64	62	.4	349	67	.5	348	42	.3	333	12	.1	177	58	.4	517	40	.3	568	
WPST-FM																			
P 12+		159	.3	1676	151	.2	1426	154	.3	2040	80	.1	1550	154	.3	3031	121	.2	3756
Teens 12-17		31	.6	427	9	.2	222	37	.7	582	41	.7	587	24	.4	719	30	.5	961
M 18-34	24	.3	312	20	.2	268	24	.3	369	11	.1	214	23	.3	608	17	.2	730	
W 18-34	56	.7	471	72	.8	485	41	.5	488	14	.2	392	57	.7	811	38	.4	987	
M 18-49	40	.2	496	42	.2	440	44	.3	581	19	.1	352	42	.2	907	31	.2	1105	
W 18-49	76	.4	675	99	.6	730	65	.4	788	18	.1	567	81	.5	1248	55	.3	1494	
M 25-49	35	.3	389	34	.2	309	34	.2	412	11	.1	219	34	.2	657	23	.2	809	
W 25-49	52	.4	481	76	.5	513	54	.4	597	12	.1	404	62	.4	918	40	.3	1100	
M 25-54	38	.2	407	34	.2	311	36	.2	440	11	.1	229	36	.2	693	25	.2	857	
W 25-54	56	.3	506	76	.5	527	57	.3	623	13	.1	419	64	.4	971	42	.3	1160	
M 35-64	20	.1	202	22	.2	174	23	.2	251	8	.1	148	22	.2	345	16	.1	434	
W 35-64	26	.2	250	27	.2	262	27	.2	335	5		193	27	.2	519	19	.1	607	

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WRDR-FM																			
P 12+		126	.2	695	177	.3	955	144	.2	965	27		408	151	.2	1320	106	.2	1499
Teens 12-17										6		4	6			6			20
M 18-34					4		30	3		22	1		11	3		30	2		38
W 18-34				7	1		9	1		21			1			25			40
M 18-49		6		42	8		47	7		57	3		33	7		83	5		92
W 18-49		14	.1	75	21	.1	98	8		73	2		37	15	.1	136	10	.1	168
M 25-49		6		42	6		36	6		47	2		22	6		72	4		81
W 25-49		14	.1	73	21	.1	94	8	.1	68	2		37	15	.1	129	10	.1	149
M 25-54		10	.1	68	9	.1	47	8	.1	60	2		22	9	.1	97	6		106
W 25-54		16	.1	87	24	.1	131	12	.1	107	2		57	18	.1	172	12	.1	210
M 35-64		29	.2	176	33	.2	121	29	.2	167	6		74	31	.2	240	21	.2	271
W 35-64		29	.2	179	38	.3	206	24	.2	185	3		70	31	.2	285	21	.1	331
WRDX-FM																			
P 12+		61	.1	331	81	.1	391	68	.1	510	21		295	70	.1	657	49	.1	774
Teens 12-17		2		42	1		27	4	.1	53	3	.1	36	2		68	3	.1	75
M 18-34		31	.4	135	45	.5	135	32	.4	163	5	.1	91	37	.4	197	23	.3	241
W 18-34		4		28	9	.1	64	8	.1	84	4		44	7	.1	110	6	.1	125
M 18-49		46	.3	207	62	.4	215	45	.3	271	11	.1	165	52	.3	339	34	.2	405
W 18-49		5		46	12	.1	102	12	.1	140	5		73	10	.1	173	8		210
M 25-49		44	.3	178	56	.4	186	40	.3	227	10	.1	128	48	.4	286	32	.2	339
W 25-49		4		27	8	.1	63	7		108	2		54	7		126	5		158
M 25-54		47	.3	186	59	.4	197	43	.3	242	11	.1	137	51	.3	304	34	.2	357
W 25-54		4		31	8		63	7		108	2		54	7		130	5		161
M 35-64		18	.1	79	20	.1	92	16	.1	122	7	.1	83	18	.1	160	13	.1	183
W 35-64		2		33	4		58	5		64	2		37	4		92	3		116
WRFY-FM																			
P 12+		135	.2	788	143	.2	708	96	.2	722	23		296	126	.2	1232	85	.1	1449
Teens 12-17		6	.1	88	1		29	1		39	1		30	2		118	2		139
M 18-34		30	.3	160	38	.4	150	18	.2	154	6	.1	82	29	.3	272	19	.2	288
W 18-34		31	.4	166	37	.4	190	18	.2	170	2		42	29	.3	286	20	.2	343
M 18-49		59	.3	285	68	.4	277	55	.3	316	16	.1	151	61	.4	481	41	.2	555
W 18-49		59	.3	346	65	.4	332	37	.2	316	5		108	54	.3	517	36	.2	606
M 25-49		45	.3	224	51	.4	245	45	.3	271	16	.1	129	47	.3	387	33	.2	452
W 25-49		55	.4	306	58	.4	281	29	.2	278	5		88	48	.3	442	32	.2	519
M 25-54		52	.3	236	54	.3	257	46	.3	277	16	.1	129	51	.3	399	35	.2	464
W 25-54		59	.4	338	59	.4	288	30	.2	286	5		96	50	.3	473	33	.2	558
M 35-64		36	.3	137	34	.3	154	37	.3	174	10	.1	69	36	.3	237	24	.2	297
W 35-64		31	.2	227	32	.2	165	22	.2	172	4		74	29	.2	296	18	.1	339
WSTW-FM																			
P 12+		148	.2	1037	178	.3	946	124	.2	1011	21		433	152	.3	1647	97	.2	2023
Teens 12-17		6	.1	64	2		43	5	.1	66	2		34	4	.1	130	3	.1	173
M 18-34		31	.4	224	46	.5	185	31	.4	222	6	.1	108	37	.4	377	24	.3	504
W 18-34		24	.3	226	27	.3	263	25	.3	263	7	.1	170	26	.3	430	19	.2	572
M 18-49		67	.4	435	85	.5	327	53	.3	394	8		138	70	.4	642	43	.3	789
W 18-49		58	.3	457	72	.4	492	55	.3	469	10	.1	234	62	.4	768	41	.2	944
M 25-49		56	.4	370	61	.4	244	37	.3	307	6		97	52	.4	524	33	.2	637
W 25-49		54	.4	428	67	.5	430	50	.4	390	9	.1	185	58	.4	644	38	.3	776
M 25-54		58	.4	381	64	.4	250	38	.2	313	6		97	54	.3	535	34	.2	648
W 25-54		58	.4	445	71	.4	447	54	.3	409	9	.1	188	61	.4	666	40	.2	805
M 35-64		42	.3	232	44	.3	168	23	.2	192	1		40	37	.3	296	22	.2	316
W 35-64		43	.3	287	55	.4	282	37	.3	262	4		80	46	.3	409	27	.2	450
WZXL-FM																			
P 12+		59	.1	377	58	.1	303	46	.1	398	17		225	55	.1	556	41	.1	656
Teens 12-17		3	.1	41	1		31	3	.1	33	3	.1	36	3	.1	67	3	.1	85
M 18-34		25	.3	130	29	.3	121	20	.2	154	8	.1	77	25	.3	195	18	.2	209
W 18-34		8	.1	80	5	.1	45	7	.1	80	2		38	6	.1	109	5	.1	135
M 18-49		42	.2	201	49	.3	194	29	.2	229	11	.1	124	41	.2	293	28	.2	319
W 18-49		13	.1	122	7		67	13	.1	124	3		57	10	.1	175	9	.1	214
M 25-49		35	.3	158	41	.3	142	21	.2	160	6		81	33	.2	217	22	.2	240
W 25-49		10	.1	84	5		43	9	.1	86	2		38	8	.1	122	7		152
M 25-54		36	.2	163	42	.3	150	21	.1	163	6		82	34	.2	225	22	.1	255
W 25-54		10	.1	86	6		45	9	.1	88	2		40	8		124	7		154
M 35-64		17	.1	78	21	.2	81	9	.1	82	3		53	16	.1	111	11	.1	133
W 35-64		5		47	3		24	6		48	1		20	4		72	4		85

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WZZO-FM																			
P 12+		130	.2	721	149	.2	672	119	.2	917	30		403	134	.2	1261	90	.1	1461
Teens 12-17		3	.1	60	1		21	7	.1	81	4	.1	64	4	.1	114	4	.1	134
M 18-34		67	.8	303	74	.9	285	47	.5	307	8	.1	114	64	.7	477	40	.5	510
W 18-34		10	.1	123	14	.2	123	12	.1	168	4		79	12	.1	241	9	.1	321
M 18-49		99	.6	443	120	.7	431	84	.5	535	19	.1	202	102	.6	738	65	.4	814
W 18-49		24	.1	205	24	.1	194	24	.1	274	6		121	24	.1	367	17	.1	457
M 25-49		78	.6	337	93	.7	331	66	.5	412	15	.1	141	80	.6	543	51	.4	620
W 25-49		21	.1	151	19	.1	124	20	.1	215	5		94	20	.1	269	14	.1	332
M 25-54		79	.5	340	93	.6	331	68	.4	419	16	.1	147	81	.5	553	52	.3	633
W 25-54		21	.1	151	19	.1	124	20	.1	215	5		94	20	.1	269	14	.1	334
M 35-64		32	.2	146	46	.3	155	39	.3	237	12	.1	94	39	.3	283	26	.2	331
W 35-64		14	.1	85	10	.1	73	11	.1	106	2		42	12	.1	128	8	.1	145
WFAN-AM																			
P 12+		44	.1	250	41	.1	290	38	.1	363	13		196	41	.1	542	31	.1	734
Teens 12-17										9			9			9			13
M 18-34				19	8	.1	56	11	.1	95	4		35	7	.1	108	6	.1	179
W 18-34				3	2		12			5				1		15			15
M 18-49		22	.1	120	30	.2	170	30	.2	249	5		93	27	.2	330	19	.1	425
W 18-49		3		27	2		16	1		23	1		17	2		43	1		66
M 25-49		21	.2	112	29	.2	161	28	.2	221	4		73	26	.2	294	17	.1	338
W 25-49		3		27	2		16	1		23	1		17	2		43	1		66
M 25-54		27	.2	134	31	.2	186	31	.2	250	4		87	30	.2	337	19	.1	391
W 25-54		3		30	2		16	1		23	1		17	2		46	1		71
M 35-64		35	.3	163	29	.2	182	24	.2	209	6		111	29	.2	326	20	.1	383
W 35-64		5		36			11	1		18	1		20	2		39	2		70
WIOV-FM																			
P 12+		104	.2	386	96	.2	357	71	.1	358	12		158	91	.1	560	63	.1	689
Teens 12-17		1		4				4	.1	9			9	1		9	1		9
M 18-34		16	.2	41	15	.2	41	7	.1	50	1		19	13	.2	65	8	.1	72
W 18-34		9	.1	34	12	.1	19	2		39			7	8	.1	65	5	.1	105
M 18-49		36	.2	98	34	.2	101	16	.1	98	2		42	29	.2	140	18	.1	179
W 18-49		26	.2	126	23	.1	90	16	.1	116	3		38	22	.1	171	15	.1	223
M 25-49		30	.2	90	30	.2	78	15	.1	77	1		27	25	.2	110	16	.1	150
W 25-49		20	.1	114	11	.1	78	16	.1	92	3		38	15	.1	135	11	.1	154
M 25-54		33	.2	116	34	.2	83	22	.1	103	2		33	30	.2	136	20	.1	182
W 25-54		29	.2	140	19	.1	94	25	.2	118	5		62	24	.1	170	18	.1	189
M 35-64		31	.2	119	38	.3	112	25	.2	101	2		35	32	.2	151	22	.2	190
W 35-64		30	.2	141	23	.2	117	30	.2	127	9	.1	79	28	.2	171	20	.1	187
WOR -AM																			
P 12+		42	.1	182	56	.1	251	45	.1	227	18		117	48	.1	453	36	.1	493
Teens 12-17																			
M 18-34		1		4			4	1		8			4			8			8
W 18-34							5									5			5
M 18-49		1		6	2		16	2		19			4	1		34	1		38
W 18-49				7	1		15						5			17			17
M 25-49		1		6	2		16	2		19			4	1		34	1		38
W 25-49				7	1		15						5			17			17
M 25-54		1		9	4		26	4		30	2		18	3		55	2		61
W 25-54				7	1		22			2			5	1		27			27
M 35-64		11	.1	16	7	.1	33	14	.1	64	6		34	10	.1	89	7	.1	95
W 35-64		7		25	11	.1	60	3		24	6		34	7		79	6		79
TOTALS																			
P 12+		15594	25.7	51101	14406	23.7	44374	12154	20.0	48826	4952	8.2	33672	14085	23.2	56998	10410	17.2	58077
Teens 12-17		642	11.4	4225	249	4.4	2423	865	15.4	4350	744	13.2	4169	560	10.0	5026	607	10.8	5317
M 18-34		2338	27.1	7137	2391	27.8	6533	1987	23.1	7246	845	9.8	5052	2252	26.1	8253	1630	18.9	8356
W 18-34		2045	23.8	7357	2192	25.5	6850	1847	21.5	7307	840	9.8	5749	2042	23.7	8345	1508	17.5	8455
M 18-49		4898	29.0	14443	4704	27.9	12557	3892	23.1	14338	1445	8.6	9458	4514	26.8	16107	3198	19.0	16296
W 18-49		4375	25.3	15160	4487	25.9	13514	3634	21.0	14654	1363	7.9	10282	4192	24.2	16689	2999	17.3	16888
M 25-49		4231	31.0	12028	3989	29.2	10161	3254	23.8	11685	1067	7.8	7423	3837	28.1	13066	2660	19.5	13217
W 25-49		3704	26.3	12510	3749	26.6	10950	2928	20.8	11909	928	6.6	7830	3483	24.7	13560	2427	17.2	13708
M 25-54		4836	30.8	13799	4525	28.8	11628	3714	23.6	13476	1243	7.9	8580	4371	27.8	15042	3053	19.4	15221
W 25-54		4388	26.9	14529	4324	26.5	12523	3443	21.1	13766	1098	6.7	9030	4073	25.0	15701	2859	17.5	15885
M 35-64		4064	30.2	11833	3642	27.1	9882	3008	22.4	11436	967	7.2	7067	3577	26.6	12818	2521	18.7	12956
W 35-64		3949	27.4	12670	3656	25.4	10831	2909	20.2	11845	912	6.3	7412	3518	24.4	13655	2507	17.4	13859

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

ARBITRON

205

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)
KYW -AM																			
P 12+		929	1.5	3622	437	.7	2105	265	.4	1249	160	.3	876	277	.5	1383	188	.3	871
Teens 12-17		4	.1	23	3	.1	23							5	.1	48	3	.1	20
M 18-34		38	.4	152	2		17	8	.1	54	5	.1	33	9	.1	48	6	.1	32
W 18-34		27	.3	160	8	.1	50	10	.1	41	1		22	6	.1	44	7	.1	24
M 18-49		125	.7	575	46	.3	246	42	.2	276	25	.1	142	29	.2	189	33	.2	193
W 18-49		112	.6	569	61	.4	364	39	.2	197	10	.1	105	34	.2	205	22	.1	114
M 25-49		124	.9	557	46	.3	246	38	.3	253	25	.2	142	21	.2	171	33	.2	193
W 25-49		99	.7	516	59	.4	355	39	.3	197	10	.1	105	34	.2	205	15	.1	95
M 25-54		170	1.1	750	82	.5	374	62	.4	384	36	.2	235	24	.2	198	43	.3	254
W 25-54		140	.9	695	78	.5	492	41	.3	214	21	.1	130	53	.3	280	18	.1	123
M 35-64		214	1.6	930	119	.9	544	79	.6	442	49	.4	289	52	.4	276	57	.4	279
W 35-64		232	1.6	972	107	.7	642	62	.4	284	33	.2	178	83	.6	361	42	.3	214
WBEB-FM																			
P 12+		269	.4	930	531	.9	1538	358	.6	1182	138	.2	628	329	.5	1072	286	.5	912
Teens 12-17		10	.2	48	27	.5	97	18	.3	57	18	.3	78	10	.2	56	15	.3	72
M 18-34		22	.3	55	29	.3	108	21	.2	75	9	.1	74	36	.4	95	40	.5	112
W 18-34		48	.6	206	89	1.0	231	67	.8	213	30	.3	137	40	.5	186	42	.5	160
M 18-49		52	.3	152	118	.7	318	72	.4	238	30	.2	167	76	.5	212	70	.4	222
W 18-49		115	.7	444	241	1.4	648	146	.8	499	56	.3	245	118	.7	436	83	.5	316
M 25-49		43	.3	133	111	.8	282	70	.5	225	29	.2	154	62	.5	179	58	.4	184
W 25-49		100	.7	391	214	1.5	595	117	.8	416	45	.3	157	109	.8	375	62	.4	246
M 25-54		55	.3	175	118	.8	316	82	.5	267	36	.2	171	77	.5	231	62	.4	202
W 25-54		123	.8	456	236	1.4	688	148	.9	492	59	.4	198	137	.8	456	76	.5	277
M 35-64		63	.5	194	128	1.0	355	83	.6	290	31	.2	146	72	.5	210	55	.4	179
W 35-64		99	.7	327	208	1.4	595	128	.9	419	40	.3	149	124	.9	407	79	.5	248
WDAS-AM																			
P 12+		87	.1	156	83	.1	193	35	.1	117	32	.1	50	161	.3	468	49	.1	134
Teens 12-17					1		3							3	.1	18			
M 18-34					1		6							14	.2	41	5	.1	10
W 18-34		26	.3	34	23	.3	32	8	.1	31			3	11	.1	44	10	.1	26
M 18-49		1		6	5		12	2		8				29	.2	75	5		10
W 18-49		47	.3	73	36	.2	66	23	.1	57	14	.1	26	40	.2	142	32	.2	91
M 25-49		1		6	5		12	2		8				24	.2	65			
W 25-49		39	.3	64	33	.2	57	19	.1	46	14	.1	23	37	.3	134	32	.2	91
M 25-54		1		6	5		12	2		8				25	.2	71			
W 25-54		45	.3	82	38	.2	73	21	.1	57	14	.1	23	51	.3	179	42	.3	116
M 35-64		1		6	11	.1	18	4		20				16	.1	40			
W 35-64		31	.2	64	32	.2	81	19	.1	48	23	.2	38	82	.6	227	34	.2	98
WDAS-FM																			
P 12+		273	.4	779	507	.8	1265	452	.7	1115	240	.4	747	258	.4	667	245	.4	570
Teens 12-17		6	.1	31	9	.2	33	4	.1	27	8	.1	40	23	.4	54	11	.2	18
M 18-34		34	.4	84	56	.7	174	65	.8	145	40	.5	125	34	.4	117	41	.5	100
W 18-34		52	.6	162	93	1.1	261	76	.9	184	62	.7	184	40	.5	91	63	.7	160
M 18-49		54	.3	152	128	.8	335	103	.6	254	58	.3	181	92	.5	240	82	.5	190
W 18-49		135	.8	406	247	1.4	632	217	1.3	553	127	.7	362	81	.5	249	121	.7	291
M 25-49		37	.3	113	100	.7	262	76	.6	209	39	.3	138	80	.6	204	67	.5	157
W 25-49		126	.9	388	225	1.6	567	203	1.4	527	101	.7	286	64	.5	209	102	.7	236
M 25-54		46	.3	130	124	.8	321	99	.6	255	42	.3	151	83	.5	221	77	.5	171
W 25-54		141	.9	428	259	1.6	620	243	1.5	578	114	.7	311	66	.4	215	114	.7	252
M 35-64		44	.3	112	102	.8	247	74	.6	205	28	.2	112	86	.6	173	52	.4	112
W 35-64		110	.8	331	217	1.5	481	203	1.4	494	89	.6	249	60	.4	188	71	.5	156
WHAT-AM																			
P 12+		75	.1	183	89	.1	215	56	.1	143	13		30	111	.2	323	44	.1	93
Teens 12-17					7	.1	9	3		9							2		9
M 18-34								5	.1	10									
W 18-34																			
M 18-49		10	.1	30	37	.2	64	20	.1	61				12	.1	47	3		17
W 18-49		4		12	10	.1	32	16	.1	35	3		7	31	.2	84	12	.1	34
M 25-49		10	.1	30	37	.3	64	20	.1	61				12	.1	47	3		17
W 25-49		4		12	10	.1	32	11	.1	26	3		7	31	.2	84	12	.1	34
M 25-54		14	.1	43	42	.3	76	26	.2	73	1		7	14	.1	54	3		17
W 25-54		13	.1	34	14	.1	40	11	.1	26	4		14	36	.2	99	12	.1	34
M 35-64		14	.1	43	34	.3	67	23	.2	63	1		7	16	.1	66	1		8
W 35-64		38	.3	77	26	.2	67	15	.1	34	4		14	48	.3	132	28	.2	58

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
W100-FM																			
P 12+		173	.3	705	397	.7	1528	301	.5	1185	319	.5	1128	259	.4	1217	200	.3	815
Teens 12-17		34	.6	189	81	1.4	367	64	1.1	318	73	1.3	274	59	1.0	300	59	1.0	264
M 18-34		36	.4	176	100	1.2	351	122	1.4	303	131	1.5	322	53	.6	207	47	.5	136
W 18-34		56	.7	207	104	1.2	400	60	.7	318	68	.8	334	88	1.0	438	53	.6	248
M 18-49		45	.3	206	130	.8	487	140	.8	378	147	.9	371	63	.4	264	56	.3	161
W 18-49		79	.5	264	156	.9	599	88	.5	469	96	.6	461	117	.7	600	76	.4	351
M 25-49		32	.2	120	80	.6	316	67	.5	194	73	.5	208	22	.2	143	22	.2	67
W 25-49		40	.3	138	90	.6	351	56	.4	285	66	.5	274	55	.4	336	44	.3	198
M 25-54		32	.2	120	82	.5	328	67	.4	197	74	.5	211	23	.1	145	22	.1	68
W 25-54		44	.3	165	112	.7	388	63	.4	295	68	.4	283	63	.4	359	47	.3	211
M 35-64		9	.1	30	32	.2	150	20	.1	82	17	.1	52	10	.1	60	9	.1	27
W 35-64		36	.3	94	78	.5	251	35	.2	163	30	.2	137	47	.3	202	27	.2	120
WIP -AM																			
P 12+		207	.3	750	247	.4	892	156	.3	542	66	.1	204	232	.4	927	199	.3	623
Teens 12-17		2		14	1		7	3	.1	9	1		16	2		14	3	.1	14
M 18-34		39	.5	165	88	1.0	272	57	.7	146	8	.1	8	72	.8	238	62	.7	172
W 18-34		4		20				1		11	6	.1	10	5	.1	40	2		11
M 18-49		96	.6	390	146	.9	542	98	.6	316	41	.2	83	146	.9	528	145	.9	419
W 18-49		6		36	7		32	22	.1	77	12	.1	30	15	.1	88	9	.1	29
M 25-49		86	.6	363	106	.8	454	72	.5	260	33	.2	74	116	.9	443	117	.9	358
W 25-49		6		36	7		32	22	.2	77	6		21	14	.1	77	9	.1	29
M 25-54		96	.6	392	118	.8	515	73	.5	274	33	.2	74	133	.8	489	119	.8	375
W 25-54		7		41	8		33	22	.1	81	6		21	19	.1	104	10	.1	38
M 35-64		106	.8	389	90	.7	413	45	.3	202	35	.3	93	103	.8	399	99	.7	311
W 35-64		13	.1	37	21	.1	65	25	.2	81	8	.1	30	21	.1	97	12	.1	38
WJZ-FM																			
P 12+		199	.3	674	466	.8	1343	333	.5	982	177	.3	610	281	.5	900	192	.3	619
Teens 12-17		10	.2	25	3	.1	15	3	.1	18	3	.1	16	1		11			3
M 18-34		24	.3	81	82	1.0	188	27	.3	70	16	.2	71	26	.3	78	20	.2	56
W 18-34		13	.2	60	34	.4	119	33	.4	92	10	.1	71	12	.1	52	14	.2	67
M 18-49		62	.4	240	166	1.0	498	95	.6	315	53	.3	190	78	.5	282	54	.3	193
W 18-49		55	.3	187	108	.6	358	93	.5	287	44	.3	201	82	.5	272	56	.3	207
M 25-49		61	.4	230	156	1.1	470	92	.7	305	48	.4	178	77	.6	277	53	.4	184
W 25-49		54	.4	182	102	.7	342	88	.6	274	41	.3	188	77	.5	262	51	.4	190
M 25-54		74	.5	266	181	1.2	524	108	.7	355	77	.5	230	93	.6	320	69	.4	209
W 25-54		60	.4	205	118	.7	410	102	.6	316	52	.3	219	90	.6	301	58	.4	213
M 35-64		81	.6	286	167	1.2	477	109	.8	372	72	.5	199	116	.9	375	84	.6	256
W 35-64		66	.5	206	143	1.0	427	111	.8	323	52	.4	185	110	.8	323	63	.4	192
WMGK-FM																			
P 12+		240	.4	901	545	.9	1753	359	.6	1262	164	.3	668	323	.5	1274	264	.4	991
Teens 12-17		13	.2	78	46	.8	132	23	.4	82	10	.2	64	27	.5	98	17	.3	70
M 18-34		47	.5	189	94	1.1	337	69	.8	183	36	.4	133	65	.8	228	45	.5	153
W 18-34		38	.4	172	107	1.2	414	74	.9	352	44	.5	186	72	.8	383	64	.7	282
M 18-49		133	.8	439	214	1.3	689	159	.9	472	76	.5	279	116	.7	443	91	.5	327
W 18-49		67	.4	313	216	1.2	762	136	.8	620	62	.4	288	143	.8	636	124	.7	497
M 25-49		122	.9	397	182	1.3	593	129	.9	414	59	.4	226	101	.7	385	76	.6	272
W 25-49		58	.4	296	174	1.2	638	114	.8	518	38	.3	218	122	.9	527	88	.6	406
M 25-54		132	.8	432	209	1.3	653	152	1.0	465	63	.4	238	121	.8	439	82	.5	301
W 25-54		64	.4	304	188	1.2	665	126	.8	536	47	.3	227	125	.8	544	100	.6	430
M 35-64		102	.8	295	158	1.2	445	112	.8	340	43	.3	158	71	.5	269	53	.4	203
W 35-64		37	.3	159	128	.9	391	75	.5	291	27	.2	113	85	.6	292	77	.5	260
WMMR-FM																			
P 12+		189	.3	770	328	.5	1132	179	.3	787	76	.1	469	204	.3	872	118	.2	472
Teens 12-17		6	.1	31	1		4	7	.1	52	3	.1	26	2		17	2		16
M 18-34		49	.6	171	117	1.4	376	49	.6	166	22	.3	117	35	.4	214	21	.2	120
W 18-34		28	.3	137	60	.7	236	41	.5	221	16	.2	131	48	.6	199	31	.4	123
M 18-49		115	.7	420	212	1.3	670	107	.6	378	45	.3	226	105	.6	467	70	.4	250
W 18-49		52	.3	280	103	.6	400	60	.3	345	25	.1	194	86	.5	346	42	.2	192
M 25-49		103	.8	369	187	1.4	557	91	.7	327	34	.2	168	95	.7	409	64	.5	216
W 25-49		43	.3	252	90	.6	343	41	.3	259	19	.1	139	76	.5	314	30	.2	154
M 25-54		114	.7	401	197	1.3	602	94	.6	330	36	.2	180	97	.6	421	67	.4	226
W 25-54		43	.3	252	92	.6	352	43	.3	268	19	.1	139	77	.5	320	31	.2	157
M 35-64		76	.6	280	106	.8	342	61	.5	215	24	.2	121	72	.5	265	52	.4	138
W 35-64		31	.2	150	45	.3	173	21	.1	133	9	.1	64	44	.3	161	13	.1	74

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

ARBITRON

DMA Target Listeners

		AOH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AOH (00)	AOH Rtg	Cume (00)	AOH (00)	AOH Rtg	Cume (00)	AOH (00)	AOH Rtg	Cume (00)	AOH (00)	AOH Rtg	Cume (00)	AOH (00)	AOH Rtg	Cume (00)	AOH (00)	AOH Rtg	Cume (00)
WGL-FM																			
P 12+		335	.6	1165	695	1.1	2044	478	.8	1533	198	.3	727	402	.7	1411	255	.4	938
Teens 12-17		6	.1	24	6	.1	53	9	.2	44	4	.1	27	2		13	6	.1	26
M 18-34		6	.1	42	18	.2	49	2		26	7	.1	8	12	.1	64	4		28
W 18-34		6	.1	38	24	.3	106	26	.3	91	32	.4	98	12	.1	75	12	.1	51
M 18-49		66	.4	251	141	.8	415	78	.5	287	28	.2	78	81	.5	295	46	.3	159
W 18-49		64	.4	303	177	1.0	561	141	.8	457	69	.4	252	88	.5	405	75	.4	305
M 25-49		62	.5	222	127	.9	388	77	.6	277	28	.2	78	79	.6	261	42	.3	131
W 25-49		61	.4	281	160	1.1	501	126	.9	414	49	.3	186	77	.5	337	67	.5	274
M 25-54		90	.6	335	214	1.4	615	125	.8	427	52	.3	171	127	.8	388	85	.5	266
W 25-54		99	.6	390	256	1.6	738	176	1.1	553	74	.5	265	151	.9	541	97	.6	392
M 35-64		130	1.0	433	260	1.9	755	163	1.2	563	63	.5	247	154	1.1	501	104	.8	329
W 35-64		148	1.0	514	318	2.2	888	206	1.4	646	74	.5	300	191	1.3	670	116	.8	456
WPEN-AM																			
P 12+		375	.6	1022	418	.7	1101	229	.4	642	92	.2	338	228	.4	679	189	.3	462
Teens 12-17											1		5				2		8
M 18-34											3		7				4		
W 18-34																	4		9
M 18-49		1		9	2		9	1		9				13	.1	20	2		8
W 18-49		4		6			6	5		6	3		15		5	16	5		6
M 25-49		1		9	2		9	1		9				13	.1	20	2		8
W 25-49		4		6			6	5		6	3		15		5	16	5		6
M 25-54		1		9	2		9	1		9	5		8	24	.2	46	8	.1	16
W 25-54		14	.1	42			14	.1		34	5		34	11	.1	25	14	.1	24
M 35-64		35	.3	106	40	.3	142	18	.1	37	10	.1	34	30	.2	74	10	.1	16
W 35-64		70	.5	204	65	.5	153	46	.3	111	12	.1	62	38	.3	113	44	.3	117
WPHI-FM																			
P 12+		173	.3	606	333	.5	1101	318	.5	1072	344	.6	1069	224	.4	778	268	.4	747
Teens 12-17		63	1.1	285	146	2.6	519	160	2.8	508	137	2.4	449	80	1.4	377	121	2.2	334
M 18-34		57	.7	107	82	1.0	265	76	.9	224	85	1.0	255	51	.6	147	67	.8	220
W 18-34		43	.5	165	79	.9	242	66	.8	261	92	1.1	281	61	.7	171	60	.7	152
M 18-49		59	.3	116	84	.5	273	78	.5	246	103	.6	288	59	.3	162	70	.4	234
W 18-49		48	.3	191	93	.5	295	73	.4	291	102	.6	321	86	.5	239	72	.4	170
M 25-49		22	.2	51	28	.2	103	39	.3	115	57	.4	129	28	.2	79	25	.2	87
W 25-49		21	.1	82	62	.4	165	42	.3	155	50	.4	148	53	.4	126	43	.3	79
M 25-54		22	.1	51	28	.2	103	39	.2	115	58	.4	133	28	.2	79	25	.2	87
W 25-54		24	.1	93	64	.4	172	43	.3	162	51	.3	155	53	.3	126	43	.3	79
M 35-64		2		9	2		7	5		33	18	.1	37	8	.1	14	4		14
W 35-64		8	.1	40	23	.2	68	11	.1	45	11	.1	46	25	.2	68	11	.1	18
WPHT-AM																			
P 12+		51	.1	162	51	.1	165	26		89	27		96	70	.1	215	49	.1	149
Teens 12-17											4	.1	7	1		7	2		7
M 18-34											2		11				1		7
W 18-34																			
M 18-49		4		28	7		18	12	.1	13	8		34	4		31	1		7
W 18-49		1		4			4						3		7	1			7
M 25-49		4		28	7	.1	18	12	.1	13	8	.1	34	4		31	1		7
W 25-49		1		4			4						3		7	1			7
M 25-54		5		34	8	.1	21	15	.1	35	13	.1	53	17	.1	62	5		12
W 25-54		3		21			21						3		7	1			7
M 35-64		17	.1	61	19	.1	49	17	.1	43	11	.1	42	21	.2	73	7	.1	27
W 35-64		10	.1	37	2		17	2		17	2		3	13	.1	40	11	.1	28
WPLY-FM																			
P 12+		121	.2	643	293	.5	1283	283	.5	1061	147	.2	740	217	.4	983	147	.2	684
Teens 12-17		28	.5	146	70	1.2	304	84	1.5	285	65	1.2	279	51	.9	265	45	.8	212
M 18-34		50	.6	237	110	1.3	419	80	.9	253	49	.6	165	61	.7	230	48	.6	200
W 18-34		31	.4	172	75	.9	389	89	1.0	359	21	.2	206	60	.7	249	33	.4	162
M 18-49		57	.3	288	128	.8	509	91	.5	312	52	.3	197	71	.4	308	56	.3	254
W 18-49		37	.2	208	88	.5	440	101	.6	442	25	.1	245	88	.5	392	43	.2	210
M 25-49		38	.3	171	72	.5	303	54	.4	172	12	.1	88	50	.4	200	41	.3	180
W 25-49		23	.2	136	52	.4	272	42	.3	238	16	.1	137	50	.4	262	22	.2	117
M 25-54		38	.2	171	72	.5	303	55	.3	180	14	.1	97	50	.3	200	41	.3	180
W 25-54		23	.1	136	53	.3	279	42	.3	238	16	.1	137	50	.3	262	22	.1	117
M 35-64		6		52	18	.1	90	13	.1	68	5		41	9	.1	78	8	.1	54
W 35-64		6		36	15	.1	62	17	.1	96	4		39	28	.2	143	12	.1	56

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WURD-AM																			
P 12+		40	.1	102	62	.1	160	39	.1	95	12		26	54	.1	150	41	.1	102
Teens 12-17		3	.1	19	8	.1	24	4	.1	19	3	.1	13	4	.1	31	5	.1	19
M 18-34		20	.2	30	4		28							11	.1	31	8	.1	21
W 18-34		16	.2	44	27	.3	62	23	.3	50	5	.1	9	12	.1	34	9	.1	26
M 18-49		20	.1	30	8		37				4		4	14	.1	40	13	.1	31
W 18-49		17	.1	54	38	.2	84	32	.2	70	5		9	29	.2	64	19	.1	43
M 25-49		20	.1	30	8	.1	37				4		4	14	.1	40	13	.1	31
W 25-49		16	.1	43	32	.2	73	32	.2	70	5		9	29	.2	64	19	.1	43
M 25-54		20	.1	30	13	.1	48	1		2	4		4	19	.1	51	17	.1	40
W 25-54		16	.1	43	34	.2	77	33	.2	74	5		9	31	.2	68	19	.1	43
M 35-64					10	.1	21	1		2	4		4	7	.1	21	9	.1	19
W 35-64		1		9	13	.1	25	10	.1	24				19	.1	34	10	.1	17
WUSL-FM																			
P 12+		297	.5	965	601	1.0	1782	518	.9	1539	427	.7	1368	404	.7	1288	321	.5	981
Teens 12-17		91	1.6	303	196	3.5	627	158	2.8	506	120	2.1	444	94	1.7	373	126	2.2	429
M 18-34		70	.8	202	142	1.6	425	132	1.5	336	106	1.2	348	86	1.0	267	86	1.0	233
W 18-34		76	.9	229	150	1.7	419	158	1.8	459	119	1.4	379	109	1.3	336	53	.6	169
M 18-49		94	.6	277	189	1.1	521	152	.9	397	149	.9	440	106	.6	328	100	.6	271
W 18-49		98	.6	335	185	1.1	549	188	1.1	568	147	.8	460	165	1.0	498	73	.4	235
M 25-49		48	.4	162	110	.8	310	86	.6	189	102	.7	268	57	.4	180	53	.4	135
W 25-49		54	.4	183	112	.8	326	90	.6	277	77	.5	216	120	.9	331	46	.3	142
M 25-54		49	.3	165	117	.7	321	89	.6	196	102	.6	268	58	.4	182	55	.3	138
W 25-54		58	.4	208	112	.7	332	98	.6	304	80	.5	227	136	.8	368	58	.4	163
M 35-64		24	.2	81	53	.4	107	23	.2	69	43	.3	92	30	.2	82	23	.2	52
W 35-64		31	.2	146	50	.3	183	44	.3	156	39	.3	100	75	.5	214	33	.2	91
WWDB-FM																			
P 12+		503	.8	1198	340	.6	877	165	.3	542	230	.4	765	461	.8	1129	141	.2	375
Teens 12-17				3			8	3		12			3	7	.1	17	3	.1	16
M 18-34		2		5	1			3		15	10	.1	24	14	.2	54	4		8
W 18-34		2		12				5	.1	15	10	.1	24	20	.2	54	5	.1	19
M 18-49		34	.2	91	20	.1	69	6		19	13	.1	45	54	.3	181	4		8
W 18-49		30	.2	95	9	.1	42	14	.1	49	39	.2	107	88	.5	221	10	.1	48
M 25-49		34	.2	91	20	.1	69	6		19	13	.1	45	52	.4	175	4		8
W 25-49		30	.2	95	9	.1	42	14	.1	49	35	.2	97	78	.6	202	10	.1	48
M 25-54		56	.4	155	38	.2	115	20	.1	62	20	.1	79	71	.5	213	16	.1	36
W 25-54		54	.3	152	35	.2	104	23	.1	77	36	.2	103	91	.6	238	12	.1	55
M 35-64		105	.8	270	83	.6	215	30	.2	100	35	.3	122	115	.9	275	17	.1	46
W 35-64		96	.7	265	96	.7	227	38	.3	139	44	.3	143	133	.9	328	9	.1	41
WWJZ-AM																			
P 12+		63	.1	165	57	.1	234	28		66	5		32	50	.1	166	22		67
Teens 12-17																			
M 18-34																			
W 18-34																			
M 18-49																			
W 18-49																			
M 25-49																			
W 25-49																			
M 25-54																			
W 25-54		3		10	2		10							5		18			
M 35-64								3		5	1		5	5		19			
W 35-64		5		21	4		25			4			8	8	.1	28			
WXTU-FM																			
P 12+		277	.5	988	606	1.0	1646	327	.5	1043	121	.2	531	403	.7	1179	235	.4	874
Teens 12-17		3	.1	19	3	.1	19	3	.1	21	4	.1	16	3	.1	21	4	.1	22
M 18-34		33	.4	113	45	.5	131	33	.4	94	13	.2	36	49	.6	113	24	.3	79
W 18-34		22	.3	142	67	.8	250	38	.4	156	19	.2	118	32	.4	163	41	.5	181
M 18-49		60	.4	238	119	.7	345	70	.4	208	32	.2	119	100	.6	245	53	.3	192
W 18-49		52	.3	265	151	.9	515	82	.5	332	31	.2	199	77	.4	315	60	.3	289
M 25-49		56	.4	212	118	.9	339	70	.5	201	31	.2	114	92	.7	231	52	.4	179
W 25-49		45	.3	212	131	.9	425	72	.5	276	21	.1	138	69	.5	266	51	.4	216
M 25-54		75	.5	266	153	1.0	414	85	.5	255	35	.2	138	121	.8	294	63	.4	216
W 25-54		71	.4	274	165	1.0	541	92	.6	331	23	.1	152	88	.5	319	67	.4	255
M 35-64		91	.7	290	180	1.3	456	100	.7	289	33	.2	128	116	.9	310	74	.6	232
W 35-64		81	.6	271	180	1.3	525	94	.7	328	20	.1	130	118	.8	339	52	.4	234

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

ARBITRON

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)
+WXM-FM																			
WFLN-FM																			
P 12+		106	.2	421	260	.4	912	163	.3	717	86	.1	492	119	.2	580	106	.2	462
Teens 12-17		7	.1	59	24	.4	147	29	.5	140	12	.2	101	19	.3	105	19	.3	103
M 18-34		52	.6	151	96	1.1	275	29	.3	119	23	.3	102	19	.2	91	13	.2	66
W 18-34		29	.3	142	83	1.0	283	66	.8	293	35	.4	197	43	.5	220	36	.4	159
M 18-49		57	.3	181	111	.7	336	41	.2	184	32	.2	144	31	.2	145	22	.1	103
W 18-49		40	.2	172	98	.6	357	77	.4	357	39	.2	221	54	.3	282	47	.3	207
M 25-49		51	.4	128	90	.7	236	25	.2	120	27	.2	106	22	.2	104	16	.1	66
W 25-49		25	.2	109	40	.3	183	27	.2	162	18	.1	98	33	.2	171	21	.1	89
M 25-54		53	.3	136	95	.6	253	25	.2	120	28	.2	115	23	.1	112	22	.1	74
W 25-54		25	.2	109	40	.2	183	34	.2	180	21	.1	106	35	.2	182	26	.2	110
M 35-64		7	.1	39	22	.2	86	12	.1	65	10	.1	60	12	.1	62	15	.1	45
W 35-64		11	.1	31	21	.1	90	25	.2	90	6		32	15	.1	81	16	.1	69
WYSP-FM																			
P 12+		192	.3	659	258	.4	977	224	.4	885	119	.2	516	815	1.3	2800	639	1.1	2227
Teens 12-17		3	.1	17	23	.4	113	20	.4	117	9	.2	55	38	.7	144	36	.6	143
M 18-34		48	.6	177	121	1.4	443	103	1.2	363	66	.8	239	272	3.2	919	235	2.7	694
W 18-34		46	.5	157	36	.4	149	41	.5	181	21	.2	102	93	1.1	344	68	.8	292
M 18-49		115	.7	395	182	1.1	636	136	.8	495	79	.5	297	518	3.1	1676	418	2.5	1328
W 18-49		58	.3	221	51	.3	218	60	.3	253	27	.2	137	151	.9	532	98	.6	417
M 25-49		90	.7	300	124	.9	454	95	.7	373	39	.3	184	419	3.1	1337	324	2.4	1069
W 25-49		29	.2	136	34	.2	149	33	.2	151	11	.1	60	125	.9	439	65	.5	286
M 25-54		92	.6	308	125	.8	457	103	.7	392	43	.3	210	463	2.9	1502	355	2.3	1208
W 25-54		35	.2	144	35	.2	156	33	.2	151	11	.1	60	137	.8	485	77	.5	328
M 35-64		69	.5	228	62	.5	197	42	.3	152	17	.1	84	309	2.3	1001	228	1.7	820
W 35-64		18	.1	71	16	.1	76	19	.1	72	6		35	74	.5	268	47	.3	192
WYXR-FM																			
P 12+		119	.2	568	234	.4	1043	210	.3	943	126	.2	618	176	.3	851	133	.2	647
Teens 12-17		14	.2	72	22	.4	119	22	.4	104	24	.4	109	12	.2	60	12	.2	88
M 18-34		4		38	8	.1	74	19	.2	100	14	.2	55	22	.3	125	11	.1	59
W 18-34		26	.3	129	71	.8	355	66	.8	294	33	.4	198	61	.7	311	57	.7	252
M 18-49		25	.1	118	15	.1	152	52	.3	221	43	.3	164	34	.2	189	32	.2	132
W 18-49		69	.4	313	171	1.0	664	110	.6	486	52	.3	292	107	.6	485	84	.5	399
M 25-49		25	.2	108	14	.1	134	49	.4	195	38	.3	136	24	.2	134	24	.2	94
W 25-49		67	.5	298	148	1.1	506	74	.5	326	38	.3	201	91	.6	401	63	.4	310
M 25-54		28	.2	127	26	.2	172	58	.4	226	43	.3	167	29	.2	167	24	.2	94
W 25-54		69	.4	311	155	.9	537	77	.5	354	38	.2	207	97	.6	436	64	.4	325
M 35-64		25	.2	103	21	.2	125	48	.4	177	35	.3	148	20	.1	116	24	.2	84
W 35-64		49	.3	215	107	.7	345	51	.4	251	20	.1	108	58	.4	228	29	.2	164
WAEB-AM																			
P 12+		42	.1	169	41	.1	147	30		93	10		26	34	.1	136	23		85
Teens 12-17		1		4	1		3				1		4	2		7	1		6
M 18-34		1		5	4		12	1		4									
W 18-34				3	4		10	1		4						3	4		7
M 18-49		6		34	11	.1	35	8		29	1		3	6		17	4		23
W 18-49		5		14	6		19	5		11	2		3	4		18	9	.1	19
M 25-49		5		30	9	.1	31	8	.1	29	1		3	6		17	4		23
W 25-49		5		14	6		19	4		7	2		3	4		18	6		15
M 25-54		6		36	15	.1	57	13	.1	49	1		3	9	.1	30	8	.1	33
W 25-54		7		22	7		23	4		7	2		3	5		20	6		17
M 35-64		11	.1	59	17	.1	60	15	.1	52	1		6	17	.1	44	10	.1	40
W 35-64		7		25	3		13	5		10	2		3	5		19	6		20
WAEB-FM																			
P 12+		86	.1	290	125	.2	425	69	.1	295	30		184	81	.1	269	62	.1	233
Teens 12-17		13	.2	60	22	.4	76	11	.2	52	7	.1	41	21	.4	64	11	.2	30
M 18-34		9	.1	37	10	.1	30	11	.1	29	8	.1	35	9	.1	32	13	.2	34
W 18-34		29	.3	78	46	.5	159	23	.3	86	9	.1	58	27	.3	85	20	.2	80
M 18-49		21	.1	63	21	.1	63	16	.1	61	10	.1	52	22	.1	62	20	.1	56
W 18-49		45	.3	148	73	.4	249	35	.2	144	12	.1	82	35	.2	126	25	.1	125
M 25-49		18	.1	50	14	.1	40	9	.1	43	6		30	18	.1	42	10	.1	33
W 25-49		24	.2	117	50	.4	183	24	.2	105	6		47	26	.2	99	17	.1	81
M 25-54		18	.1	53	15	.1	46	10	.1	53	6		33	18	.1	45	10	.1	33
W 25-54		27	.2	121	54	.3	190	26	.2	112	6		49	27	.2	103	17	.1	81
M 35-64		12	.1	33	13	.1	46	8	.1	52	3		21	14	.1	34	9	.1	30
W 35-64		20	.1	78	30	.2	96	14	.1	68	3		30	9	.1	46	7		50

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



DMA Target Listeners

AQH and Cume Persons

	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WAYV-FM																		
P 12+	17		80	45	.1	160	26		119	29		99	27		107	20		91
Teens 12-17	1		7	5	.1	21	3	.1	15	2		10	3	.1	17	3	.1	11
M 18-34	2		11	8	.1	26	6	.1	24	6	.1	14	4		14	2		7
W 18-34	4		21	13	.2	45	7	.1	35	6	.1	21	13	.2	48	7	.1	37
M 18-49	6		29	14	.1	45	11	.1	39	13	.1	30	7		22	3		13
W 18-49	8		38	24	.1	82	10	.1	57	12	.1	48	16	.1	62	11	.1	57
M 25-49	6		29	13	.1	38	9	.1	30	13	.1	30	7	.1	20	3		13
W 25-49	5		27	18	.1	71	7		41	11	.1	39	10	.1	43	9	.1	49
M 25-54	6		29	14	.1	44	9	.1	32	14	.1	41	7		22	5		19
W 25-54	5		27	19	.1	73	7		43	11	.1	39	10	.1	45	9	.1	49
M 35-64	3		19	7	.1	24	5		17	8	.1	27	4		11	3		12
W 35-64	4		19	13	.1	42	5		28	6		27	3		17	3		20
WBNJ-FM																		
P 12+	4		7	1		6	4		14	5		17	3		18	3		11
Teens 12-17	1		1	1		3	2		5	1		5	1		4	2		7
M 18-34									3	2		6			3			2
W 18-34									3	2		6			3			2
M 18-49							1		4	2		7			3			2
W 18-49			2						4	2		6			3			2
M 25-49			2				1		4	2		6			3			2
W 25-49			2						4	2		6			3			2
M 25-54			2				1		4	2		6			3	1		2
W 25-54			2						4	2		6			3			2
M 35-64			2	1		3	1		2			2	1		8	1		2
W 35-64			2						2			2			8			2
WTHH-FM																		
P 12+	43	.1	98	44	.1	120	51	.1	113	41	.1	92	38	.1	102	34	.1	81
Teens 12-17	1		4	1		5	4	.1	11	1		5	2		6	2		7
M 18-34	8	.1	18	7	.1	14	10	.1	20	4		9	3		13	4		12
W 18-34	11	.1	22	7	.1	25	12	.1	29	16	.2	40	8	.1	26	10	.1	24
M 18-49	13	.1	25	11	.1	26	16	.1	30	12	.1	21	5		20	11	.1	24
W 18-49	17	.1	38	20	.1	55	24	.1	54	23	.1	57	19	.1	48	16	.1	39
M 25-49	11	.1	22	11	.1	26	14	.1	27	12	.1	21	5		17	11	.1	24
W 25-49	9	.1	25	18	.1	45	20	.1	48	17	.1	46	18	.1	42	15	.1	35
M 25-54	13	.1	24	11	.1	26	16	.1	29	12	.1	24	9	.1	22	13	.1	30
W 25-54	10	.1	30	19	.1	50	22	.1	50	17	.1	46	18	.1	45	16	.1	37
M 35-64	7	.1	15	5		16	8	.1	12	9	.1	17	6		13	9	.1	18
W 35-64	8	.1	24	18	.1	44	17	.1	36	9	.1	20	14	.1	37	9	.1	21
WBYN-FM																		
P 12+	36	.1	124	64	.1	232	39	.1	126	23		101	57	.1	174	47	.1	108
Teens 12-17				2		15	2		8									
M 18-34	3		7	1		7			3	3		7			3			3
W 18-34				4		15	2		7	1		11	3		8	3		3
M 18-49	8		27	14	.1	44	8		26	3		10	15	.1	20	13	.1	20
W 18-49	7		28	18	.1	58	13	.1	33	7		27	8		42	9	.1	28
M 25-49	8	.1	27	14	.1	44	8	.1	26	3		10	15	.1	20	13	.1	20
W 25-49	7		28	17	.1	54	12	.1	30	7		27	8	.1	42	9	.1	28
M 25-54	8	.1	30	14	.1	44	8	.1	26	3		10	17	.1	31	16	.1	27
W 25-54	10	.1	39	19	.1	66	12	.1	30	8		30	12	.1	55	13	.1	36
M 35-64	11	.1	53	20	.1	67	14	.1	43	2		10	21	.2	44	18	.1	33
W 35-64	17	.1	60	31	.2	95	18	.1	52	8	.1	36	13	.1	61	18	.1	48
WCTO-FM																		
P 12+	123	.2	340	156	.3	432	100	.2	310	36	.1	138	124	.2	315	90	.1	250
Teens 12-17	3	.1	13	6	.1	18	5	.1	14	1		4	5	.1	16	5	.1	13
M 18-34	18	.2	51	36	.4	81	20	.2	56	7	.1	17	31	.4	60	20	.2	48
W 18-34	14	.2	35	26	.3	92	17	.2	68	15	.2	62	22	.3	54	20	.2	53
M 18-49	42	.2	110	62	.4	146	35	.2	110	11	.1	37	47	.3	103	33	.2	83
W 18-49	37	.2	89	49	.3	172	28	.2	111	19	.1	82	36	.2	109	28	.2	85
M 25-49	40	.3	96	46	.3	128	26	.2	92	6		27	44	.3	98	28	.2	78
W 25-49	35	.2	81	44	.3	141	23	.2	83	12	.1	50	32	.2	101	25	.2	65
M 25-54	49	.3	125	53	.3	145	32	.2	114	7		31	57	.4	122	36	.2	101
W 25-54	44	.3	102	53	.3	166	31	.2	104	15	.1	60	38	.2	125	32	.2	79
M 35-64	44	.3	120	37	.3	85	24	.2	84	5		23	36	.3	80	22	.2	64
W 35-64	39	.3	103	38	.3	128	27	.2	77	8	.1	33	27	.2	93	17	.1	57

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

ARBITRON

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)
WDSB-FM																			
P 12+		29		101	46	.1	212	40	.1	149	14		87	38	.1	146	29		106
Teens 12-17		1		3	6	.1	19	1		15			9	2		19			3
M 18-34		5	.1	15	8	.1	35	10	.1	25	1		10	9	.1	23	13	.2	28
W 18-34					4		30	2		15	2		14	7	.1	26	4		27
M 18-49		10	.1	34	11	.1	62	13	.1	37	1		10	17	.1	49	15	.1	39
W 18-49		7		18	17	.1	80	15	.1	50	8		47	14	.1	49	5		34
M 25-49		7	.1	29	11	.1	62	13	.1	37	1		10	17	.1	49	15	.1	39
W 25-49		7		18	17	.1	80	15	.1	50	8	.1	47	8	.1	41	3		26
M 25-54		7		29	13	.1	66	15	.1	45	2		18	18	.1	52	15	.1	44
W 25-54		12	.1	30	21	.1	98	21	.1	71	8		47	11	.1	53	4		29
M 35-64		5		24	5		30	5		20	1		8	8	.1	30	5		21
W 35-64		13	.1	42	22	.2	92	21	.1	68	9	.1	41	10	.1	43	6		27
WEEU-AM																			
P 12+		64	.1	177	33	.1	118	20		46	5		15	44	.1	140	23		69
Teens 12-17					2		13							1		6	3		7
M 18-34														1		7			
W 18-34														1		7			
M 18-49		1		6	10	.1	24	8		23			7	7		24	7		18
W 18-49		2		14									4	4		16	1		5
M 25-49		1		6	8	.1	11	8	.1	23			6	6		17	7	.1	18
W 25-49		2		14									4	4		16	1		5
M 25-54		1		6	8	.1	11	8	.1	23	1		6	8	.1	23	7		18
W 25-54		2		14									6	6		24	1		5
M 35-64		5		24	10	.1	23	9	.1	29	1		6	11	.1	35	10	.1	23
W 35-64		11	.1	37	8	.1	23	4		8			13	.1	32	7		28	
WFPG-FM																			
P 12+		16		57	38	.1	121	28		97	12		48	20		85	18		64
Teens 12-17				2	3	.1	7	1		7			1	1		5	1		5
M 18-34		5	.1	9	11	.1	29	6	.1	16	4		12	2		9	4		12
W 18-34		2		11	6	.1	19	2		11	1		8	5	.1	23	1		4
M 18-49		7		15	15	.1	37	9	.1	26	4		16	5		18	5		16
W 18-49		6		28	12	.1	49	8		32	6		29	9	.1	45	6		20
M 25-49		3		8	10	.1	30	5		14	3		11	4		16	4		14
W 25-49		6		26	11	.1	45	7		27	5		22	8	.1	42	6		20
M 25-54		4		12	12	.1	34	7		16	3		11	4		16	4		14
W 25-54		7		30	11	.1	47	10	.1	42	5		22	8		42	9	.1	31
M 35-64		3		11	6		17	7	.1	17			4	3		9	1		4
W 35-64		5		20	8	.1	36	9	.1	38	5		21	4		26	8	.1	30
WJBR-AM																			
P 12+		31	.1	83	51	.1	168	31	.1	102	6		10	24		84	12		48
Teens 12-17																			
M 18-34																			
W 18-34																			
M 18-49					1		10												
W 18-49					1		6							3		8			
M 25-49					1		10												
W 25-49					1		6							3		8			
M 25-54					6		22			3			3			3	3		3
W 25-54					5		19	2		3	3		3	4		12	2		3
M 35-64		5		9	12	.1	36	3		13	3		3	3		12	3		3
W 35-64		2		10	12	.1	36	4		10	3		7	7		19	2		3
WJBR-FM																			
P 12+		75	.1	259	90	.1	358	49	.1	195	29		121	75	.1	289	48	.1	175
Teens 12-17		4	.1	18	7	.1	29	2		12	4	.1	10	2		8	3	.1	5
M 18-34		5	.1	13	7	.1	19	4		13	1		9	9	.1	22	2		13
W 18-34		9	.1	40	11	.1	40	10	.1	46	9	.1	43	12	.1	53	9	.1	39
M 18-49		13	.1	51	15	.1	87	11	.1	42	1		9	12	.1	32	5		30
W 18-49		23	.1	102	27	.2	128	16	.1	77	13	.1	63	34	.2	152	17	.1	69
M 25-49		13	.1	51	14	.1	78	11	.1	42			4	10	.1	23	4		22
W 25-49		20	.1	83	19	.1	104	9	.1	41	9	.1	44	28	.2	123	14	.1	50
M 25-54		14	.1	54	17	.1	87	14	.1	48			4	11	.1	26	5		28
W 25-54		28	.2	100	31	.2	123	18	.1	79	13	.1	67	31	.2	137	19	.1	73
M 35-64		11	.1	48	14	.1	84	10	.1	35			10	.1	28	5		28	
W 35-64		40	.3	113	45	.3	157	17	.1	75	8	.1	47	30	.2	130	24	.2	80

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

DMA Target Listeners

AQH and Cume Persons

	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WKAP-AM																		
P 12+	33	.1	104	57	.1	133	27		75	10		37	45	.1	121	26		72
Teens 12-17																		
M 18-34				4		4	1		4							1		5
W 18-34																		
M 18-49				4		4	1		4							2		7
W 18-49																1		3
M 25-49				4		4	1		4									2
W 25-49																1		3
M 25-54				4		4	1		4									2
W 25-54			2															5
M 35-64	2		10	2		7			4				1		2	2		6
W 35-64	3		11	7		12	4		12	2		6	10	.1	17	6		14
WKXW-FM																		
P 12+	80	.1	244	90	.1	293	87	.1	241	31	.1	87	50	.1	171	36	.1	120
Teens 12-17	2		18			7						2			7	1		2
M 18-34	11	.1	24	13	.2	40	31	.4	44	12	.1	20				2		12
W 18-34	7	.1	29	11	.1	28	5	.1	29				2		23			
M 18-49	30	.2	76	39	.2	107	43	.3	90	22	.1	47	13	.1	45	10	.1	47
W 18-49	29	.2	89	19	.1	69	21	.1	90	1		10	9	.1	38	7		30
M 25-49	30	.2	76	36	.3	92	36	.3	83	21	.2	40	13	.1	45	9	.1	39
W 25-49	27	.2	81	19	.1	69	21	.1	90	1		10	9	.1	28	7		30
M 25-54	34	.2	91	46	.3	107	37	.2	90	21	.1	43	14	.1	47	10	.1	41
W 25-54	31	.2	94	27	.2	97	25	.2	99	3		22	14	.1	49	11	.1	46
M 35-64	28	.2	83	36	.3	93	14	.1	54	10	.1	29	20	.1	60	12	.1	41
W 35-64	27	.2	75	20	.1	85	25	.2	82	5		26	19	.1	56	12	.1	51
+WLEV-FM																		
WFMZ-FM																		
P 12+	100	.2	278	115	.2	346	81	.1	242	39	.1	132	87	.1	294	80	.1	274
Teens 12-17	1		6	1		11	1		9							4	.1	16
M 18-34	1		7	2		8						4	7	.1	22	10	.1	27
W 18-34	3		18	8	.1	44	11	.1	41	6	.1	33	5	.1	36	5	.1	28
M 18-49	10	.1	29	10	.1	36	11	.1	40	5		19	14	.1	40	19	.1	83
W 18-49	16	.1	62	38	.2	115	33	.2	101	13	.1	61	19	.1	84	22	.1	81
M 25-49	10	.1	29	10	.1	36	11	.1	40	5		19	14	.1	40	15	.1	78
W 25-49	16	.1	62	36	.3	93	30	.2	87	12	.1	50	16	.1	62	22	.2	77
M 25-54	12	.1	36	12	.1	48	18	.1	57	15	.1	31	17	.1	52	15	.1	81
W 25-54	25	.2	76	45	.3	110	32	.2	92	13	.1	53	23	.1	83	24	.1	92
M 35-64	18	.1	64	16	.1	54	19	.1	64	15	.1	30	15	.1	40	13	.1	70
W 35-64	46	.3	105	57	.4	156	32	.2	97	10	.1	41	30	.2	106	31	.2	97
WODE-FM																		
P 12+	68	.1	250	140	.2	404	80	.1	314	24		130	84	.1	298	37	.1	138
Teens 12-17			4	2		14	2		9	1		4	2		10			
M 18-34	3		8	5	.1	17			7	1		4	2		11			4
W 18-34	5	.1	17	9	.1	51	3		21	1		11	9	.1	44	1		11
M 18-49	18	.1	60	42	.2	100	11	.1	66	3		21	8		43	8		39
W 18-49	22	.1	82	36	.2	127	19	.1	98	12	.1	54	27	.2	119	11	.1	49
M 25-49	18	.1	56	41	.3	91	11	.1	66	3		21	6		31	8	.1	39
W 25-49	21	.1	78	31	.2	103	19	.1	93	12	.1	50	22	.2	91	11	.1	49
M 25-54	22	.1	62	49	.3	118	14	.1	78	3		21	9	.1	45	11	.1	49
W 25-54	26	.2	104	42	.3	138	31	.2	119	15	.1	74	45	.3	127	13	.1	57
M 35-64	28	.2	92	61	.5	156	24	.2	114	3		24	14	.1	61	12	.1	52
W 35-64	27	.2	111	44	.3	131	32	.2	117	17	.1	78	44	.3	122	15	.1	52
WPST-FM																		
P 12+	75	.1	350	159	.3	735	116	.2	678	67	.1	389	99	.2	633	96	.2	477
Teens 12-17	21	.4	123	35	.6	215	41	.7	224	28	.5	166	39	.7	252	42	.7	192
M 18-34	6	.1	29	18	.2	81	17	.2	86	9	.1	47	7	.1	38	12	.1	50
W 18-34	19	.2	96	50	.6	245	23	.3	184	15	.2	110	20	.2	125	13	.2	68
M 18-49	12	.1	54	43	.3	164	34	.2	175	11	.1	59	15	.1	109	19	.1	98
W 18-49	28	.2	135	68	.4	337	34	.2	249	27	.2	160	34	.2	221	27	.2	140
M 25-49	8	.1	32	32	.2	129	29	.2	147	3		25	12	.1	98	12	.1	60
W 25-49	20	.1	109	47	.3	241	25	.2	178	19	.1	109	21	.1	159	26	.2	132
M 25-54	15	.1	55	42	.3	140	33	.2	159	3		25	17	.1	108	12	.1	60
W 25-54	22	.1	112	49	.3	245	27	.2	192	19	.1	109	24	.1	177	29	.2	150
M 35-64	13	.1	47	36	.3	95	22	.2	101	2		12	15	.1	92	9	.1	59
W 35-64	14	.1	51	21	.1	100	14	.1	83	12	.1	54	18	.1	126	19	.1	106

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WRDR-FM																			
P 12+		89	.1	264	130	.2	402	97	.2	326	40	.1	215	95	.2	324	106	.2	311
Teens 12-17																			
M 18-34		2		8	2		11	1		11	1		11	1		11			
W 18-34				4	1		7						1			7	2		19
M 18-49		4		14	4		26	2		22	2		14	8		20	3		8
W 18-49		12	.1	30	14	.1	40	7		23	4		15	11	.1	39	7		34
M 25-49		4		14	2		15	1		12	1		3	6		9	3		8
W 25-49		12	.1	29	14	.1	40	7		23	4		15	11	.1	39	6		22
M 25-54		4		14	2		15	2		20	2		12	6		9	3		8
W 25-54		13	.1	32	16	.1	46	7		23	4		15	15	.1	50	7		31
M 35-64		20	.1	58	12	.1	53	22	.2	74	13	.1	74	14	.1	32	22	.2	53
W 35-64		21	.1	50	23	.2	66	17	.1	51	4		17	19	.1	59	18	.1	49
WRDX-FM																			
P 12+		28		93	63	.1	155	40	.1	139	20		88	34	.1	102	27		79
Teens 12-17					9	.2	25	6	.1	27	2		16	4	.1	13	5	.1	18
M 18-34		13	.2	24	26	.3	61	15	.2	46	7	.1	17	11	.1	26	6	.1	14
W 18-34		1		5	8	.1	16	8	.1	24	5	.1	20	7	.1	21	4		15
M 18-49		22	.1	64	35	.2	86	21	.1	73	11	.1	42	21	.1	56	15	.1	33
W 18-49		2		21	13	.1	30	12	.1	35	6		30	8		28	4		15
M 25-49		22	.2	64	31	.2	76	20	.1	68	11	.1	38	21	.2	56	15	.1	28
W 25-49		1		16	10	.1	25	5		21	3		20	2		18	1		5
M 25-54		26	.2	73	38	.2	91	20	.1	68	11	.1	38	21	.1	56	15	.1	28
W 25-54		1		16	10	.1	25	5		21	3		20	2		18	1		5
M 35-64		13	.1	49	16	.1	40	6		26	4		25	10	.1	31	9	.1	19
W 35-64		1		16	5		14	4		11	2		11	1		7	1		3
WRFY-FM																			
P 12+		67	.1	201	103	.2	304	54	.1	217	23		64	78	.1	277	35	.1	123
Teens 12-17					1		4	3	.1	16	1		4				1		11
M 18-34		12	.1	13	18	.2	34	7	.1	24	2		12	15	.2	38	5	.1	23
W 18-34		23	.3	48	25	.3	76	12	.1	50	8	.1	19	27	.3	83	8	.1	27
M 18-49		27	.2	80	48	.3	105	20	.1	65	7		23	28	.2	102	6		29
W 18-49		34	.2	95	44	.3	150	17	.1	82	9	.1	27	43	.2	132	17	.1	54
M 25-49		23	.2	74	42	.3	98	19	.1	59	7	.1	23	25	.2	93	6		29
W 25-49		34	.2	91	40	.3	138	16	.1	78	1		11	36	.3	109	12	.1	42
M 25-54		26	.2	86	43	.3	104	20	.1	65	7		23	25	.2	99	6		29
W 25-54		34	.2	91	43	.3	154	17	.1	86	1		11	38	.2	116	12	.1	42
M 35-64		21	.2	85	32	.2	82	14	.1	51	5		12	13	.1	70	1		6
W 35-64		12	.1	54	23	.2	98	6		43	1		8	18	.1	58	9	.1	27
WSTW-FM																			
P 12+		53	.1	194	85	.1	382	63	.1	275	25		137	75	.1	319	52	.1	212
Teens 12-17		2		14	3	.1	19	6	.1	26				1		12	2		17
M 18-34		7	.1	30	28	.3	107	19	.2	74	10	.1	30	17	.2	57	12	.1	41
W 18-34		18	.2	60	31	.4	138	22	.3	98	9	.1	80	22	.3	97	17	.2	69
M 18-49		15	.1	63	39	.2	158	22	.1	86	15	.1	50	28	.2	114	22	.1	67
W 18-49		29	.2	101	38	.2	188	33	.2	145	10	.1	84	37	.2	163	22	.1	95
M 25-49		14	.1	53	31	.2	128	15	.1	76	11	.1	45	20	.1	95	22	.2	67
W 25-49		28	.2	96	36	.3	167	26	.2	112	8	.1	58	37	.3	152	18	.1	77
M 25-54		14	.1	53	31	.2	128	15	.1	79	11	.1	45	20	.1	95	22	.1	71
W 25-54		30	.2	103	38	.2	174	28	.2	119	8		62	40	.2	163	20	.1	87
M 35-64		11	.1	38	11	.1	51	3		19	5		20	14	.1	67	11	.1	34
W 35-64		14	.1	51	12	.1	67	12	.1	58	1		7	21	.1	87	9	.1	47
WZXL-FM																			
P 12+		35	.1	105	63	.1	161	46	.1	173	26		100	26		81	25		76
Teens 12-17		1		7	9	.2	15	4	.1	23	3	.1	10	6	.1	19	7	.1	16
M 18-34		10	.1	26	21	.2	42	19	.2	61	15	.2	37	5	.1	16	9	.1	21
W 18-34		5	.1	18	9	.1	31	9	.1	36	4		34	6	.1	18	2		13
M 18-49		20	.1	54	29	.2	72	25	.1	88	16	.1	43	8		26	13	.1	35
W 18-49		13	.1	40	22	.1	64	16	.1	58	5		41	12	.1	37	5		22
M 25-49		20	.1	52	26	.2	59	17	.1	66	5		17	7	.1	19	10	.1	25
W 25-49		10	.1	31	20	.1	54	12	.1	40	3		19	9	.1	28	4		15
M 25-54		21	.1	54	27	.2	63	17	.1	68	5		17	7		19	10	.1	25
W 25-54		10	.1	31	20	.1	54	12	.1	40	3		19	9	.1	28	4		17
M 35-64		11	.1	31	10	.1	35	7	.1	31	1		6	4		9	5		15
W 35-64		8	.1	22	14	.1	35	7		22	1		6	6		19	3		11

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

DMA Target Listeners

AQH and Cume Persons

	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WZZO-FM																		
P 12+	60	.1	175	107	.2	363	71	.1	239	28		126	62	.1	221	41	.1	186
Teens 12-17	3	.1	10	10	.2	49	7	.1	30	4	.1	16	4	.1	21	6	.1	20
M 18-34	19	.2	58	45	.5	129	34	.4	107	6	.1	33	17	.2	48	15	.2	49
W 18-34	5	.1	22	14	.2	65	8	.1	25	10	.1	41	12	.1	49	8	.1	62
M 18-49	43	.3	115	68	.4	192	47	.3	158	13	.1	61	35	.2	99	23	.1	77
W 18-49	10	.1	41	25	.1	101	16	.1	48	11	.1	49	20	.1	91	12	.1	82
M 25-49	36	.3	101	47	.3	136	32	.2	122	12	.1	56	30	.2	85	20	.1	72
W 25-49	7		30	17	.1	73	12	.1	40	5		29	16	.1	80	8	.1	55
M 25-54	37	.2	104	48	.3	140	32	.2	122	12	.1	56	30	.2	88	20	.1	72
W 25-54	7		30	17	.1	75	12	.1	40	5		29	16	.1	80	8		55
M 35-64	24	.2	61	24	.2	66	13	.1	51	7	.1	27	18	.1	54	8	.1	28
W 35-64	6		22	13	.1	41	8	.1	22	1		8	8	.1	42	3		20
WFAN-AM																		
P 12+	24		70	31	.1	114	24		66	10		28	30		145	24		84
Teens 12-17				1		3												
M 18-34	2		9	13	.2	37	8	.1	14	4		9	13	.2	45	10	.1	14
W 18-34																		
M 18-49	11	.1	37	20	.1	71	13	.1	35	6		20	21	.1	88	12	.1	26
W 18-49			4	1		6			1	1		5	1		10			4
M 25-49	11	.1	37	13	.1	61	8	.1	25	6		20	13	.1	66	3		15
W 25-49			4	1		6			1	1		5	1		10			4
M 25-54	14	.1	42	13	.1	63	9	.1	30	6		20	16	.1	77	6		31
W 25-54			4	1		6			2	1		5	1		10	1		6
M 35-64	17	.1	51	15	.1	58	15	.1	45	5		15	14	.1	71	6		34
W 35-64	3		6	2		9			2	1		5	1		10	1		6
WIOV-FM																		
P 12+	68	.1	186	79	.1	212	50	.1	148	10		46	89	.1	223	42	.1	121
Teens 12-17	1		4				3	.1	4							3	.1	4
M 18-34	19	.2	44	13	.2	23	3		8						6	1		6
W 18-34	2		7	2		12	2		17	3		15	11	.1	19			
M 18-49	27	.2	67	19	.1	52	5		31	1		6	14	.1	51	8		38
W 18-49	12	.1	46	10	.1	45	14	.1	48	5		24	28	.2	72	7		27
M 25-49	19	.1	52	14	.1	37	5		31	1		6	14	.1	44	7	.1	32
W 25-49	12	.1	46	9	.1	33	14	.1	39	5		24	18	.1	60	7		27
M 25-54	21	.1	58	26	.2	57	13	.1	46	3		12	22	.1	56	13	.1	38
W 25-54	18	.1	64	18	.1	49	23	.1	54	7		35	27	.2	76	16	.1	42
M 35-64	21	.2	49	26	.2	70	13	.1	44	3		12	34	.3	76	17	.1	49
W 35-64	16	.1	64	18	.1	60	23	.2	55	4		20	28	.2	84	20	.1	50
WOR -AM																		
P 12+	32	.1	100	35	.1	88	14		48				42	.1	68	47	.1	98
Teens 12-17																		
M 18-34				1		5												
M 18-49				2		2	1		7									
W 18-49	1		5	1		5												
M 25-49				2		1	1		7									
W 25-49	1		5	1		5												
M 25-54				4		12	1		7							5		9
W 25-54	1		5	1		5	1		2							1		2
M 35-64	7	.1	11	4		12	1		7							5		9
W 35-64	2		15	7		19	3		11				9	.1	9	7		11
TOTALS																		
P 12+	8476	14.0	23376	12120	20.0	29871	8454	13.9	22887	4884	8.0	15553	9184	15.1	25358	6641	10.9	18234
Teens 12-17	379	6.7	1538	866	15.4	2564	790	14.0	2200	618	11.0	2021	602	10.7	2118	638	11.3	1845
M 18-34	913	10.6	2359	1726	20.0	4097	1304	15.1	3103	869	10.1	2420	1275	14.8	3316	1037	12.0	2527
W 18-34	871	10.1	2607	1620	18.8	4181	1274	14.8	3418	851	9.9	2732	1221	14.2	3561	901	10.5	2653
M 18-49	2020	12.0	5583	3334	19.8	8091	2350	13.9	6137	1500	8.9	4263	2569	15.2	6832	1961	11.6	5207
W 18-49	1905	11.0	5852	3325	19.2	8616	2420	14.0	6885	1417	8.2	4674	2481	14.3	7273	1656	9.6	5076
M 25-49	1742	12.8	4867	2686	19.7	6554	1833	13.4	4963	1105	8.1	3210	2124	15.6	5653	1546	11.3	4238
W 25-49	1562	11.1	4944	2698	19.2	7014	1857	13.2	5483	1002	7.1	3428	2014	14.3	5954	1263	9.0	3955
M 25-54	2047	13.0	5722	3171	20.2	7626	2157	13.7	5818	1276	8.1	3771	2483	15.8	6569	1819	11.6	4951
W 25-54	1934	11.9	5920	3203	19.6	8136	2222	13.6	6344	1145	7.0	3874	2422	14.8	7002	1543	9.5	4643
M 35-64	2017	15.0	5568	2731	20.3	6611	1795	13.3	5072	967	7.2	3092	2163	16.1	5744	1516	11.3	4244
W 35-64	2079	14.4	5896	3016	20.9	7361	1991	13.8	5665	886	6.2	3000	2288	15.9	6293	1411	9.8	4137

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

ARBITRON

Arbitron Radio Reliability Tables

Table A																			
RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0.1	3.16	5.1	22.00	10.1	30.13	15.1	35.80	20.1	40.07	25.1	43.36	30.1	45.87	35.1	47.73	40.1	49.01	45.1	49.76
0.2	4.47	5.2	22.20	10.2	30.26	15.2	35.90	20.2	40.15	25.2	43.42	30.2	45.91	35.2	47.76	40.2	49.03	45.2	49.77
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.86
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.88	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

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

Instructions

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

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

1. Determine an estimate of standard error:

a. For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 3.7 rating is 18.88. Table A values represent the square root of (the rating x [100 - the rating]); therefore, Table A values are constant across all markets and surveys.

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

Table B values are the square roots of the Effective Sample Bases (ESBs) for each market and survey; therefore, Table B values vary from report to report. For example, a hypothetical Table B value for a Metro AQH rating for Men 18+, Mon-Fri 6AM-7PM might be 55.00.

c. Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above, $18.88 \div 55.00 = 0.34$.

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

a. The rating +/- one standard error will yield a 68% confidence interval. In the above example, 3.7 ± 0.34 yields a confidence interval of 3.36-4.04. Interpretation: The user can be 68% confident that a survey of all Men 18+ would yield a Mon-Fri 6AM-7PM AQH rating between 3.4 and 4.0.

b. The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example, $3.7 \pm (1.64 \times 0.34)$ yields a confidence interval of 3.14-4.26. Interpretation: The user can be 90% confident that a survey of all Men 18+ would yield a Mon-Fri 6AM-7PM AQH rating between 3.1 and 4.3.

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

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

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

Estimating Effective Sample Base (ESB) Sizes/

Approximate ESB for sex/age groups and dayparts can be obtained by squaring Table B values. For example, the estimated ESB for M18+, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 55.00 would be 55.00 squared, or 3025. (See Page M5, Paragraph 15, for further information on ESB values.)

For Additional Methodology Details

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

Limitations

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

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A Sat 3P-7P	Weekend 10A-7P	Sat 10A-3P Sat 7P-MID	Mon-Fri 6A-10A Mon-Fri 3P-7P	Mon-Fri 10A-3P Mon-Fri 7P-MID	Weekend 6A-MID	Mon-Fri 6A-10A + 3P-7P	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sun 6A-10A Sun 3P-7P		Sun 10A-3P Sun 7P-MID	Mon-Fri 6A-10A Mon-Fri 3P-7P	Mon-Fri 10A-3P Mon-Fri 7P-MID		Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID	
Persons 12+	55.87	84.01	102.40	83.15	104.26	105.24	123.12	123.42	114.64	126.99	132.39
Persons 18+	*****	*****	97.77	*****	*****	96.83	*****	118.09	*****	*****	126.68
Men											
18+	40.59	*****	*****	*****	*****	*****	*****	*****	*****	*****	98.20
18-24	13.70	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.95
25-34	18.18	*****	*****	*****	*****	*****	*****	*****	*****	*****	48.20
35-44	19.38	*****	*****	*****	*****	*****	*****	*****	*****	*****	48.66
45-54	18.63	*****	*****	*****	*****	*****	*****	*****	*****	*****	46.16
55-64	14.58	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.35
65+	17.07	*****	*****	*****	*****	*****	*****	*****	*****	*****	37.21
12-24	20.21	35.59	*****	34.64	44.87	42.26	52.58	*****	47.37	*****	56.66
18-34	23.06	36.18	44.32	34.92	47.21	44.27	53.60	53.54	51.95	*****	60.71
18-49	32.69	50.72	59.20	49.15	64.31	58.98	71.59	71.51	69.39	*****	81.10
25-49	30.16	45.67	*****	45.01	57.54	53.18	67.71	*****	59.01	*****	72.77
25-54	32.46	48.49	59.43	48.19	61.38	56.46	71.88	66.80	62.64	*****	77.25
35-64	30.75	44.94	56.76	45.90	58.30	54.08	68.64	63.80	59.82	*****	73.77
Women											
18+	44.84	*****	*****	*****	*****	*****	*****	*****	*****	*****	103.07
18-24	14.29	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.73
25-34	20.20	*****	*****	*****	*****	*****	*****	*****	*****	*****	51.75
35-44	21.65	*****	*****	*****	*****	*****	*****	*****	*****	*****	55.82
45-54	19.77	*****	*****	*****	*****	*****	*****	*****	*****	*****	46.94
55-64	16.38	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.09
65+	20.60	*****	*****	*****	*****	*****	*****	*****	*****	*****	46.64
12-24	21.20	34.74	*****	34.34	42.50	43.20	52.10	*****	46.32	*****	54.26
18-34	24.94	38.43	47.45	37.12	48.54	47.02	57.62	53.87	51.54	*****	62.52
18-49	35.15	53.90	64.96	52.65	67.20	64.46	78.89	73.75	70.55	*****	85.59
25-49	33.45	49.65	*****	49.53	62.95	59.89	74.41	*****	68.20	*****	80.38
25-54	35.86	52.65	64.76	52.58	66.91	62.97	78.65	75.40	72.08	*****	84.96
35-64	33.94	49.16	59.45	49.23	61.89	59.06	72.20	69.22	66.17	*****	77.99
Persons											
12-24	27.71	45.26	*****	44.64	56.12	54.47	66.27	*****	61.26	*****	71.25
18-34	31.82	49.12	61.06	47.52	62.62	60.52	73.58	73.75	68.02	*****	79.11
18-49	44.50	67.88	82.56	66.06	84.63	80.17	99.48	99.72	91.97	*****	106.97
25-49	40.89	61.29	*****	60.76	76.95	72.70	90.42	*****	83.59	*****	97.22
25-54	43.74	64.79	80.14	64.62	81.72	77.08	96.57	96.80	89.27	*****	103.83
35-64	41.70	60.21	75.20	60.87	77.17	73.49	90.62	90.83	83.77	*****	97.43
Teens 12-17	20.52	33.61	*****	34.26	45.96	50.80	52.23	*****	55.56	*****	60.59
Black P12+	24.95	*****	*****	*****	*****	*****	*****	*****	*****	*****	59.12
Hispanic P12+	9.73	*****	*****	*****	*****	*****	*****	*****	*****	*****	23.06

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

TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
Persons 12+	84.52	196.53
Men		
18-34	35.13	92.23
25-54	49.78	115.66
35-64	47.47	112.14
Women		
18-34	36.54	91.24
25-54	54.02	127.59
35-64	51.16	118.03
Persons 18-34	47.55	118.63
25-54	66.68	154.99
35-64	63.69	147.65

* Average Quarter-Hour Estimates

DMA Table B

Average Quarter-Hour Estimates

Designated Market Area	All Cume Estimates	Sat 6A-10A Sat 3P-7P	Sat 10A-3P Sat 7P-MID Sun 10A-3P	Mon-Fri 6A-10A Mon-Fri 3P-7P	Mon-Fri 10A-3P Mon-Fri 7P-MID	Mon-Fri 6A-7P	Mon-Sun 6A-MID
		Sun 3P-7P	Sun 10A-3P	Mon-Fri 6A-10A Mon-Fri 3P-7P	Mon-Fri 10A-3P Mon-Fri 7P-MID	Mon-Fri 6A-7P	Mon-Sun 6A-MID
Persons 12+	68.88	112.53	110.50	140.55	135.48	168.25	184.05
Men							
18-34	31.98	48.94	47.62	63.23	59.09	69.46	83.93
18-49	45.52	68.01	66.71	85.47	79.64	92.95	109.98
25-49	41.47	62.04	61.63	77.72	74.00	80.89	101.29
25-54	44.82	66.13	66.02	83.53	78.91	86.39	106.80
35-64	42.47	61.48	62.78	80.07	75.06	82.60	97.76
Women							
18-34	33.56	51.86	49.75	65.26	63.73	69.57	85.12
18-49	48.52	72.70	70.68	90.85	88.03	95.87	117.06
25-49	45.17	66.54	66.60	85.39	82.40	93.16	113.59
25-54	48.56	70.61	70.63	90.40	86.40	98.15	119.82
35-64	46.25	67.46	66.99	84.12	82.83	91.35	110.70
Teens 12-17	28.43	45.61	46.19	61.92	67.81	74.51	83.16

Description of Methodology

Introduction

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

The Market

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

a. Metro Survey Area (Metro)

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

For areas that do not have an OMB-defined Metropolitan Area, Arbitron usually defines the Metro Survey Area to include the county (ies) of the majority of the local area stations' city (ies) of license.

The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data. At that time, Arbitron reviews all Radio Metro definitions for possible adoption of the applicable OMB definitions. In the review process, Arbitron considers such factors as: the historical market definition(s), local trade and commuting patterns, local radio listening patterns, and input from its subscribers.

Changes to an existing Metro definition between the 10-year OMB review cycles will be considered by Arbitron if a formal written proposal, which presents in detail the rationale and benefits of the proposed Metro, is submitted to Arbitron within established deadlines; widespread subscriber support for the change is generally required as well.

b. Total Survey Area (TSA)

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

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

Description of Methodology and in other associated relevant documents.

c. Designated Market Area (DMA®)

The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by Nielsen Media Research, Inc., 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 Arbitron standard radio markets whose Metros are located within the DMA and whose names are contained in the DMA name.

Sampling & Measurement Techniques

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

For each 12-week survey period, a new sample of telephone numbers is computer-selected for each sampling unit through the use of a systematic interval random selection technique. Listed and unlisted telephone numbers are randomly generated using the random digit dial (RDD) technique. Sample RDD numbers are generated from telephone "hundred blocks" containing at least 10 listed residential telephone numbers based on current telephone listings as provided and updated by Metromail Corporation. These qualifying hundred blocks comprise the sample frame for each sampling unit. Known non-residential telephone numbers (e.g., businesses, institutions) are excluded from the sample frame. The sample of telephone numbers is then randomly divided into approximately equal weekly groups for diary placement calling.

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

3. Arbitron Radio Listening Diary/The Arbitron radio survey is a prealerted, telephone-placed mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and designed to be personally maintained by all individuals 12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. Bilingual (Spanish-English) diaries are provided to all survey participants in the Metro of a Hispanic-controlled market who have identified themselves as Hispanic in response to an ethnicity question or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary. Premiums of varying monetary amounts are provided to encourage respondent cooperation.

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

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

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

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

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

Processing Techniques

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

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

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

The weighting system used by Arbitron, sample balancing, is an iterative marginal weighting technique designed to compensate for disproportionate in-tab from specified marginal classes. Marginal weighting means that in-tab diaries are weighted to represent the population for each specified marginal class. The number of geographic marginal classes (e.g., counties, split counties or county clusters) will vary. The number of sex/age marginal classes is generally 16. In addition, markets that are race and/or ethnically controlled are sample balanced so that in-tab diaries from the race/ethnic group are weighted to represent the population of that race/ethnic group. As a result of this cumulative weighting, a Persons-Per-Diary Value (PPDV) is computed for each in-tab diary. The PPDV is the number of persons that diary is estimated to represent.

b. Computing Cume Persons Estimates

Station Cume Persons estimates are computed by summing the PPDVs for each diary in which a

station received listening credit for the time the station is on the air within a daypart. PPDVs are summed for all diaries within the particular demographic group (e.g., Men 18-34, Persons 25-54), then rounded to hundreds.

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

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

d. Computing 4-Book and 2-Book Averages

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

e. Rounding of Calculations

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

f. Broadcast Hours

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

g. Technical Difficulties

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

Criteria for Reporting Stations

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

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

Audience estimates for a station which does not meet Minimum Reporting Standards (MRS) cannot be obtained in any way from the audience estimates published in this report, including the Target Listener Trends estimates from prior survey periods. All radio stations, commercial and noncommercial alike, are measured using the same methodology and are included in Metro, TSA and/or DMA Totals. All commercial stations are evaluated using the MRS as described in Paragraphs 8 and 9. Non-commercial stations are not eligible to be listed in this report and are not considered in MRS evaluations. For report qualification purposes, stations are considered commercial or noncommercial based on their status as of the last day of the survey as reported to Arbitron.

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

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

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

- 9.49 percent or less – Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)

- 9.50 percent to 90.49 percent – If one of the two stations meets all MRS criteria described in Paragraph 8, the second station is included in the report if it (i) meets the criteria of Paragraphs 8(a) and (b) and (ii) achieves an Average Quarter-Hour rating of 0.05 or greater for any one of the four basic Monday-Friday dayparts, i.e., 6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight.

- 90.50 percent or greater – If the combined audience of the two stations is sufficient to meet all criteria of Paragraph 8, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually, so long as each station received a mention in at least one in-tab diary in the market anytime during the 24-hour/7-day survey week.

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

Simulcast Reporting

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

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

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

Statistical Reliability

14. Sampling Error/Arbitron estimates are subject to the statistical variances associated with all surveys which use a sample of the universe and, additionally, to all of the factors described in Special

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

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

Limitations

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

- a. The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; group quarters residences containing ten or more individuals. Additionally, all possible telephone listings may not be included in the directories available to Metromail Corporation when Arbitron places its sample order, which may affect the identification of qualifying telephone hundred blocks. Such excluded persons may have listening habits which differ from those included in the survey.
- b. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of the diary placement call.
- c. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent marketing research suppliers are used by Arbitron.

- d. Nonresponding persons may have listening habits which differ from those of respondents.
- e. Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.
- f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or persons whose primary language is other than English. Such persons may have listening habits which differ from other persons.
- g. The limitations in data from Market Statistics are inherent in the Arbitron estimates based thereon. The population estimates from Market Statistics used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Market Statistics to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.
- h. Zip code information (including information supplied by diarykeepers) used to produce this report is subject to defects and limitations which are inherent in Arbitron estimates based thereon.
- i. Diaries, or portions thereof, may be completed improperly if the diary instructions are not followed by diarykeepers. Such diaries may be unusable and excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, diarykeeper approximations or could have been influenced by comments made by the interviewer or others to diarykeepers.
- j. Human and computer processing errors may occur before or after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.
- k. The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.
- l. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.
- m. Data analysis, preprocessing preparation, ascertainment of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.
- n. Arbitron conducts research involving new methods of improving cooperation of diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.
- o. Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately pro-

grammed, are based on data supplied by stations, the FCC, industry publications or notices and/or other sources. These data may not be accurate or timely. Some of the data may affect the way certain audience estimates are reported.

- p. Situations in which stations use or have used the same call letters or frequency or have changed call letters or frequency may result in diarykeeper confusion in correctly identifying the station to which the listening occurred.
- q. Rounding occurs at various stages in the calculation of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the Radio Market Report may produce a result which may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the Radio Market Report.
- r. Reported trends estimates may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; conditions not under Arbitron's control, such as changes in station operations/facilities/special activities; or other factors.

Retention of Survey Materials

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

Special Notices

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

Reservation of Rights

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

Disclaimer of Warranties

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

Restrictions on Use of Report

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

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

Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Boston, Fall 1997, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

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

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

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

Metro Market Profile Sources

PRIZM®

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

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

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

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

Metro Census Data

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Fall 1997 Metro definition. All data are based on the 1990 Census. For further information, contact your Arbitron representative.

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

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

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

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

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

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

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

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

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

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

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

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

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

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of December 8, 1997, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60173, (847) 605-0909, and are copyright 1997, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

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

Passenger Car Registrations

The Metro Share of New Private Passenger Car Registrations is supplied by the Automotive Information Services Division of The Polk Company. Polk prepares monthly reports (actual counts) of new cars registered in each state. Percentages are listed for American car manufacturers and the five leading imports. The top imports are determined through nationwide ranking. Fleet, other commercial or government registrations are not included. Further automotive statistical information may be obtained from The Polk Company, 26955 Northwestern Highway, Southfield, MI 48034, (810) 728-7000.

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

Selected Arbitron Terms

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Listed Sample/Sample telephone numbers for which names and mailable addresses are known prior to diary placement calling.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not known prior to placement calling.

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

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

Methodology: Arbitron 1997 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 97	SPRING 97	FALL 97	METRO RANK	MARKET	WINTER 97	SPRING 97	FALL 97	METRO RANK	MARKET	WINTER 97	SPRING 97	FALL 97
224	Abilene, TX	■	■	■	65	Grand Rapids	■	■	■	220	Parkersburg-Marietta, WV-OH	■	■	■
67	Akron	■	■	■	264	Great Falls, MT	■	■	■	123	Pensacola	■	■	■
246	Albany, GA	■	■	■	182	Green Bay	■	■	■	134	Peoria	■	■	■
57	Albany-Schenectady-Troy	■	■	■	40	Greensboro-Winston Salem-High Point	■	■	■	5	Philadelphia	■	■	■
70	Albuquerque	■	■	■	80	Greenville-New Bern-Jacksonville	■	■	■	17	Phoenix	■	■	■
200	Alexandria, LA	■	■	■	58	Greenville-Spartanburg	■	■	■	20	Pittsburgh	■	■	■
66	Allentown-Bethlehem	■	■	■	161	Hagerstown-Chambersburg-Waynesboro, MD-PA	■	■	■	162	Portland, ME	■	■	■
239	Altoona	■	■	■	73	Harrisburg-Lebanon-Carlisle	■	■	■	24	Portland, OR	■	■	■
188	Amarillo, TX	■	■	■	253	Harrisburg, VA	■	■	■	117	Portsmouth-Dover-Rochester	■	■	■
170	Anchorage	■	■	■	42	Hartford-New Britain-Middletown	■	■	■	157	Poughkeepsie, NY	■	■	■
146	Ann Arbor	■	■	■	59	Honolulu	■	■	■	31	Providence-Warwick-Pawtucket	■	■	■
138	Appleton-Oshkosh	■	■	■	9	Houston-Galveston	■	■	■	238	Pueblo	■	■	■
176	Asheville	■	■	■	140	Huntington-Ashland	■	■	■	132	Quad Cities (Davenport-Rock Island-Moline)	■	■	■
12	Atlanta	■	■	■	113	Huntsville	■	■	■	48	Raleigh-Durham	■	■	■
136	Atlantic City-Cape May	■	■	■	37	Indianapolis	■	■	■	250	Rapid City, SD	■	■	■
109	Augusta, GA	■	■	■	256	Ithaca, NY	■	■	■	131	Reading, PA	■	■	■
245	Augusta-Waterville, ME	■	■	■	118	Jackson, MS	■	■	■	213	Redding, CA	■	■	■
50	Austin	■	■	■	260	Jackson, TN	■	■	■	130	Reno	■	■	■
84	Bakersfield	■	■	■	51	Jacksonville	■	■	■	56	Richmond	■	■	■
19	Baltimore	■	■	■	93	Johnson City-Kingsport-Bristol	■	■	■	29	Riverside-San Bernardino	■	■	■
263	Bangor, ME	■	■	■	168	Johnstown	■	■	■	104	Roanoke-Lynchburg	■	■	■
81	Baton Rouge	■	■	■	225	Joplin, MO	■	■	■	47	Rochester, NY	■	■	■
232	Battle Creek, MI	■	■	■	172	Kalamazoo	■	■	■	147	Rockford	■	■	■
128	Beaumont-Port Arthur, TX	■	■	■	26	Kansas City	■	■	■	27	Sacramento	■	■	■
262	Beckley, WV	■	■	■	151	Killeen-Temple, TX	■	■	■	124	Saginaw-Bay City-Midland	■	■	■
242	Billings, MT	■	■	■	68	Knoxville	■	■	■	214	St. Cloud, MN	■	■	■
137	Biloxi-Gulfport-Pascagoula, MS	■	■	■	252	La Crosse, WI	■	■	■	18	St. Louis	■	■	■
164	Binghamton	■	■	■	230	Lafayette, IN	■	■	■	153	Salisbury-Ocean City	■	■	■
55	Birmingham	■	■	■	98	Lafayette, LA	■	■	■	35	Salt Lake City-Ogden-Provo	■	■	■
259	Bismarck, ND	■	■	■	203	Lake Charles, LA	■	■	■	254	San Angelo, TX	■	■	■
212	Blacksburg-Christiansburg-Radford-Pulaski, VA	■	■	■	100	Lakeland-Winter Haven	■	■	■	33	San Antonio	■	■	■
228	Bloomington	■	■	■	110	Lancaster	■	■	■	15	San Diego	■	■	■
126	Boise	■	■	■	111	Lansing-East Lansing	■	■	■	4	San Francisco	■	■	■
10	Boston	■	■	■	207	Laredo, TX	■	■	■	28	San Jose	■	■	■
114	Bridgeport	■	■	■	43	Las Vegas	■	■	■	167	San Luis Obispo, CA	■	■	■
237	Bryan-College Station, TX	■	■	■	205	Laurel-Hattiesburg, MS	■	■	■	187	Santa Barbara, CA	■	■	■
41	Buffalo-Niagara Falls	■	■	■	249	Lawton, OK	■	■	■	233	Santa Fe, NM	■	■	■
222	Burlington, VT	■	■	■	251	Lewiston-Auburn, ME	■	■	■	196	Santa Maria-Lompoc, CA	■	■	■
122	Canton	■	■	■	108	Lexington-Fayette	■	■	■	115	Santa Rosa	■	■	■
184	Cape Cod, MA	■	■	■	221	Lima, OH	■	■	■	79	Sarasota-Bradenton	■	■	■
267	Casper, WY	■	■	■	171	Lincoln	■	■	■	154	Savannah	■	■	■
199	Cedar Rapids	■	■	■	82	Little Rock	■	■	■	13	Seattle-Tacoma	■	■	■
206	Champaign, IL	■	■	■	2	Los Angeles	■	■	■	129	Shreveport	■	■	■
97	Charleston, SC	■	■	■	52	Louisville	■	■	■	243	Sioux City, IA	■	■	■
160	Charleston, WV	■	■	■	173	Lubbock	■	■	■	211	Sioux Falls	■	■	■
36	Charlotte-Gastonia-Rock Hill	■	■	■	148	Macon	■	■	■	158	South Bend	■	■	■
223	Charlottesville, VA	■	■	■	120	Madison	■	■	■	87	Spokane	■	■	■
102	Chattanooga	■	■	■	194	Manchester	■	■	■	190	Springfield, IL	■	■	■
265	Cheyenne, WY	■	■	■	209	Marion-Carbondale (Southern Illinois)	■	■	■	77	Springfield, MA	■	■	■
3	Chicago	■	■	■	62	McAllen-Brownsville-Harlingen	■	■	■	145	Springfield, MO	■	■	■
189	Chico, CA	■	■	■	204	Medford-Ashland, OR	■	■	■	133	Stamford-Norwalk, CT	■	■	■
25	Cincinnati	■	■	■	96	Melbourne-Titusville-Cocoa	■	■	■	235	State College, PA	■	■	■
23	Cleveland	■	■	■	45	Memphis	■	■	■	83	Stockton	■	■	■
94	Colorado Springs	■	■	■	193	Merced, CA	■	■	■	234	Sussex, NJ	■	■	■
240	Columbia, MO	■	■	■	266	Meridian, MS	■	■	■	71	Syracuse	■	■	■
90	Columbia, SC	■	■	■	11	Miami-Ft. Lauderdale-Hollywood	■	■	■	165	Tallahassee	■	■	■
166	Columbus, GA	■	■	■	30	Milwaukee-Racine	■	■	■	21	Tampa-St. Petersburg-Clearwater	■	■	■
32	Columbus, OH	■	■	■	14	Minneapolis-St. Paul	■	■	■	186	Terre Haute	■	■	■
258	Cookeville, TN	■	■	■	86	Mobile	■	■	■	241	Texarkana, TX-AR	■	■	■
127	Corpus Christi	■	■	■	121	Modesto	■	■	■	76	Toledo	■	■	■
6	Dallas-Ft. Worth	■	■	■	46	Monmouth-Ocean	■	■	■	180	Topeka	■	■	■
191	Danbury, CT	■	■	■	229	Monroe, LA	■	■	■	139	Trenton, NJ	■	■	■
261	Danville, IL	■	■	■	78	Monterey-Salinas-Santa Cruz	■	■	■	202	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	■	■
54	Dayton	■	■	■	143	Montgomery	■	■	■	61	Tucson	■	■	■
92	Daytona Beach	■	■	■	182	Morgantown-Clarksburg-Fairmont, WV	■	■	■	60	Tulsa	■	■	■
22	Denver-Boulder	■	■	■	99	Morristown, NJ	■	■	■	176	Tupelo, MS	■	■	■
88	Des Moines	■	■	■	175	Myrtle Beach, SC	■	■	■	215	Tuscaloosa, AL	■	■	■
7	Detroit	■	■	■	44	Nashville	■	■	■	141	Tyler-Longview, TX	■	■	■
181	Dothan, AL	■	■	■	16	Nassau-Suffolk (Long Island)	■	■	■	149	Utica-Rome	■	■	■
217	Dubuque, IA	■	■	■	85	New Bedford-Fall River, MA	■	■	■	106	Visalia-Tulare-Hanford	■	■	■
216	Duluth-Superior	■	■	■	95	New Haven	■	■	■	192	Waco, TX	■	■	■
231	Eau Claire, WI	■	■	■	163	New London, CT	■	■	■	8	Washington, DC	■	■	■
197	Elmira-Corning, NY	■	■	■	39	New Orleans	■	■	■	179	Waterbury, CT	■	■	■
69	El Paso	■	■	■	1	New York	■	■	■	227	Waterloo-Cedar Falls	■	■	■
155	Erie	■	■	■	142	Newburgh-Middletown, NY (Mid-Hudson Valley)	■	■	■	248	Watertown, NY	■	■	■
144	Eugene-Springfield	■	■	■	34	Norfolk-Virginia Beach-Newport News	■	■	■	159	Wausau Stevens Point, WI (Central WI)	■	■	■
152	Evansville	■	■	■	195	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	■	■	■	49	West Palm Beach-Boca Raton	■	■	■
208	Fargo-Moorhead	■	■	■	174	Odesa-Midland, TX	■	■	■	218	Wheeling	■	■	■
125	Fayetteville, NC	■	■	■	53	Oklahoma City	■	■	■	89	Wichita	■	■	■
156	Fayetteville (Northwest Arkansas)	■	■	■	72	Omaha-Council Bluffs	■	■	■	236	Wichita Falls, TX	■	■	■
116	Flint	■	■	■	38	Orlando	■	■	■	63	Wilkes Barre-Scranton	■	■	■
198	Florence, SC	■	■	■	257	Owensboro, KY	■	■	■	244	Williamsport, PA	■	■	■
135	Ft. Collins-Greeley, CO	■	■	■	107	Oxnard-Ventura	■	■	■	74	Wilmington, DE	■	■	■
75	Ft. Myers-Naples-Marco Island	■	■	■	150	Palm Springs, CA	■	■	■	178	Wilmington, NC	■	■	■
119	Ft. Pierce-Stuart-Vero Beach	■	■	■	226	Panama City, FL	■	■	■	219	Winchester, VA	■	■	■
169	Ft. Smith, AR	■	■	■						112	Worcester	■	■	■
210	Ft. Walton Beach, FL	■	■	■						185	Yakima, WA	■	■	■
101	Ft. Wayne	■	■	■						103	York	■	■	■
200	Frederick, MD	■	■	■						91	Youngstown-Warren	■	■	■
64	Fresno	■	■	■										

NOTE/Metro ranks listed above are based on Fall 1997 market definitions. The survey frequency of some markets may change.

■ — denotes Continuous Measurement Markets
 ● — denotes Standard Radio Market Report
 C — denotes Condensed Radio Market Report



Notations

Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

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

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

Prior to Purchasing, within one hour prior to largest purchase based on respondents reporting any purchase within 24 hours prior to interviewer contact.

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

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

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

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

Notations

Covering the country with qualitative...



Arbitron qualitative information services for local marketing

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 243 radio Metros across the United States. For the markets in which our three services are offered, Arbitron qualitative information is designed to meet the needs of marketers and broadcasters. Scarborough Research, available in 60 top markets, is the most comprehensive survey of local consumers and their retail, media and product purchase behavior. The RetailDirect (44 mid-sized markets) and the Qualitative Diary (140* markets) services track significant media and national advertising categories while taking a closer look at key local ad categories.

Ad dollars gain more power

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

* In Peoria, IL, both RetailDirect and the Qualitative Diary Service are offered.
RetailDirect® is a registered mark of The Arbitron Company



Instant Qualitative Profile

Preface

Scarborough data and estimates provided herein are intended to provide a limited summary of product and media use among adults 18 years or older for this Scarborough market, WAVE II 97 (Aug. 96 - Jul. 97). The Scarborough data and estimates provided herein are based on product and media usage information obtained through telephone interviews and questionnaires mailed to respondents. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

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

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

Warning

All Scarborough data and estimates are proprietary and confidential.

Each Scarborough estimate and Arbitron Qualitative Map is copyrighted. The unauthorized use of any Scarborough estimate constitutes copyright infringement.

Liabilities and Limitations of Remedies

The sole and exclusive remedy at law or in equity for Arbitron's and/or Scarborough's breach of any warranty express or implied, including without limitation any warranty of merchantability or fitness, and the sole and exclusive remedy for Arbitron's and/or Scarborough's liability of any kind, including without limitation liability for negligence or delay with respect to the Scarborough service, shall be limited to an amount not to exceed \$500.

In no event shall Arbitron and/or Scarborough be liable for incidental or consequential damages, nor shall they be subject to injunctive relief with respect to the Scarborough data and estimates.

Reservation of Rights

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

Disclaimer of Warranties

Arbitron and Scarborough make no warranties, express or implied, concerning: data gathered or obtained by Scarborough; the present or future methodology employed by Scarborough in producing the data or estimates; the data and estimates provided herein. All data and estimates provided herein and all other aspects of the Scarborough service represent only the opinion of Scarborough. Reliance thereon and use thereof shall be at user's own risk.

Restrictions on Use of Report

All Scarborough data and estimates are confidential, proprietary to, and copyrighted by Scarborough. The Scarborough data and estimates provided by way of this Arbitron Radio Market Report may only be used by Arbitron clients who are also subscribers to this Arbitron Radio Market Report and pursuant to the restrictions and limitations on use printed herein. All Scarborough data and estimates provided herein are for the exclusive use of licensed users of this Arbitron Radio Market Report and/or Scarborough clients and their representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertiser accounts and through advertising or promotional literature. Any commercial use of Scarborough data or estimates provided herein for the purpose of selling advertising time or space by or on behalf of broadcast, cable or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For a subscriber to this Arbitron Radio Market Report to divulge any Scarborough data or estimates to a nonsubscribing client, unless specifically permitted by Arbitron, or to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a violation of copyright law. Quotations of the Scarborough data and estimates as allowed by this section for purposes of advertising or promotion must identify Scarborough as the source and that the Scarborough data and estimates are copyrighted. Users of the Scarborough data and estimates provided herein should also mention that these data and estimates are subject to all qualifications and limitations stated in Scarborough's description of methodology. Scarborough recommends that the appropriate report title, survey period, market/demographic and kind of estimate and data be stated (e.g., The Instant Qualitative Profile, 1997 Scarborough Report, Persons 18+ Who Own or Lease a Domestic Vehicle in the Baltimore Arbitron Metro Area, Demographic Breakout).

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

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

Contents

Restrictions on Use of Report	Q1
Special Notices	Q2
How to Read an Instant Qualitative Profile	Q3
Instant Qualitative Profile	Q4
Qualitative Categories Available	Q10
Qualitative Survey Schedule	Q11

This Service Is Not Accredited by the MRC.

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

Special Notices



The Market

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

County/State

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

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

WBEB-FM
WBUD-AM
WDAS-AM
WDAS-FM
WHYY-FM
WIOQ-FM
WIP -AM
WXW-FM
WMGK-FM
WMMR-FM
WPEN-AM
WPHI-FM
WUSL-FM
WWDB-FM
WXPB-FM
WXTU-FM
WXXM-FM
WYSP-FM

The Sample

Sample Size/ The sample for this Metro as defined and surveyed by Scarborough is **2,224**.

Profiling a Consumer Has Never Been Easier



With the new Instant Qualitative Profile (IQP), you can now see at a glance key socioeconomic characteristics of consumers and radio listeners. The IQP is available through Arbitron's Maximizer 97 service (for radio stations), Media ProfessionalSM (for ad agencies) or MaxQualitativeSM. It's as easy as a few mouse clicks to do a customized report to identify target consumers. The IQP works with the Scarborough

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

In this report, we've provided profiles on five important consumer characteristics to get you started toward having a more

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

How to Read an Instant Qualitative Profile

OWN OR LEASE A DOMESTIC VEHICLE

1 ▶ Target Persons: 1,564,420 Target Intab: 1,475 ◀ 2
YOUR METRO
Scarborough, Oct96-Apr97

Gender

3 ▶

53.3 % Male	46.7 % Female
--------------------	----------------------

Demographic Breakout

6 ▶

Employment Status

4 ▶

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

Household Income

7 ▶

Occupation

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

Presence of Children Under 12 In Household

8 ▶

None	49.2%
One	18.7%
Two	20.1%
Three or More	12.0%

Home Ownership

9 ▶

Own	58.9%
Rent	40.1%
Other	3.0%

Education

5 ▶

11.8% Less Than 12th Grade	40.1% High School Graduate	23.1% Some College/ Trade School	22.1% Completed College or More
-------------------------------	-------------------------------	-------------------------------------	------------------------------------

This report is based on Persons 18+ in YOUR METRO OWN OR LEASE DOMESTIC VEHICLE

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

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



MARKET PROFILE - PERSONS 18+

Target Persons: 3,674,490 Target Intab: 2,224
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

47.3	% Male	52.7	% Female
------	--------	------	----------





Employment Status

Employed Full-Time	54.8%
Employed Part-Time	13.6%
Not Employed	
A Homemaker	10.0%
A Student	2.4%
Retired	13.5%
Disabled	3.4%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	1.7%
Other	0.2%

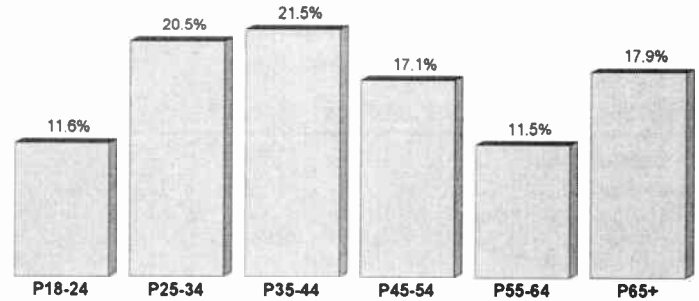
Occupation

Administrative Support	15.5%
Executive, Administrative & Managerial	9.8%
Farming, Forestry & Fishing	0.4%
Handlers, Eqp Clnrs, Helprs & Lborers	2.0%
Machine Operators, Assemblers & Inspctr	2.3%
Precision Production, Craft & Repair	5.7%
Professional Specialty	11.1%
Sales	7.0%
Service	8.5%
Technicians & Related Support	4.0%
Transportation & Material Moving	2.1%

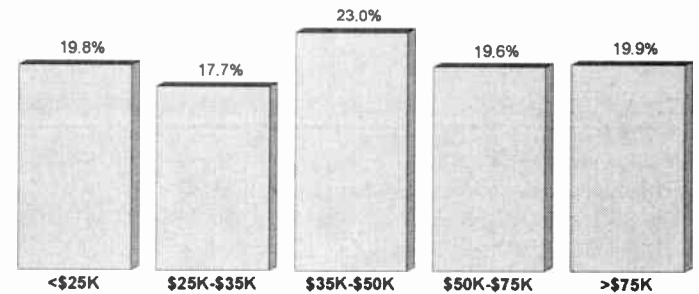
Education

			
10.2%	40.3%	25.2%	24.3%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	59.9%
One	14.9%
Two	16.5%
Three or More	8.8%

Home Ownership

Own	71.0%
Rent	25.2%
Other	3.7%



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

Estimates displayed are reported for % Composition.
 ©1997 The Arbitron Company and Scarborough Research Corp./VNU



SPENT \$100+ ON GROCERIES

Target Persons: 1,682,095 Target Intab: 990

PHILADELPHIA

Scarborough, Aug96-Jul97

Gender

50.7	% Male	49.3	% Female
------	--------	------	----------





Employment Status

Employed Full-Time	59.0%
Employed Part-Time	15.3%
Not Employed	
A Homemaker	10.5%
A Student	2.1%
Retired	8.0%
Disabled	3.0%
Temporarily Laid-Off	0.6%
Not Employed-Looking for Work	1.6%
Other	0.0%

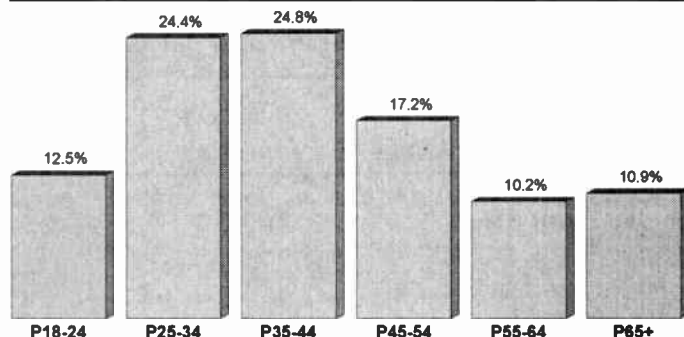
Occupation

Administrative Support	15.3%
Executive, Administrative & Managerial	11.0%
Farming, Forestry & Fishing	0.7%
Handlers, Eqp Clnrs, Helpers & Lborers	2.8%
Machine Operators, Assemblers & Inspctr	2.0%
Precision Production, Craft & Repair	6.8%
Professional Specialty	11.3%
Sales	8.6%
Service	8.2%
Technicians & Related Support	4.9%
Transportation & Material Moving	2.7%

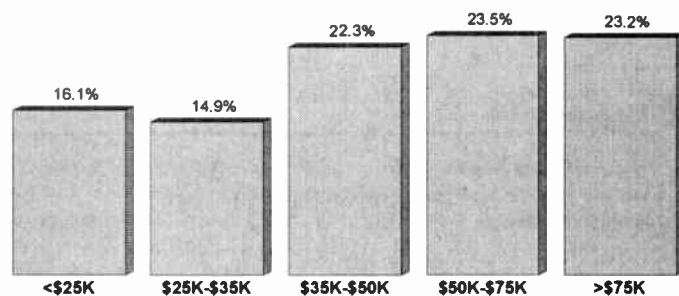
Education

			
9.4%	38.5%	27.0%	25.1%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	42.4%
One	20.2%
Two	24.3%
Three or More	13.2%

Home Ownership

Own	74.1%
Rent	22.8%
Other	3.1%



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

SPENT \$100+ ON GROCERIES (Amount Spent on all Groceries Past 7 Days is \$100 - \$124 or \$125 - \$149 or \$150 - \$199 or \$200 or More)

Estimates displayed are reported for % Composition.

©1997 The Arbitron Company and Scarborough Research Corp./VNU



PLAN TO BUY/LEASE NEW VEHICLE

Target Persons: 471,160 Target Intab: 283
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

45.1	% Male	54.9	% Female
------	--------	------	----------





Employment Status

Employed Full-Time	62.9%
Employed Part-Time	15.5%
Not Employed	
A Homemaker	8.6%
A Student	1.6%
Retired	7.8%
Disabled	2.3%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	0.9%
Other	0.0%

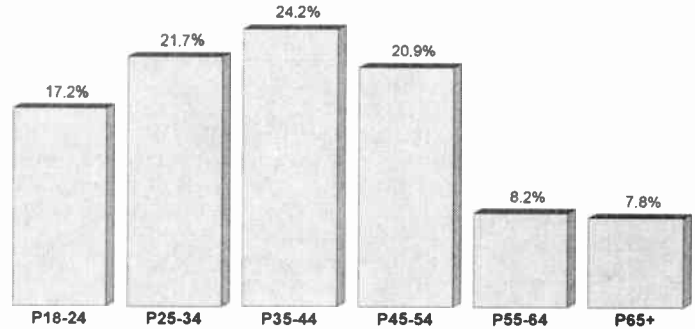
Occupation

Administrative Support	18.1%
Executive, Administrative & Managerial	14.8%
Farming, Forestry & Fishing	0.0%
Handlers, Eqp Clnrs, Helpers & Lborers	1.8%
Machine Operators, Assemblers & Inspctr	3.8%
Precision Production, Craft & Repair	7.5%
Professional Specialty	10.8%
Sales	4.5%
Service	9.1%
Technicians & Related Support	7.9%
Transportation & Material Moving	0.2%

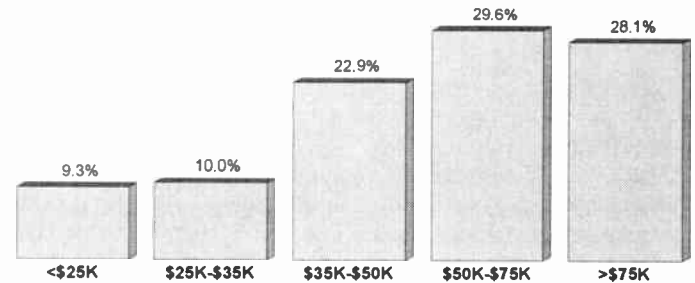
Education

			
5.3%	37.1%	30.4%	27.2%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	55.0%
One	19.6%
Two	15.4%
Three or More	10.0%

Home Ownership

Own	73.6%
Rent	20.5%
Other	5.9%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 PLAN TO BUY/LEASE NEW VEHICLE (Vehicle Plan to Buy or Lease Next 12
 Months is New (Not Used) Car, Truck or Van)

Estimates displayed are reported for % Composition.
 ©1997 The Arbitron Company and Scarborough Research Corp./VNU



PLAN TO BUY/LEASE USED VEHICLE

Target Persons: 452,440 Target Intab: 248
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

45.2	% Male	54.8	% Female
-------------	---------------	-------------	-----------------





Employment Status

Employed Full-Time	54.4%
Employed Part-Time	16.7%
Not Employed	
A Homemaker	12.0%
A Student	3.4%
Retired	4.5%
Disabled	4.9%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	3.2%
Other	0.6%

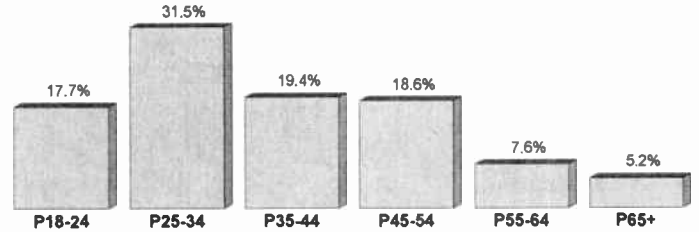
Occupation

Administrative Support	17.4%
Executive, Administrative & Managerial	6.1%
Farming, Forestry & Fishing	0.7%
Handlers, Eqp Clnrs, Helpers & Lborers	3.8%
Machine Operators, Assemblers & Inspctr	2.1%
Precision Production, Craft & Repair	6.7%
Professional Specialty	8.6%
Sales	6.1%
Service	13.7%
Technicians & Related Support	3.6%
Transportation & Material Moving	2.2%

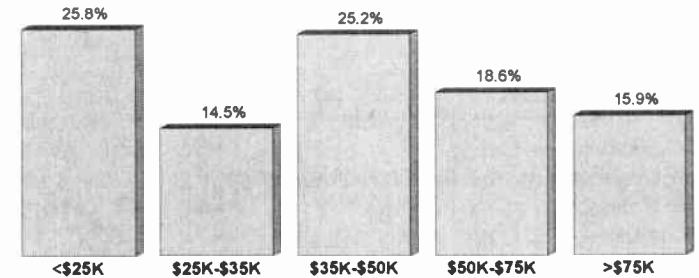
Education

			
13.1%	44.2%	25.2%	17.6%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	35.9%
One	26.5%
Two	24.5%
Three or More	13.1%

Home Ownership

Own	61.1%
Rent	36.1%
Other	2.8%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 PLAN TO BUY/LEASE USED VEHICLE (Vehicle Plan to Buy or Lease Next 12
 Months is Used Car, Truck or Van)

Estimates displayed are reported for % Composition.
 ©1997 The Arbitron Company and Scarborough Research Corp./VNU



PAID FOR OIL CHANGE

Target Persons: 2,573,180 Target Intab: 1,585
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

49.1	% Male	50.9	% Female
------	--------	------	----------

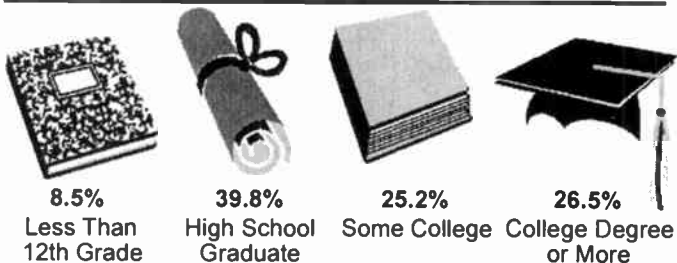
Employment Status

Employed Full-Time	59.6%
Employed Part-Time	14.3%
Not Employed	
A Homemaker	8.7%
A Student	1.9%
Retired	11.1%
Disabled	2.3%
Temporarily Laid-Off	0.5%
Not Employed-Looking for Work	1.3%
Other	0.1%

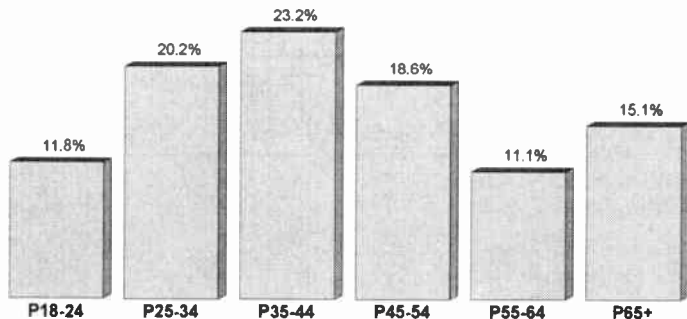
Occupation

Administrative Support	17.4%
Executive, Administrative & Managerial	10.7%
Farming, Forestry & Fishing	0.5%
Handlers, Eq Clnrs, Helprs & Lborers	2.3%
Machine Operators, Assemblers & Inspctr	2.4%
Precision Production, Craft & Repair	6.4%
Professional Specialty	12.4%
Sales	7.6%
Service	7.9%
Technicians & Related Support	4.3%
Transportation & Material Moving	2.0%

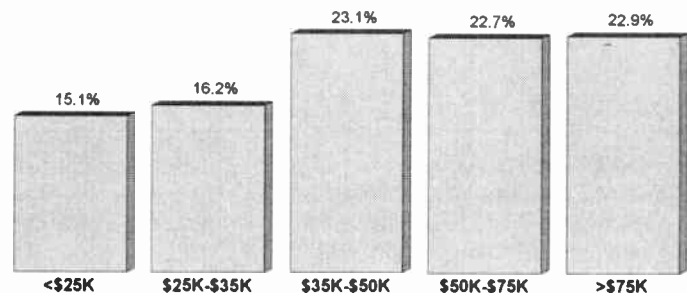
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	59.0%
One	15.1%
Two	17.4%
Three or More	8.5%

Home Ownership

Own	73.3%
Rent	22.5%
Other	4.2%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 PAID FOR OIL CHANGE (Auto Repair/Service on Household Vehicle Ps 12 Mo is Oil Filter/Oil Change)

Estimates displayed are reported for % Composition.
 ©1997 The Arbitron Company and Scarborough Research Corp./VNU



PAID \$1,000+ FOR HOME IMPRVMTS

Target Persons: 1,079,210 Target Intab: 678
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

51.9	% Male	48.1	% Female
------	--------	------	----------





Employment Status

Employed Full-Time	55.6%
Employed Part-Time	15.8%
Not Employed	
A Homemaker	8.1%
A Student	1.4%
Retired	12.3%
Disabled	4.2%
Temporarily Laid-Off	0.2%
Not Employed-Looking for Work	2.4%
Other	0.0%

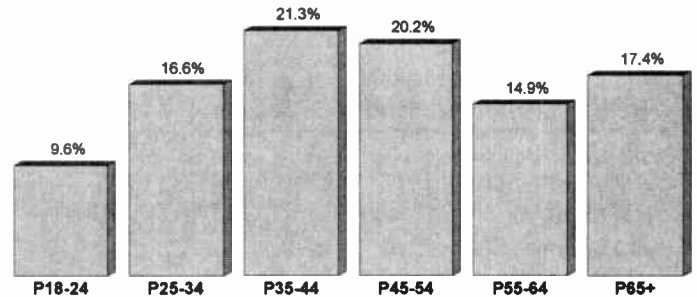
Occupation

Administrative Support	13.2%
Executive, Administrative & Managerial	13.4%
Farming, Forestry & Fishing	0.5%
Handlers, Eqp Clnrs, Helpers & Lborers	2.5%
Machine Operators, Assemblers & Inspctr	3.8%
Precision Production, Craft & Repair	5.9%
Professional Specialty	9.9%
Sales	7.6%
Service	7.5%
Technicians & Related Support	5.0%
Transportation & Material Moving	2.2%

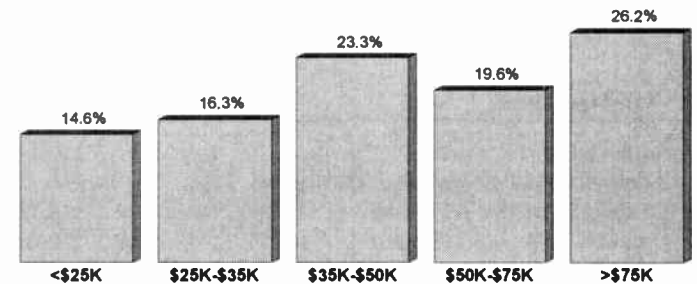
Education

			
8.6%	40.5%	25.9%	25.0%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	59.2%
One	16.4%
Two	16.8%
Three or More	7.6%

Home Ownership

Own	83.0%
Rent	13.8%
Other	3.2%



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

PAID \$1,000+ FOR HOME IMPRVMTS (Amount Spent on Home Improvements Past 12 Months is \$1,000 - \$3K:Tot Spnt on all Hm Improv or \$3,000 or More:Tot Spnt on all Hm Improv)

Estimates displayed are reported for % Composition.

©1997 The Arbitron Company and Scarborough Research Corp./VNU

Here Are Some of the Consumer Categories You Can Analyze with the Instant Qualitative Profile



Through Scarborough, Arbitron delivers more than 295 major categories of consumer, media and retail behavior in your market. It's a wealth of information you can use to profile radio audiences by the products they buy, the stores they shop at, and the ad-supported media they use. All this information is easily accessible through the Instant Qualitative Profile (You must be a subscriber to MaxiMiser 97, Media ProfessionalSM, or MaxQualitativeSM). For a complete list of available consumer categories, contact your Arbitron representative. ‡

Automotive

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

Financial

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

Beverages

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

Business Decision

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

Computers

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

Demographics

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

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

Drug/Grocery Store

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

Health Care

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

Home Improvement

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

Household Shopping

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

Lifestyles

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

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

Media

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

Retail Shopping

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

Telephone

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

Travel

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

Voting

Presidential/Statewide/Local
Registered
Political Party

‡ Not all categories are available in all markets.

* Selected markets only.

** Hispanic markets only.

Qualitative 1997-1998 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1997		1998	
		Release 1	Release 2	Release 1	Release 2
S	Albany-Schenectady-Troy	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Albuquerque	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Allentown-Bethlehem	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Atlanta	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Atlantic City-Cape May	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Austin	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Bakersfield	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Baltimore	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Baton Rouge	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Birmingham	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Boston	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Buffalo-Niagara Falls	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Charleston, SC	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Charleston,WV	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Charlotte-Gastonia-Rock Hill	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Chattanooga	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Chicago	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Cincinnati	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Cleveland	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Colorado Springs	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Columbia, SC	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Columbus, OH	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Dallas-Ft. Worth	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Dayton	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Denver-Boulder	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Des Moines	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Detroit	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	El Paso	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
RD	Evansville	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Flint	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Ft. Wayne	Jun 96 - Nov 96	Dec 96 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Fresno	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Gainesville-Ocala	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Grand Rapids-Kalamazoo-Battle Creek	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Greensboro-Winston Salem-High Point	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Greenville-New Bern-Jacksonville	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Greenville-Spartanburg	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Harrisburg-Lebanon-Carlisle	Oct 98 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Hartford-New Britain-Middletown	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Honolulu	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Houston-Galveston	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Huntsville	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
S	Indianapolis	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Jackson, MS	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Jacksonville	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Kansas City	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Lafayette, IN	Jul 97 - Aug 97		Jul 98 - Aug 98	
RD	Lafayette, LA	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Las Vegas	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Little Rock	Jun 96 - Nov 96	Dec 96 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Los Angeles	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Louisville	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98

Qualitative 1997-1998 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1997		1998	
		Release 1	Release 2	Release 1	Release 2
RD	Lubbock	Sep 97 - Oct 97		Sep 98 - Oct 98	
RD	Macon	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Madison	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Memphis	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Miami-Ft. Lauderdale-Hollywood	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Milwaukee-Racine	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Minneapolis-St. Paul	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Mobile	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Monterey-Salinas-Santa Cruz	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Montgomery	Jun96 - Nov96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Nashville	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	New Orleans	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	New York	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Norfolk-Virginia Beach-Newport News	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Oklahoma City	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Omaha-Council Bluffs	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Orlando	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Palm Springs	Jan 97 - Feb 97		Jan 98 - Feb 98	
RD	Pensacola	Jul 97 - Aug 97		Jul 98 - Aug 98	
RD	Peoria		Aug 97 - Sep 97		Aug 98 - Sep 98
S	Philadelphia	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Phoenix	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Pittsburgh	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Portland, OR	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Providence-New Bedford-Warwick	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Quad Cities (Davenport-Rock Island-Moline)	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Raleigh-Durham	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Richmond	Jun96 - Nov96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Roanoke-Lynchburg	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Rochester, NY	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Rockford	Jul 97 - Aug 97		Jul 98 - Aug 98	
S	Sacramento	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Saginaw-Bay City-Midland	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	St. Louis	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Salt Lake City-Ogden-Provo	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Antonio	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Diego	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Francisco	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Santa Barbara	Jul 97 - Aug 97		Jul 98 - Aug 98	
S	Seattle-Tacoma	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Spokane	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Springfield, MA	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Syracuse	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Tampa-St. Petersburg-Clearwater	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Toledo	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
RD	Tucson	Jun96 - Nov96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Tulsa	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Washington, D.C.	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	West Palm Beach-Boca Raton	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Wichita	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Wilkes Barre-Scranton	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Youngstown-Warren	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98

Qualitative 1997-1998 Survey Schedule

QUALITATIVE DIARY MARKETS

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

FALL SURVEY

September 18 - December 10, 1997

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

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

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

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

SPRING SURVEY

April 2 - June 24, 1998

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

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

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

WINTER SURVEY

January 8 - April 1, 1998

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

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

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

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

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

NOTE/The survey dates are subject to change.

Notations

Arbitron 1998 Winter Delivery Schedule

Market	Nov-Dec-Jan Arbitrends		Dec-Jan-Feb Arbitrends		Winter Arbitrends		Advance Ratings		Maximiser SM / MediaProfessional SM	Market Report
	Date	Time *	Date	Time *	Date	Time *	Date	Time *	Mail Date	Mail Date
Akron	Feb 26	10:00AM EST	Mar 26	10:00AM	Apr 23	11:30AM	Apr 23	2:30-2:45PM	Apr 24	Apr 27
Albany-Schenectady-Troy	Mar 05	10:00AM EST	Apr 02	10:00AM	Apr 30	1:00PM	Apr 30	4:00-4:15PM	May 01	May 04
Albuquerque	Mar 10	9:30AM MST	Apr 07	9:30AM	May 04	2:00PM	May 05	9:00-9:15AM	May 05	May 06
Allentown-Bethlehem	Feb 26	1:00PM EST	Mar 26	1:00PM	Apr 23	1:00PM	Apr 23	4:00-4:15PM	Apr 24	Apr 27
Atlanta	Mar 03	11:30AM EST	Mar 31	11:30AM	Apr 28	1:00PM	Apr 28	4:00-4:15PM	Apr 29	Apr 30
Austin	Mar 09	12:00PM CST	Apr 06	12:00PM	May 04	1:30PM	May 04	4:30-4:45PM	May 05	May 06
Bakersfield	Mar 10	10:00AM PST	Apr 07	10:00AM	May 05	1:00PM	May 05	4:00-4:15PM	May 06	May 07
Baltimore	Feb 26	4:00PM EST	Mar 26	4:00PM	Apr 24	11:30AM	Apr 24	2:30-2:45PM	Apr 27	Apr 28
Baton Rouge	Mar 09	10:30AM CST	Apr 06	10:30AM	May 04	1:30PM	May 04	4:30-4:45PM	May 05	May 06
Birmingham	Mar 04	3:00PM CST	Apr 01	3:00PM	Apr 30	10:30AM	Apr 30	1:30-1:45PM	May 01	May 04
Boston	Feb 25	1:00PM EST	Mar 25	1:00PM	Apr 22	2:30PM	Apr 23	9:00-9:15AM	Apr 23	Apr 24
Buffalo-Niagara Falls	Feb 27	11:30AM EST	Mar 27	11:30AM	Apr 24	1:00PM	Apr 24	4:00-4:15PM	Apr 27	Apr 28
Charleston, SC	Mar 05	2:30PM EST	Apr 02	2:30PM	Apr 30	11:30AM	Apr 30	2:30-2:45PM	May 01	May 04
Charlotte-Gastonia-Rock Hill	Mar 05	2:30PM EST	Apr 02	2:30PM	May 01	11:30AM	May 01	2:30-2:45PM	May 04	May 05
Chattanooga	Mar 09	11:30AM EST	Apr 06	11:30AM	May 04	11:30AM	May 04	2:30-2:45PM	May 05	May 06
Chicago	Feb 24	12:00PM CST	Mar 24	12:00PM	Apr 21	12:00PM	Apr 21	3:00-3:15PM	Apr 22	Apr 23
Cincinnati	Feb 27	4:00PM EST	Mar 27	4:00PM	Apr 27	11:30AM	Apr 27	2:30-2:45PM	Apr 28	Apr 29
Cleveland	Feb 26	2:30PM EST	Mar 26	2:30PM	Apr 23	11:30AM	Apr 23	2:30-2:45PM	Apr 24	Apr 27
Colorado Springs	Mar 10	9:30AM MST	Apr 07	9:30AM	May 04	2:00PM	May 05	9:00-9:15AM	May 05	May 06
Columbia, SC	Mar 05	10:00AM EST	Apr 02	10:00AM	Apr 29	10:00AM	Apr 29	1:00-1:15PM	Apr 30	May 01
Columbus, OH	Mar 03	10:00AM EST	Mar 31	10:00AM	Apr 28	11:30AM	Apr 28	2:30-2:45PM	Apr 29	Apr 30
Dallas-Ft. Worth	Mar 02	10:30AM CST	Mar 30	10:30AM	Apr 27	1:30PM	Apr 27	4:30-4:45PM	Apr 28	Apr 29
Dayton	Mar 05	11:30AM EST	Apr 02	11:30AM	Apr 30	10:00AM	Apr 30	1:00-1:15PM	May 01	May 04
Denver-Boulder	Mar 02	12:30PM MST	Mar 30	12:30PM	Apr 24	12:30PM	Apr 24	3:30-3:45PM	Apr 27	Apr 28
Des Moines	Mar 09	3:00PM CST	Apr 06	3:00PM	May 05	12:00PM	May 05	3:00-3:15PM	May 06	May 07
Detroit	Feb 25	11:30AM EST	Mar 25	11:30AM	Apr 22	11:30AM	Apr 22	2:30-2:45PM	Apr 23	Apr 24
El Paso	Mar 09	11:00AM MST	Apr 06	11:00AM	May 01	12:30PM	May 01	3:30-3:45PM	May 04	May 05
Fresno	Mar 06	11:30AM PST	Apr 03	11:30AM	May 01	11:30AM	May 01	2:30-2:45PM	May 04	May 05
Grand Rapids	Mar 06	4:00PM EST	Apr 03	4:00PM	May 04	1:00PM	May 04	4:00-4:15PM	May 05	May 06
Greensboro-Winston Salem-High Point	Mar 06	4:00PM EST	Apr 03	4:00PM	May 04	1:00PM	May 04	4:00-4:15PM	May 05	May 06
Greenville-New Bern-Jacksonville	Mar 09	2:30PM EST	Apr 06	2:30PM	May 05	11:30AM	May 05	2:30-2:45PM	May 05	May 07
Greenville-Spartanburg	Mar 06	10:00AM EST	Apr 03	10:00AM	May 04	10:00AM	May 04	1:00-1:15PM	May 06	May 06
Harrisburg-Lebanon-Carlisle	Mar 06	4:00PM EST	Apr 03	4:00PM	May 04	1:00PM	May 04	4:00-4:15PM	May 05	May 06
Hartford-New Britain-Middletown	Feb 25	2:30PM EST	Mar 25	2:30PM	Apr 23	10:00AM	Apr 23	1:00-1:15PM	Apr 24	Apr 27
Honolulu	Mar 05	11:00AM HST	Apr 02	11:00AM	Apr 30	10:00AM	Apr 30	1:00-1:15PM	May 01	May 04
Houston-Galveston	Mar 02	12:00PM CST	Mar 30	12:00PM	Apr 27	12:00PM	Apr 27	3:00-3:15PM	Apr 28	Apr 29
Huntsville	Mar 10	9:00AM CST	Apr 07	9:00AM	May 05	1:30PM	May 05	4:45-5:00PM	May 06	May 07
Indianapolis	Mar 03	10:00AM EST	Mar 31	10:00AM	Apr 28	10:30AM	Apr 28	1:30-1:45PM	Apr 29	Apr 30
Jackson, MS	Mar 10	10:30AM CST	Apr 07	10:30AM	May 05	1:30PM	May 05	4:45-5:00PM	May 06	May 07
Jacksonville	Mar 06	10:00AM EST	Apr 03	10:00AM	May 01	10:00AM	May 01	1:00-1:15PM	May 04	May 05
Kansas City	Mar 03	3:00PM CST	Mar 31	3:00PM	Apr 28	1:30PM	Apr 28	4:30-4:45PM	Apr 29	Apr 30
Knoxville	Mar 06	2:30PM EST	Apr 03	2:30PM	May 01	11:30AM	May 01	2:30-2:45PM	May 04	May 05
Lansing-East Lansing	Mar 09	11:30AM EST	Apr 06	11:30AM	May 05	11:30AM	May 05	2:30-2:45PM	May 06	May 07
Las Vegas	Mar 05	10:00AM PST	Apr 02	10:00AM	Apr 30	11:30AM	Apr 30	2:30-2:45PM	May 01	May 04
Little Rock	Mar 09	3:00PM CST	Apr 06	3:00PM	May 05	1:30PM	May 05	4:30-4:45PM	May 06	May 07
Los Angeles	Feb 24	11:30AM PST	Mar 24	11:30AM	Apr 21	11:30AM	Apr 21	2:30-2:45PM	Apr 22	Apr 23
Louisville	Mar 04	10:00AM EST	Apr 01	10:00AM	Apr 29	1:00PM	Apr 29	4:00-4:15PM	Apr 30	May 01
Madison	Mar 10	9:00AM CST	Apr 07	9:00AM	May 05	1:30PM	May 05	4:45-5:00PM	May 06	May 07

* All times are local market times.

MaximiserSM is a registered trademark of The Arbitron Company.
Media ProfessionalSM is a service mark of The Arbitron Company.

ARBITRON

Arbitron 1998 Winter Delivery Schedule

Market	Nov-Dec-Jan Arbitrends		Dec-Jan-Feb Arbitrends		Winter Arbitrends		Advance Ratings		MaxiSer SM / Media Professional SM	Market Report
	Date	Time *	Date	Time *	Date	Time *	Date	Time *	Mail Date	Mail Date
McAllen-Brownsville-Harlingen	Mar 09	12:00PM CST	Apr 06	12:00PM	May 04	1:30PM	May 04	4:30-4:45PM	May 05	May 06
Memphis	Mar 04	1:30PM CST	Apr 01	1:30PM	Apr 29	1:30PM	Apr 29	4:30-4:45PM	Apr 30	May 01
Miami-Ft. Lauderdale-Hollywood	Mar 03	2:30PM EST	Mar 31	2:30PM	Apr 29	11:30AM	Apr 29	2:30-2:45PM	Apr 30	May 01
Milwaukee-Racine	Mar 04	9:00AM CST	Apr 01	9:00AM	Apr 29	12:00PM	Apr 29	3:00-3:15PM	Apr 30	May 01
Minneapolis-St. Paul	Mar 02	9:00AM CST	Mar 30	9:00AM	Apr 28	9:00AM	Apr 28	12:00-12:15PM	Apr 29	Apr 30
Mobile	Mar 10	9:00AM CST	Apr 07	9:00AM	May 05	1:30PM	May 05	4:30-4:45PM	May 06	May 07
Monterey-Salinas-Santa Cruz	Feb 27	11:30AM PST	Mar 27	11:30AM	Apr 23	10:00AM	Apr 23	1:00-1:15PM	Apr 24	Apr 27
Nashville	Mar 04	12:00PM CST	Apr 01	12:00PM	Apr 30	10:30AM	Apr 30	1:30-1:45PM	May 01	May 04
Nassau-Suffolk (Long Island)	Feb 24	11:30AM EST	Mar 24	11:30AM	Apr 21	11:30AM	Apr 21	2:30-2:45PM	Apr 22	Apr 23
New Orleans	Mar 05	10:30AM CST	Apr 02	10:30AM	Apr 28	1:30PM	Apr 28	4:30-4:45PM	Apr 29	Apr 30
New York	Feb 24	10:00AM EST	Mar 24	10:00AM	Apr 21	10:00AM	Apr 21	1:00-1:15PM	Apr 22	Apr 23
Norfolk-Virginia Beach-Newport News	Mar 05	4:00PM EST	Apr 02	4:00PM	May 01	1:00PM	May 01	4:00-4:15PM	May 04	May 05
Oklahoma City	Mar 06	10:30AM CST	Apr 03	10:30AM	Apr 30	1:30PM	Apr 30	4:30-4:45PM	May 01	May 04
Omaha-Council Bluffs	Mar 04	1:30PM CST	Apr 01	1:30PM	Apr 29	1:30PM	Apr 29	4:30-4:45PM	Apr 30	May 01
Orlando	Mar 09	10:00AM EST	Apr 06	10:00AM	May 05	10:00AM	May 05	1:00-1:15PM	May 06	May 07
Philadelphia	Feb 25	10:00AM EST	Mar 25	10:00AM	Apr 22	10:00AM	Apr 22	1:00-1:15PM	Apr 23	Apr 24
Phoenix	Mar 04	9:30AM MST	Apr 01	9:30AM	Apr 29	1:00PM	Apr 29	4:00-4:15PM	Apr 30	May 01
Pittsburgh	Feb 27	11:30AM EST	Mar 27	11:30AM	Apr 27	10:00AM	Apr 27	1:00-1:15PM	Apr 28	Apr 29
Portland, OR	Mar 04	10:00AM PST	Apr 01	10:00AM	Apr 28	1:00PM	Apr 28	4:00-4:15PM	Apr 29	Apr 30
Providence-Warwick-Pawtucket	Feb 26	10:00AM EST	Mar 26	10:00AM	Apr 23	10:00AM	Apr 23	1:00-1:15PM	Apr 24	Apr 27
Raleigh-Durham	Mar 06	2:30PM EST	Apr 03	2:30PM	May 04	11:30AM	May 04	2:30-2:45PM	May 05	May 06
Richmond	Mar 05	4:00PM EST	Apr 02	4:00PM	May 01	1:00PM	May 01	4:00-4:15PM	May 04	May 05
Riverside-San Bernardino	Feb 26	11:30AM PST	Mar 26	11:30AM	Apr 24	10:00AM	Apr 24	1:00-1:15PM	Apr 27	Apr 28
Rochester, NY	Mar 05	10:00AM EST	Apr 02	10:00AM	May 01	10:00AM	May 01	1:00-1:15PM	May 04	May 05
Sacramento	Mar 06	10:00AM PST	Apr 03	10:00AM	Apr 30	1:00PM	Apr 30	4:00-4:15PM	May 01	May 04
Saginaw-Bay City-Midland	Mar 09	2:30PM EST	Apr 06	2:30PM	May 05	11:30AM	May 05	2:30-2:45PM	May 06	May 07
Salt Lake City-Ogden-Provo	Mar 04	2:00PM MST	Apr 01	2:00PM	Apr 30	11:00AM	Apr 30	2:00-2:15PM	May 01	May 01
San Antonio	Mar 06	10:30AM CST	Apr 03	10:30AM	May 04	10:30AM	May 04	1:30-1:45PM	May 05	May 06
San Diego	Feb 26	10:00AM PST	Mar 26	10:00AM	Apr 22	10:00AM	Apr 22	1:00-1:15PM	Apr 23	Apr 24
San Francisco	Feb 27	10:00AM PST	Mar 27	10:00AM	Apr 23	1:00PM	Apr 23	4:00-4:15PM	Apr 24	Apr 27
San Jose	Feb 27	11:30AM PST	Mar 27	11:30AM	Apr 23	10:00AM	Apr 23	1:00-1:15PM	Apr 24	Apr 27
Seattle-Tacoma	Mar 02	1:00PM PST	Mar 30	1:00PM	Apr 27	1:00PM	Apr 27	4:00-4:15PM	Apr 28	Apr 29
Shreveport	Mar 09	3:00PM CST	Apr 06	3:00PM	May 05	12:00PM	May 05	3:00-3:15PM	May 06	May 07
Spokane	Mar 10	10:00AM PST	Apr 07	10:00AM	May 05	1:00PM	May 05	4:00-4:15PM	May 06	May 07
Springfield, MA	Feb 26	10:00AM EST	Mar 26	10:00AM	Apr 23	11:30AM	Apr 23	2:30-2:45PM	Apr 24	Apr 27
St. Louis	Feb 27	9:00AM CST	Mar 27	9:00AM	Apr 23	1:30PM	Apr 23	4:30-4:45PM	Apr 24	Apr 27
Syracuse	Mar 05	1:00PM EST	Apr 02	1:00PM	May 04	10:00AM	May 04	1:00-1:15PM	May 05	May 06
Tampa-St. Petersburg-Clearwater	Mar 03	1:00PM EST	Mar 31	1:00PM	Apr 29	10:00AM	Apr 29	1:00-1:15PM	Apr 30	May 01
Toledo	Mar 03	4:00PM EST	Mar 31	4:00PM	Apr 30	10:00AM	Apr 30	1:00-1:15PM	May 01	May 04
Tucson	Mar 04	12:30PM MST	Apr 01	12:30PM	Apr 29	11:30AM	Apr 29	2:30-2:45PM	Apr 30	May 04
Tulsa	Mar 06	12:00PM CST	Apr 03	12:00PM	May 01	12:00PM	May 01	3:00-3:15PM	May 04	May 05
Washington, D.C.	Feb 26	11:30AM EST	Mar 26	11:30AM	Apr 24	10:00AM	Apr 24	1:00-1:15PM	Apr 27	Apr 28
West Palm Beach-Boca Raton	Mar 09	2:30PM EST	Apr 06	2:30PM	May 05	1:00PM	May 05	4:00-4:15PM	May 06	May 07
Wichita	Mar 10	9:00AM CST	Apr 07	9:00AM	May 04	1:30PM	May 04	4:30-4:45PM	May 05	May 06
Wilkes Barre-Scranton	Mar 09	11:30AM EST	Apr 06	11:30AM	May 05	11:30AM	May 05	2:30-2:45PM	May 06	May 07
York	Mar 06	11:30AM EST	Apr 03	11:30AM	May 04	10:00AM	May 04	1:15-1:30PM	May 05	May 06

* All times are local market times.

MaxiSerSM is a registered trademark of The Arbitron Company.

Media ProfessionalSM is a service mark of The Arbitron Company.



1997-1998 Radio Survey Schedule

Who to call at Arbitron

FALL SURVEY

September 18 - December 10, 1997

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

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

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

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

SPRING SURVEY

April 2 - June 24, 1998

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

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

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

WINTER SURVEY

January 8 - April 1, 1998

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

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

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

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

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

NOTE/The survey dates are subject to change.

New York

142 West 57th Street/10019
Fax: (212) 887-1535

Radio Station Services:

Les Tolchin, Sr. VP, National Sales
(212) 887-1302
Tom O'Sullivan, Mgr., National Radio Sales
(212) 887-1368
Frank Stanitski, Mgr. (410) 312-8528
Kathy Koch (212) 887-1304
John Nolan (212) 887-1306
Ruth Roman (212) 887-1326

Scarborough Training Specialist:
Debby Goldstein (212) 887-1367

Training Specialists:
Jennae Buiniskis (212) 887-1371
Chris Kiske (212) 887-1310

Rep/Network Services:

Alan Tobkes (212) 887-1354

Broadcast Market Analyst:
Donna Pollifrone (212) 887-1582

Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387
Jerry Sacchetti, Mgr. (212) 887-1502
Susan Carmichael (212) 887-1398

Training Specialist:
Kent Stephens (212) 887-1423

Chicago

311 South Wacker Dr., Suite 1600/60606
Fax: (312) 913-6221

Radio Station Services:

Robert Klemm, Mgr. (312) 913-6235
Britt Alexander (312) 913-6231
Bethanie Buckingham (312) 913-6232
Mark Cody (312) 913-6236
Patrick Pendergast (312) 913-6239

Scarborough Training Specialist:
Jennifer Thompson (312) 913-6238

Training Specialists:
Malou Watterson (312) 913-6233
Karen Young (312) 913-6240

Advertiser/Agency Services:

Carol Hanley, Mgr. (312) 913-6226
Margaret Bustell (312) 913-6229
Megan Horen (312) 913-6227
Alisa Joseph (312) 913-6228

Training Specialist:
Vicki Murphy (312) 913-6241

Atlanta

9000 Central Parkway, Suite 300/30328
Fax: (770) 551-1401

Radio Station Services:

Lisa Segall, Mgr. (770) 551-1403
Julian Davis (770) 551-1419
Jim Remeny (770) 551-1418
Jerry Wiese (770) 551-1422

Scarborough Training Specialist:
Mike Hoffman (770) 551-1428

Training Specialist:
Felicia Clem (770) 551-1405

Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408
Bill Bingham (770) 551-1410
Spencer Wilson (770) 551-1404

Los Angeles

10877 Wilshire Blvd., Suite 1600/90024
Fax: (310) 824-6666

Radio Station Services:

Brad Bedford, Mgr. (310) 824-6601
John Basila (310) 824-6603
Marvin Korach (310) 824-6605
Paul LeFort (310) 824-6606
Steven Shrinsky (310) 824-6602
Rob Winston (310) 824-6604

Scarborough Training Specialist:
David Oglevee (310) 824-6607

Training Specialist:
Richard Tunkel (310) 824-6608
Vanessa Ware (310) 824-6609

Advertiser/Agency Services:

Claude Hulet, Mgr. (310) 824-6620
John Hegelmeyer (310) 824-6621

Client Service Representative:
Debbie Lahm (310) 824-6622

Dallas

One Galleria Tower
13355 Noel Road, Suite 1120/75240
Fax: (972) 385-5377

Radio Station Services:

Tony Belzer (972) 385-5386
Jan Bournstein (972) 385-5383
Bob Michaels (972) 385-5397

Training Specialist:
Todd Brandon (972) 385-5392

Advertiser/Agency Services:

Dan Griffin, Mgr. (972) 385-5383
Anne Baron (972) 385-5389
Becky Burkett (972) 385-5387

Washington/Baltimore

9705 Patuxent Woods Drive
Columbia, Maryland 21046
Fax: (410) 312-8622

Radio Station Services:

Frank Stanitski, Mgr. (410) 312-8528
Bruce Supovitz, Mgr., National Radio Sales
(410) 312-8391
Brad Kelly (410) 312-8529
John Snyder (410) 312-8532

Scarborough Training Specialist:
Laura Ivey (410) 312-8546

Advertiser/Agency Services:

Karla Eyerly (410) 312-8539

A division of Cerdian Corporation

1998 Radio Advisory Council Members

Gerry Boehme
Sr. Vice President
Director, Radio Information Services
Katz Radio Group
125 West 55th Street, 21st Floor
New York, NY 10019
(212) 424-6784
(212) 424-6491 (fax)
gerry_boehme@katz-media.com (e-mail)
Research - Appointed

Terry Bond
Senior Vice President
Roberts Radio
212 W. Apache
Farmington, NM 87401
(505) 327-4449
(505) 327-5796 (fax)
Adult Contemporary -
Noncontinuous

Tom Connolly
General Manager
WKLS-FM
1800 Century Blvd., NE
Suite 1200
Atlanta, GA 30345
(404) 325-0960
(404) 321-7328 (fax)
tconnolly@96rock.com (e-mail)
AOR - Continuous

Kent Cooper
Vice President/General Manager
KNCN-FM
Radio Plaza
501 Tupper Lane
Corpus Christi, TX 78415
(512) 289-0111
(512) 289-5836 (fax)
AOR - Noncontinuous

Rick Cummings
Executive Vice President,
Programming
Emmis Broadcasting
4444 Lakeside Drive, Suite 320
Burbank, CA 91505
(818) 569-5703
(818) 569-5707 (fax)
Group Programmer - Appointed

Chuck DuCoty*
General Manager
WISN-AM
759 N. 19th Street
Milwaukee, WI 53233
(414) 342-1111
(414) 937-3194 (fax)
cducoty@hearst.com (e-mail)

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

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

Dan Halyburton
Vice President/General Manager
KPLX-FM
3500 Maple at Turtlecreek
Suite 1600
Dallas, TX 75219
(214) 526-2400
(214) 520-4343 (fax)
Country - Continuous

Mickey Luckoff
President & General Manager
KGO-AM
900 Front Street
San Francisco, CA 94111
(415) 954-8100
(415) 391-2795 (fax)
News/Talk - Continuous

David Lykes
Executive Vice President/
Chief Operating Officer
Heftel Broadcasting Corporation
100 Crescent Court, Suite 1777
Dallas, TX 75201
(214) 855-8882
(214) 855-8881 (fax)
Hispanic

Chuck Morgan
General Manager
KMGZ-FM
1421 Great Plains Blvd., Suite C
Lawton, OK 73505
(405) 536-9530
(405) 536-3299 (fax)
KMGZ@sirinet.net (e-mail)
CHR/Top 40 - Noncontinuous

David Pearlman
Co-Chief Operating Officer
American Radio Systems
116 Huntington Avenue
Boston, MA 02116
(617) 375-7500
(617) 375-7575 (fax)
MOR

Marla Pirner
Executive Vice President
Director of Research Division
The Interep Store
100 Park Avenue, 5th Floor
New York, NY 10017
(212) 916-0539
(212) 916-0774 (fax)
Marla_Pirner@interrep.com (e-mail)
Research - Appointed

Dave Robbins
General Manager
WNCI-FM
One Nationwide Plaza
Columbus, OH 43215
(614) 224-7355
(614) 249-3979 (fax)
CHR/Top 40 - Continuous

Ron Rogers***
President/General Manager
KVET/KASE
705 N. Lamar
Austin, TX 78703
(512) 495-1300
(512) 495-9423 (fax)

Bob Russell
General Manager
KGNC-AM/FM
3505 Olsen Blvd., Suite 117
Amarillo, TX 79109
(806) 355-9801
(806) 354-8779 (fax)
rfr@kgnc.com (e-mail)
News/Talk - Noncontinuous

Chuck Tweedle
President, BIC SF Group
KOIT-AM/FM
400 Second Street
San Francisco, CA 94107
(415) 777-0965
(415) 896-0965 (fax)
ctweedle@koit.com (e-mail)
Adult Contemporary - Continuous

Richard Young
General Manager
WBTU-FM
2100 Goshen Road #232
Fort Wayne, IN 46808
(219) 482-9288
(219) 482-8655 (fax)
Country - Noncontinuous

Lee Zapis
President/General Manager
WZAK-FM
2510 St. Clair Avenue
Cleveland, OH 44114
(216) 621-9300
(216) 771-4164 (fax)
leezapis@jammin.com (e-mail)
Black/Urban

Bob Zuroweste
General Manager
KCMO-FM
4935 Belinder Road
Westwood, KS 66205
(913) 677-8998
(913) 677-8900 (fax)
Gold/Oldies

* 1998 Chairman
** 1998 Vice Chairman
*** Immediate Past Chairman

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

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

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

A division of Ceridian Corporation

